



ANNUAL REPORT 2014

SOUTHERN FOOTBALL LEAGUE

MISSION STATEMENT

The SFL will be a custodian and effective promoter of the code and culture of Australian Football and Netball to communities in the south-eastern region of metropolitan Melbourne. The SFL will effectively facilitate participation in Australian Football and Netball and assume responsibility for the local health, development and image of the games.



ANNUAL REPORT 2014

SOUTHERN FOOTBALL LEAGUE

PRESENTED TO THE MEMBERS AT THE 22ND ANNUAL GENERAL MEETING
AT THE BENTLEIGH CLUB ON MONDAY DECEMBER 8, 2014

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LIFE MEMBER HONOUR BOARD

SOUTHERN FOOTBALL LEAGUE LTD. (FORMERLY ESFCA LTD and SFL Inc.)

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

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. McDonell
A. Broadhead	R. Savage	J. Meneilly	L. Mc Kiernan
M. Anderson	W. David	R. Hennessey	T. O'Shea

FORMER SESFL INC. (FORMERLY CODFL AND ESFL)

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

FORMER SESFL INC.

1963 - 1992 (FORMERLY CODFL AND ESFL)

1992	L.R. Bailey
	G. Hunter

FORMER ESFL

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

FORMER CODFL

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





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 underage football with McKinnon and then took time out from football to swim competitively and play water polo for the Moorabbin club. He was a delegate to the Victorian Amateur Water Polo Association and served as a committee person for a number of years. 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 in the early eighties 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 the club's inaugural President from 1993 to 1999.

Garry played over twenty years and 300 games of local senior football with Glenhuntly (Federal 5 years), Caulfield (VFA 9 years), Croydon (EDFL 2 years) and St Kevin's Ormond (ESCFA 5 years) which included 8 years as a Captain-Coach.

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, the Yarra Valley and Bass Coast, which between them employ 150 staff.

This follows a Federal Public Service career and nearly ten years as a partner and Director of an environmental consultancy business. This period included over two years as Director of a European based joint party venture based in England.

Garry is currently Chairman of the Construction Materials Processors Association (CMPA). CMPA members supply over 50% of Victoria's quarried materials and concrete to the State's construction industry.



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 a business development manager for global workforce management company, Workforce Software.

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.



SFL BOARD OF MANAGEMENT



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.

Marc 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.

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.



ATHENA
GREENALL-WILSON
DIRECTOR

Athena joined the Board in mid 2014.

Athena commenced her legal career in a major law firm during which time she acted for the Carlton Football Club. Her netball days were as a junior in country Victoria.

Athena has qualifications and experience in law, finance and education.

After a few years at Middletons (now K & L Gates) predominantly in the Banking & Finance team, Athena was given an opportunity to compete as a full time elite athlete in Australia and Canada. Upon return to Australia, Athena continued her legal career in private practice with an emphasis on corporate/commercial and employment law (which included acting for another AFL Club).

During this time in private practice, Athena was also appointed Deputy College Head at an international college at Monash University and resided there to assist international students settle into Australia and university life. Athena also took extra leave to travel extensively with an Olympic team (due to her husband's role as coach) allowing global appreciation of sport and an opportunity to appreciate other cultures.

In 2010, Athena started an athlete management company with a former law partner balancing her passion for sport and the law.

Athena currently works as an in-house lawyer for a national NFP organisation with an emphasis on contractual negotiations and general commercial work.

Athena is a member of Australian Corporate Lawyers Association and Australia and New Zealand Sports Law Association.



PENNY
LORDING
DIRECTOR

Penny Lording joined the SFL Board in late 2013.

After studying a Bachelor of Law/Arts at the University of Melbourne, Penny commenced her legal career at SportsLawyer where she acted for a range of people and organisations involved in various sports, including athletes, coaches, clubs and state sporting bodies. During this time she commenced sitting as a member of Basketball Victoria's regional tribunal and became a member of the Law Institute's Sports Law Group and the Australian and New Zealand Sports Law Association.

After around five years in private practice, including a few years in M+K Lawyers' Commercial Group, Penny moved into an in-house role at Ford Motor Company of Australia Ltd at the start of 2014. At Ford, she is responsible for providing legal support to the marketing and sales functions within the business.

Penny has and continues to enjoy playing sport.



DAVID
SHERIDAN
DIRECTOR

David Sheridan is a level 2 Accredited AFL coach and a regular presenter at Level 1 and 2 Coaching courses, and in 2013 and 2014 presented at the AFL National Conference on the role of Coaching Director.

David has also been involved on an AFL sub-committee 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.





SFL ADMINISTRATION



DAVID
CANNIZZO
Chief Executive Officer



MATTHEW
DUCK
General Manager – Operations



KELLY
JONES
Marketing and Partnership
Manager



TOBY
JEDWAB
Administration Officer



JENNY
MOUAT
Finance Manager



CAITLIN
GELLARD
Assistant Marketing and
Partnership Manager

UMPIRING DEPARTMENT



PETER
MAIR
Director



TOBY
JEDWAB
Administration



UMPIRING ASSOCIATION



ROSS
MCNEILL
President



RODD
JOHNSON
Secretary

INDEPENDENT TRIBUNAL



ANDREW
LEFEBVRE
Chairperson

PANEL MEMBERS

1 JOHN BACON

5 JIM MAGEE

2 JIM BROWNE

6 VINCE MICALIZZI

3 SHARON DALY

7 FRANK ROBINSON

4 SAM HATZI

8 BILL TURNER



SFL RECORD 2014

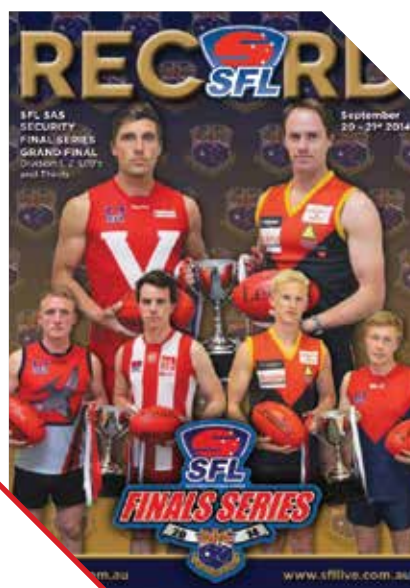
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TOBY JEDWAB

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PHOTOGENIX




SCRIBES;

WILL HUNTER
JASON BARBIN
ANDREW PALOCZI
JOSH SCHONAFINGER

HISTORIAN / STATISTICS;
BRUCE HILL



SFL MEMBER CLUBS 2014

ASHWOOD		DOVETON EAGLES		MORDIALLOC	
BENTLEIGH		EAST BRIGHTON		MOUNT WAVERLEY	
BLACK ROCK		EAST MALVERN		MURRUMBEENA	
CARRUM PATTERSON LAKES		ENDEAVOUR HILLS		OAKLEIGH DISTRICT	
CAULFIELD		HALLAM		SANDOWN COBRAS	
CERBERUS		HAMPTON		SKYE	
CHELSEA HEIGHTS		HEATHERTON		SOUTH YARRA	
CHELTENHAM		HIGHETT		SPRINGVALE DISTRICTS	
CLAYTON		LYNDALE		ST KILDA CITY	
DANDENONG		MOORABBIN KANGAROOS		ST PAULS	
DINGLEY					



CHAIRMAN'S REPORT

2014 was another year of improvement for the Southern Football League. Recognition of the strength of the League and how far it has come in the last six years is reflected in the number of Clubs from other Leagues that made enquiries in relation to joining the SFL at the end of the 2014 season. As a result, in 2015 we will welcome Keysborough FC who come to us from the Casey Cardinia League and Southern Dragons FC returns after two years in the VAFA. That makes 32 Clubs competing in seniors and reserves. A sizeable increase from 27 Clubs in 2010.

It was also pleasing to see the ongoing increase in numbers for our netball competition. You may recollect that in its first year in 2012, there were only seven teams entered representing five of our member Clubs. Fast forward to 2014 and we have 36 netball teams playing in four divisions representing 19 Clubs. After attending several presentation nights recently, the netball teams have become part of the rich fabric of our Clubs and their successes are celebrated as keenly as football. I am assured by those that know that the number of teams will again increase in 2015. A great effort and one of the reasons the League as a whole is the fastest growing in Australia.

The Moorabbin oval refurbishment project has been a part of every one of my Chairman's reports. I am pleased to say that 2014 was the year that the 'theory' of the project became the reality. After a lot of hard work and lobbying by Board members, in particular Garry Cranny and Marc Gauci, we managed to secure a funding commitment from the State Government of \$8 million for the project. Thanks must also go to local member Elizabeth Miller for championing the cause within her political party. The project was revealed to member Clubs at a special meeting earlier this year. The City of Kingston, the AFL, AFL Victoria, SFL and SMJFL will all make financial commitments to the project as well.

The project will see a refurbishment of the Huggins Stand including a theatrette and Board room and a new pavilion will be erected adjacent to the Huggins Stand with office accommodation and meeting rooms for the SFL, SMJFL and Sandringham Dragons FC. The ground will also eventually become available for use as a finals venue and will become the training base for SFL umpires. There is no doubt that completion of the project will provide one of the better football facilities in the southern region and will be the first time that the administrations of an AFL club, a TAC club and local football leagues will all come together under the same roof.

The facility will provide long standing benefits to the League and our tenancy there ensures we remain part of the Moorabbin sporting precinct for many years to come. I might also add that the SFL contribution will not mean any special levy or increase in fees to Clubs to cover our commitment to the project.

The balance sheet shows another strong result for the League. Much of this is attributable to the extra emphasis on increasing funds obtained from sponsorship. This was recognised by both the Board and member Clubs as an area that needed attention. Our Marketing and Communications sub-committee together with the League administration specifically targeted this revenue stream over the last two years and I am pleased to be able to report an increase of approximately \$37,000.00 on the 2013 figure and \$80,000.00 more than the figure raised in 2012.

On a more serious note, the League detected an increase in incidents requiring investigation throughout the 2014 season. This was mainly to do with spectator behaviour and unfortunately culminated in the Division 3 Senior Grand Final being abandoned at half time. I will not say anything about the incidents leading to the game being abandoned as, at



the time of me writing my report, the Clubs concerned have yet to appear before an SFL Disciplinary sub-committee. What I can say though is that the SFL strive to provide a fun, safe, fair and inclusive surrounding in which people are able to play and support their teams. The Board will not under any circumstances compromise that position and will take all steps necessary to ensure that Clubs maintain discipline over their players, coaches and supporters.

I look forward to 2015 as I am sure it will be an even better year for the SFL.

MARK SEYMOUR
SFL BOARD CHAIRMAN



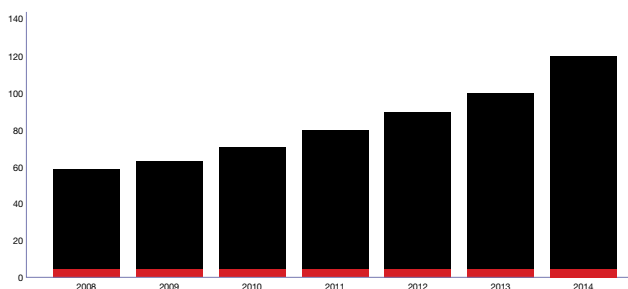


CEO REPORT

Another season has come to a close and the continued focus of diversity throughout the Southern Football League has really shown through in 2014.

Diversity and inclusiveness continues to be our major focus where we are talking about offering more than just the standard open age football program. Netball, Under 19 and Thirds Football are providing communities the opportunity to be actively involved with their local clubs. Throughout the different sport and age-demographic offerings we have seen enormous growth across the entire League thanks to clubs embracing the “sporting club” concept. The figure below presents a very strong message for how focussed the clubs are on growing their own organisations.

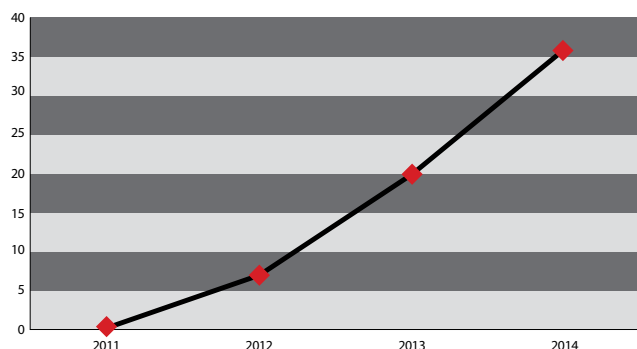
TEAMS



Thirds and Under 19 football had steady growth compared to 2013 but netball is where we are seeing exponential increases year on year. While the netball has only been established for three years, some important management changes were made this year to ensure we catered for this growth. Facilitating a proper netball competition meant the administration needed to be properly resourced and supported. The League secured affiliation with the state body, Netball Victoria, and accordingly abide by their Rules, Policies and Regulations, therefore providing a professional competition for all participants. The League also appointed staff to key positions overseeing the match day operations for netball including Court Supervisor (Lynne Wilkosz) and Umpiring Director (Kim Pentreath) who both did a wonderful job.

The netball team numbers have grown much quicker than most thought and our discussions with clubs for 2015 suggest the positive exponential curve seen below will continue.

NETBALL TEAMS



The SFL Board again well led by Chairman Mark Seymour and Vice-Chairman Garry Cranny oversaw the refresh of the next 3 year Strategic Plan (2015-2017) for the League. The Board and Administration had a half day workshop during the year where the purpose of the session was firstly to take a look at what we set out to achieve three years ago and what we actually delivered on. Secondly, we asked ourselves three very important questions when considering what the SFL should concentrate on for the next three years, where are we right now, what do we want to look like in three years time and how do we get there? The result is the League now has a refreshed strategy for the next three years that will guide our focus and attention.

In last year's report I provided an update on the proposed Moorabbin Reserve redevelopment and while discussions were progressing well, the reality at the time there was no project without State Government funding. In a fantastic result in May, through the collective effort of the SFL, South Metro Junior Football League, St Kilda Football Club and AFL/AFL Victoria we were able to secure \$8 million from the State Government to be injected into the complete redevelopment of Moorabbin Reserve. The plans provide a



clear vision for shared accommodation amongst all users while also having shared use of the Moorabbin Oval. It has been well documented that we want our umpires to be based at the facility that has the ability to create an umpiring academy as well as having League finals at Moorabbin. There will be a \$250,000 financial commitment from the League towards the redevelopment of the precinct and this will provide a minimum 25 year lease in new office accommodation at peppercorn rental and access to the oval for umpires, finals and AFL 9s. Kingston Council is managing the project, and at present expressions of interest have been requested for the architectural design with the hope to appoint a construction company in mid 2015.

The League has continued its association with existing partners and welcomed many new partners in 2014. Our partners are so important to the League and we sincerely thank them all for their support, particularly our loyal partners in Leader Newspapers and Sandown Park Greyhound Racing Centre and YMCA Monash Fitness Centre for continuing their major naming rights partnership to SFL Netball. The League were extremely pleased to welcome SAS Security as the Finals Series Naming Rights partner for the next three years, along with Active Feet and Premium Health who leveraged some great brand recognition throughout the League.

Season 2014 was focussed on sharing best practice amongst clubs to help them all up-skill themselves. This began when we changed our approach with the annual president and secretary meeting, where the focus was on creating an open workshop and sharing club ideas and initiatives in order to help their competitors also become stronger particularly off the field/court. The theory is the stronger the opposition, the more supporters attend, buy more drinks, food and build the atmosphere.

The League conducted an audit of clubs that were AFL Quality Club accredited and surprisingly only 5 were at the start of the year. Through some wonderful administrative work by club volunteers, that number climbed to 26 clubs by the end of October presenting a great standard of club administration across the League. The League also worked closely with all clubs throughout the year to ensure new changes by Consumer Affairs to Incorporated Associations were understood and adhered to by all clubs.

It was very exciting to have Senior Interleague reintroduced in 2014 endorsed and run by AFL Victoria. While the losing result against the Western Regions Football League was disappointing, we know our coaches, players and support staff got a lot of development and enjoyment out of the whole program.

Over the past few months and after multiple meetings the League is pleased to secure two new club transfers into the League for 2015, in Keysborough Football Netball Club from the Casey Cardinia Football Netball League and Southern Dragons Football Club return from the Victoria Amateur Football Association. Keysborough will commence in Division 2 and Southern Dragons in Division 3 in season 2015.

The abandoned Division 3 Senior Grand Final between Mount Waverley and Carrum-Patterson Lakes was an extremely disappointing day for the entire League and both clubs. At the time of writing this report, the investigation and League response to the matter is close to completion which will also result in a decision regarding the outcome of the uncompleted match and whether a club will be promoted to Division 2. There has been plenty to review in response to this matter however it is important to remember this was an isolated case in the SFL. As a sport we will not lose sight of our vision to ensure we provide that fun, safe, fair and inclusive environment at all times and this will be a major focus for the SFL in the upcoming off-season.

The office team of Jenny Mouat, Kelly Jones, Caitlin Gellard (Kelly's Maternity Cover), Matt Duck and Toby Jedwab have been outstanding this year. I sincerely thank them all and appreciate the wonderful contribution they have made to the League in 2014. Our team extends across many different areas outside the office and without the enormous work put in by these people, we would not have the fantastic League we have. My enormous gratitude extends to SFL Umpire Association outgoing President Ross McNeil and Secretary Rodd Johnson, Director of Umpiring Peter Mair and all his team, Radio/TV Producer Rob Sharpe and all his team and everyone else that has contributed, helped out and been involved with the mighty SFL in 2014 – thank you!

To all the 2014 Football and Netball Premiers, on behalf of the entire SFL we extend our congratulations to you all.

Thank you to all clubs for yet another fantastic football and netball season and we sincerely look forward to working closely with you again in 2015.

DAVID CANNIZZO
CHIEF EXECUTIVE OFFICER





OPERATIONS REPORT

Season 2014 proved once again to be largely successful 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 is always the case, many stories emerged from what was one of the most enthralling SFL seasons in recent memory.

In the Under 19s, Bentleigh achieved much sought after redemption, remaining undefeated throughout the entire season and going one step further than in 2013 in capturing the 2014 premiership. A gallant Dingley took it up to the Demons all the way, however Bentleigh proved once and for all to be the best Under 19s team in season 2014 (and perhaps ever seen in the SFL's 'Colts'/Under 19s competition) and thoroughly deserved its premiership title.

Whilst disappointment surrounded the unfortunate circumstances surrounding the Division 3 Senior Grand Final, the season on the whole saw a very evenly balanced competition, evidenced by large crowds and a huge following. Plaudits must go to Lyndale Football Club in taking out the Division 3 Reserve Grand Final.

In Division 2, it was once again a year where any number of clubs could have taken out the premiership, but in the end Mordialloc proved a worthy winner against a very brave and emerging Skye. Whilst Mordialloc will look forward to its return to Division 1, Skye and several other clubs showed they're not too far behind in their quest to join the SFL's elite.

Finally, in Division 1 we saw East Brighton playing off in their fourth consecutive Grand Final – a monumental achievement. Dingley looked the team to beat leading into the 2014 SFL SAS Security Finals Series, but certainly met its measure in East Brighton, and the club deserves all the praise and recognition it receives. That said, the 2014 season certainly showed that the gap between the top and the bottom is diminishing, and season 2015 promises to be the best and most evenly contested yet.

The SFL YMCA Monash Netball competition has grown exponentially over the past two years, and in 2014 boasted

36 teams. This growth hasn't been without its challenges, but the atmosphere at the Rowan Rd courts of a Saturday morning/early afternoon is electric as a result, and I encourage all SFL followers to get down to the courts and see for yourselves just how big this competition now is. Governance and administration of the competition is now solely managed by the SFL operations department, albeit with the continued support and advice of the Springvale District Netball Association (SDNA), which is always appreciated.

In terms of netball results, the eventual premiers in Division 4 were the Doveton Eagles, in Division 3 it was Clayton, in Division 2 it was Heatherton, and once again Dingley proved too good in Division 1, taking out back-to-back titles. The Netball competition promises to grow even bigger in 2015 as more and more clubs continue to identify the benefits. As mentioned, the league once again enjoyed enormous support from the SDNA, and special mention must certainly go to Julie Pool, Kim Pentreath and Lyn Wilkosz, who (among others) provided invaluable support once again, and we thank them sincerely.

This year the league, and by extension all clubs, embraced the national transfer changes that saw all players re-registering themselves over the off-season for the first time. This was undoubtedly a seismic shift in process and thinking for players and club registrars alike, but one that is important under new government legislation and will help ensure the database is kept relevant and accurate.

As always, the operations arm of the business could not function during the season proper without the steady, consistent support of many helpers. The beauty of sport is that there is no shortage of aspiring administrators looking to get their foot in the door, and as a result we're able to attract some genuine talent as voluntary labour! This year Luke Lehmann, Matt Grimwood and Richard Dureau all assisted one day a week in the office, and all brought a range of different skills. Luke is studying a Bachelor of Commerce (Sports Management), Matt is studying a Bachelor of Business (Sports Management), while Richard is completing

a Masters in Business, majoring in Sports Management. To say that these gentlemen contribute to the business is an understatement, and the fact they lend their skills to the SFL on a weekly basis for nothing says volumes about their character, work ethic and their futures in the industry.

2014 INDEPENDENT TRIBUNAL REPORT

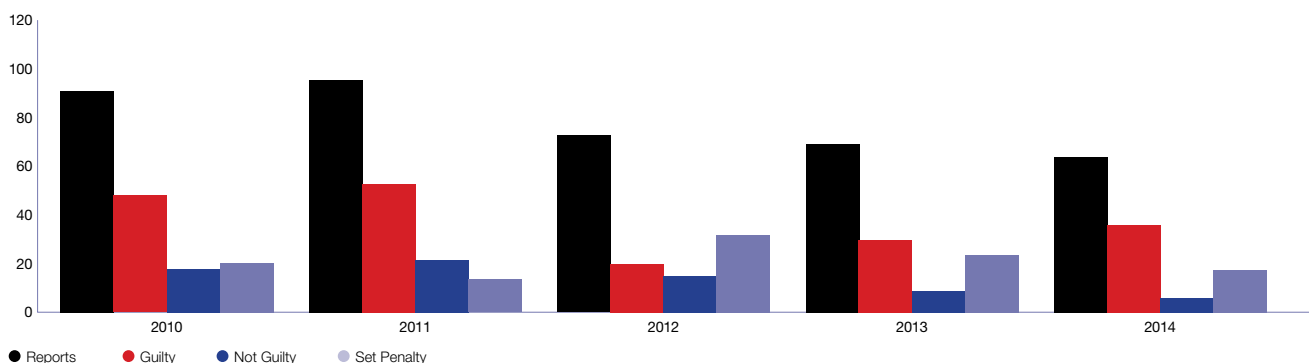
2014 saw a sustained effort from clubs in ensuring player behaviour remained within the rules of the game. In summary:

- **64 players were reported during the 2014 SFL season (whether by Umpire or via Investigation).**
- **19 players accepted set penalties for minor indiscretions.**
- **45 cases were brought before the Independent Tribunal.**
- **Of the 45 cases, 37 players were found guilty by the Independent Tribunal, whilst 8 players were found not guilty.**

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.

In 2014 the Independent Tribunal was chaired by Andrew Lefebvre, who was ably supported by eight panel members and four independent investigators over the course of the 2014 season. The Southern Football League thanks Andrew and all panel members for their tireless commitment to what is a challenging task.

2014 INDEPENDENT TRIBUNAL REPORT



MATTHEW DUCK
GENERAL MANAGER
FOOTBALL OPERATIONS





UMPIRING DEPARTMENT REPORT

INTRODUCTION

The Umpiring Department oversaw the Southern Football League (SFL) umpiring program in 2014, 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 umpiring program was continually reviewed throughout the 2014 season, following the complete overhaul in 2013. A number of new programs were implemented in 2014 to assist with improving the recruitment, retention and performance of Umpires.

UMPIRING DEPARTMENT

Umpiring Department Team

Director of Umpiring:	Peter Mair
Administration Coordinator:	Toby Jedwab
Physical Performance Coach:	Ian Webb
Fitness Assistant:	Michael Ellison-Jones
Fitness Assistant:	Brandon Biting
Field Umpires Coach:	Brad Lowe
Field Umpires Development Coach:	Garry Embleton
Field Umpires Observer:	David Smith
Boundary Umpires Coach:	Michael Ellison-Jones
Boundary Umpires Assistant Coach:	Scott Van Noordenen
Goal Umpires Coach:	Craig Davenport
Goal Umpires Observer:	Matt Collett
Goal Umpires Observer:	Robin Epstein
First Year Umpires Program:	Scott Van Noordenen

LIST MANAGEMENT

The SFL Umpires List in 2014 was made up of a diverse range of people, including males and females, with ages ranging from 15 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 who participated in other sports. Most of the List have a varying knowledge of the game. The SFL Umpires List contained many family members, such as father-son, brother-sister, husband-wife, and so on.

Breakdown of SFL Listed Umpires

	2014
Field	73
Boundary	106
Goal	54
Total	233

EDUCATION

National Umpires Accreditation Scheme

During 2014 several Umpires were elevated to either Level 1 or Level 2 as part of the Australian Football League (AFL) National Umpires Accreditation Scheme (NUAS), which is a compulsory scheme for all Field, Boundary and Goal Umpires participating at community level.

36 Umpires were newly accredited to Level 1 and 34 Umpires were newly accredited to Level 2 in 2014.

Umpires Newly Accredited in 2014

	LEVEL 1	LEVEL 2
Field	5	12
Boundary	20	14
Goal	11	8
Total	36	34

As part of a three year program which commenced in 2013, all Umpires who officiate in the SFL from 2015 will be accredited under the National Umpire Accreditation Scheme.

UMPIRE DEVELOPMENT

Pathways

One of the success factors of the SFL is that a clearly defined pathway exists for Umpires to progress to the next level of football. SFL Umpires have the opportunity to career pathway to the VFL, with the hope of progressing to the AFL. Participation in a number of AFL Victoria Pathway programs assisted with the identification and development of talented Umpires.

Female Umpires

Due to the professional environment that exists in SFL Umpiring, the SFL leads the way nationally for the number of females umpiring in any group across Australia. In the SFL we more than double the national average with 15% of our overall List being female, compared to the national average of 7%. 22% of our Boundary List is female.

For the second time in the history of the SFL a female Field Umpire was appointed to the Division One Senior Grand Final, which was one of the highlights of the season.

Player To Umpire Program

A number of former players made up the composition of the SFL Umpiring group in 2014. This continues to develop better relationships with Coaches, Captains and Players.

RECOGNITION

The season was celebrated at the Grand Final Appointments and Annual Awards Night in the week leading up to the Southern Football League Grand Finals. Over two hundred people attended the evening which recognised individual achievements of Umpires. The Grand Final Umpires across all grades were also announced.

CONCLUSION

The overall performance of the SFL Umpiring group in 2014 was positive.

Improved Umpire – Coach/Captain/Player relationships underpinned the on-field spirit of community football in the Southern Football League. While we are somewhat from best practice with off-field Umpire – President/Official/Supporter relationships, the acceptance that abuse of Umpires is a “no go” zone generally exists.

Managing the ongoing development of the Field, Boundary and Goal Umpires list was a pleasure, with many Umpires improving their umpiring performance outputs throughout the season. There were some exceptional individual performances during the finals series across each of the umpiring categories. All Umpires in Grand Finals performed to standard and generally were not noticed, which is what participants and supporters like.

The effort of all Umpires during 2014 was amazing. The Umpiring Department looks forward to working in partnership with all Umpires and key football stakeholders during 2015.

PETER MAIR
DIRECTOR OF UMPIRING,
SOUTHERN FOOTBALL LEAGUE



With Nathan Stewart (East Brighton) knocked out and Luke Crozier (Bentleigh) suffering a hamstring injury within the first 10 minutes of the second term, the SFL were left two key backs short for the rest of the match.

East Brighton midfielder Damien Rayson was easily the best afield for the SFL, while St Paul's duo Jarryd Allan and Andy Gilbert won plenty of the ball.

Despite the result, the team battled hard for four quarters, doing the jumper proud.

The SFL would like to again thank the following people for making representative football possible in 2014. Senior Coach – Ben Murphy, Chairman of Selectors – Rod Gamlin, Assistant Coaches – Ben Lockwood, Mark Dessent and Barry Hope, Selectors – Wayne Fuller, Neil Lockhart, Brett Anderson, Trainers – Rocky Morgan, Georgette Glennon, Russ Hay and Brad Fernihough. We look forward to doing it all again in 2015!

	Q1	Q2	Q3	Q4
SFL	1.3-9	2.5-17	4.7-31	6.10-46
WRFL	2.5-17	6.7-43	9.14-68	11.16-82

Best: Damien Rayson, Jarryd Allen, Andrew Gilbert, Sam Jeffery, Michael Stinear, Pat Nicholls, Hamish Dahl



FOOTBALL LADDERS AFTER ROUND 18

DIVISION ONE SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	17	1	0	0	1988	801	248.19	68
2	St Pauls	18	15	3	0	0	1524	810	188.15	60
3	East Brighton	18	15	3	0	0	1512	848	178.3	60
4	Cheltenham	18	10	8	0	0	1383	1341	103.13	40
5	Chelsea Heights	18	9	9	0	0	1291	1269	101.73	36
6	East Malvern	18	7	11	0	0	1185	1419	83.51	28
7	Bentleigh	18	7	11	0	0	1162	1482	78.41	28
8	St Kilda City	18	5	12	1	0	874	1321	66.16	22
9	Clayton	18	4	14	0	0	1019	1658	61.46	16
10	Heatherton	18	0	17	1	0	817	1806	45.24	2

DIVISION ONE RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	17	1	0	0	1933	577	335.01	68
2	Cheltenham	18	15	3	0	0	1807	701	257.77	60
3	Bentleigh	18	15	3	0	0	1586	810	195.8	60
4	Clayton	18	12	6	0	0	1500	1068	140.45	48
5	St Pauls	18	9	9	0	0	1255	978	128.32	36
6	Chelsea Heights	18	7	11	0	0	1150	1086	105.89	28
7	East Malvern	18	7	11	0	0	865	1366	63.32	28
8	St Kilda City	18	4	14	0	0	795	1516	52.44	16
9	East Brighton	18	3	15	0	0	683	1865	36.62	12
10	Heatherton	18	1	17	0	0	534	2141	24.94	4

DIVISION TWO SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Mordialloc	18	17	1	0	0	1662	700	237.43	68
2	Skye	18	16	2	0	0	1537	810	189.75	64
3	Caulfield	18	10	8	0	0	1305	1248	104.57	40
4	Hampton	18	9	8	1	0	1273	1229	103.58	38
5	Highett	18	9	9	0	0	1370	1535	89.25	36
6	Oakleigh District	18	8	10	0	0	1294	1115	116.05	32
7	Springvale Districts	18	7	10	1	0	1286	1465	87.78	30
8	Murrumbeena	18	6	12	0	0	1261	1460	86.37	24
9	Doveton Eagles	18	6	12	0	0	1273	1502	84.75	24
10	Moorabbin	18	1	17	0	0	1003	2200	45.59	4



FOOTBALL LADDERS

AFTER ROUND 18 (CONTINUED)

DIVISION TWO RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Skye	18	18	0	0	0	1799	491	366.4	72
2	Mordialloc	18	13	5	0	0	1479	917	161.29	52
3	Doveton Eagles	18	11	7	0	0	1450	1088	133.27	44
4	Hampton	18	11	7	0	0	1250	1066	117.26	44
5	Oakleigh District	18	10	8	0	0	1165	1176	99.06	40
6	Springvale Districts	18	9	9	0	0	1197	1152	103.91	36
7	Murrumbeena	18	9	9	0	0	1176	1167	100.77	36
8	Caulfield	18	6	12	0	0	923	1269	72.73	24
9	Highett	18	2	16	0	0	678	1978	34.28	8
10	Moorabbin	18	1	17	0	0	788	1601	49.22	4

DIVISION THREE SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Mount Waverley	18	17	1	0	0	2125	894	237.7	68
2	Carrum Patterson Lakes	18	15	3	0	0	1835	842	217.93	60
3	Sandown	18	12	6	0	0	1476	1146	128.8	48
4	Lyndale	18	12	6	0	0	1346	1182	113.87	48
5	Black Rock	18	10	8	0	0	1449	1181	122.69	40
6	Ashwood	18	8	10	0	0	1166	1406	82.93	32
7	South Yarra	18	5	13	0	0	1221	1491	81.89	20
8	Dandenong	18	5	13	0	0	1111	1692	65.66	20
9	Endeavour Hills	18	4	14	0	0	1030	1907	54.01	16
10	Hallam	18	2	16	0	0	815	1833	44.46	8

DIVISION THREE RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Lyndale	18	16	2	0	0	1341	639	209.86	64
2	Carrum Patterson Lakes	18	16	2	0	0	1449	847	171.07	64
3	Hallam	18	10	7	1	0	1136	925	122.81	42
4	Dandenong	18	10	8	0	0	1052	991	106.16	40
5	South Yarra	18	9	9	0	0	1164	1268	91.8	36
6	Ashwood	18	8	10	0	0	1191	1163	102.41	32
7	Black Rock	18	6	10	2	0	1184	1049	112.87	28
8	Sandown	18	7	11	0	0	1006	1148	87.63	28
9	Mount Waverley	18	5	12	1	0	1082	1390	77.84	22
10	Endeavour Hills	18	1	17	0	0	712	1897	37.53	4

UNDER 19'S

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Bentleigh	18	18	0	0	0	1773	565	313.81	72
2	Dingley	18	14	4	0	0	1656	551	300.54	56
3	Clayton	18	14	4	0	0	1592	647	246.06	56
4	Skye	18	12	6	0	0	1518	950	159.79	48
5	St Pauls	18	10	8	0	0	1271	1154	110.14	40
6	Carrum Patterson Lakes	18	9	9	0	0	1143	1296	88.19	36
7	Cheltenham	18	5	13	0	0	729	1109	65.73	20
8	Chelsea Heights	18	3	15	0	0	665	1773	37.51	12
9	Hampton	18	3	15	0	0	631	1752	36.02	12
10	Highett	18	2	16	0	0	747	1928	38.74	8

THIRDS

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	17	15	2	0	1	2110	421	501.19	64
2	Mount Waverley	18	16	2	0	0	1738	740	234.86	64
3	Skye	18	15	3	0	0	1850	457	404.81	60
4	Cerberus	18	15	3	0	0	1855	576	322.05	60
5	Endeavour Hills	18	15	3	0	0	1577	744	211.96	60
6	Sandown	18	10	8	0	0	1092	1096	99.64	40
7	Clayton	18	9	9	0	0	1129	1210	93.31	36
8	Black Rock	18	8	10	0	0	1139	1275	89.33	32
9	Hallam	17	6	11	0	1	901	1150	78.35	28
10	Cheltenham	18	6	12	0	0	846	1341	63.09	24
11	South Yarra	18	4	14	0	0	777	1695	45.84	16
12	Moorabbin	16	3	13	0	0	740	1921	38.52	12
13	Dandenong	18	2	16	0	0	457	1616	28.28	8
14	Doveton Eagles	18	0	18	0	0	320	2289	13.98	0





FOOTBALL GRAND FINAL WINNERS

DIVISION ONE SENIOR

	Q1	Q2	Q3	Q4
DINGLEY	1.1-7	3.2-20	5.3-33	7.7-49
EAST BRIGHTON	2.1-13	8.6-54	14.9-93	18.10-118

DIVISION ONE RESERVE

	Q1	Q2	Q3	Q4
DINGLEY	2.3-15	5.5-35	6.10-46	10.15-75
CHELtenham	1.2-8	2.4-16	5.4-34	8.8-56

DIVISION TWO SENIOR

	Q1	Q2	Q3	Q4
MORDIALLOC	2.2-14	10.8-68	12.9-81	14.13-97
SKYE	2.3-15	2.5-17	6.6-42	9.9-63

DIVISION TWO RESERVE

	Q1	Q2	Q3	Q4
SKYE	1.4-10	2.7-19	4.9-33	6.12-48
MORDIALLOC	3.1-19	6.3-39	10.6-66	15.7-97

DIVISION THREE SENIOR

	Q1	Q2	Q3	Q4
MOUNT WAVERLEY				
CARRUM PATTERSON LAKES				

* No result due to clubs engaging in conduct prejudicial to the SFL

DIVISION THREE RESERVE

	Q1	Q2	Q3	Q4
LYNDALE	2.5-17	3.6-24	9.9-63	16.10-106
CARRUM PATTERSON LAKES	0.2-2	1.5-11	2.5-17	5.9-39

UNDER 19'S

	Q1	Q2	Q3	Q4
BENTLEIGH	3.1-19	3.1-19	6.4-40	9.5-59
DINGLEY	3.3-21	3.3-21	4.5-29	6.7-43

THIRDS

	Q1	Q2	Q3	Q4
DINGLEY	0.4-4	1.7-13	6.12-48	9.15-69
SKYE	5.2-32	6.4-40	8.7-55	10.8-68

FOOTBALL BEST ON GROUND – GRAND FINALS

BEST ON GROUND - FOOTBALL GRAND FINALS 1993-2014

YEAR	DIVISION 1 MENEILLY MEDAL	DIVISION 2 MENEILLY MEDAL	DIVISION 3 MENEILLY MEDAL	DIVISION 4
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 (Murrumbeena)	J.Byrne (Canterbury)	
2004	M.Campbell (EBrighton)	P.Poelsma (Highett)	F.Tootoo (Moor Kang)	
2005	B.Cranage (Balwyn)	B.Zosens (St Kilda City)	M.Dimashki (MoorKang)	
2006	D.Rajic (Clayton)	M.Szymanski (Heath)	D.Armansin (Parkmore)	
2007	B.Zosens (St Kilda City)	G.Vassallo (Svale Dists)	J.Wilkin (Mt Waverley)	
2008	S.Sziller (St.Pauls)	T.Lavars (Dingley)	S.Keating (Sth Yarra)	
2009	M.Silver (St Kilda City)	T.Sauer (Heatherton)	M.Watts (Skye)	
2010	M.McPhee (St Kilda City)	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. Gibert (St Pauls)	Max Budds (Bentleigh)	Clint Wilson (Doveton Eagles)	
2014	B.Douthie (E.Brighton)	S.Fragiacomo (Mordialloc)	*	

* No best on ground or result due to clubs engaging in conduct prejudicial to the SFL



FOOTBALL BEST ON GROUND – GRAND FINALS

BEST ON GROUND - FOOTBALL GRAND FINALS 1993-2014

YEAR	DIVISION 5	Under 19	THIRDS
			LLOYD-GRIFFITHS MEDAL
1993	C.Mulburn (MoorWest)		
1994	G.Brooks (E.Bentleigh)		
1995	W.Mould (Lyndale)		
1996		T.Clancy(Chelt.Assump.)	
1997		M.Odachowski (Svale D)	
1998		C.Diggeden (Parkdale)	
1999		A.McQueenParton (SPark)	
2000		C.Blake (Cheltenham)	
2001		Z.Jenkins (Cheltenham)	
2002		S.Schellebeck (Clayton)	
2003			
2004			
2005			
2006			
2007		BARNES MEDAL	
2008		Z.Mousoulis (Cheltenham)	
2009		H.Nidam (StKilda City)	P. Van Oosten (Cheltenham)
2010		S.Fox (Skye)	S. Diggeden (Chelsea Hts)
2011		H.Sullivan (St Kilda City)	N.Orchard (Cerberus)
2012		M.Backman (Bentleigh)	T.Ho (Sandown Cobras)
2013		W.Nash (Murrumbeena)	P.Smith (Dingley)
2014		J.Gadakis (Bentleigh)	T.Walker (Dingley)



NETBALL LADDERS AFTER ROUND 18

SFL NETBALL DIVISION ONE

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Dingley	14	10	3	1	660	405	162.96	42
2	Heatherton	14	10	4	0	606	428	141.59	40
3	Bentleigh	13	8	5	0	475	421	112.83	32
4	St Kilda City	13	7	5	1	542	538	100.74	30
5	St Pauls	13	7	6	0	404	426	94.84	28
6	Mordialloc	13	4	9	0	411	538	76.39	16
7	Carrum Patterson Lakes	13	1	12	0	342	581	58.86	4

SFL NETBALL DIVISION TWO

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Heatherton	15	14	1	0	509	285	178.6	56
2	Dingley	15	13	2	0	626	355	176.34	52
3	St Kilda City	15	9	6	0	545	374	145.72	36
4	Bentleigh	15	7	8	0	380	422	90.05	28
5	Mordialloc	15	6	8	1	381	428	89.02	26
6	Black Rock	15	5	9	1	343	463	74.08	22
7	St Pauls	15	4	11	0	306	478	64.02	16
8	Carrum Patterson Lakes	15	1	14	0	259	584	44.35	4

SFL NETBALL DIVISION THREE

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Dingley	14	12	2	0	493	258	191.09	48
2	Clayton	14	11	3	0	436	233	187.12	44
3	Cheltenham	14	11	3	0	422	267	158.05	44
4	Chelsea Heights	14	10	4	0	401	300	133.67	40
5	Springvale Districts	13	8	5	0	380	277	137.18	32
6	St Kilda City	14	8	6	0	297	267	111.24	32
7	Skye	14	5	8	1	328	406	80.79	22
8	Hampton	14	5	9	0	357	444	80.41	20
9	Mordialloc	14	5	9	0	308	424	72.64	20
10	Heatherton	14	3	10	1	303	435	69.66	14
11	Lyndale	14	2	12	0	244	419	58.23	8



NETBALL LADDERS

AFTER ROUND 18 (CONTINUED)

SFL NETBALL DIVISION FOUR

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Doveton	15	15	0	0	512	227	225.55	60
2	St Kilda City	15	10	5	0	352	276	127.54	40
3	Black Rock	15	8	7	0	321	269	119.33	32
4	Lyndale	15	8	7	0	332	344	96.51	32
5	Mount Waverley	15	8	7	0	327	369	88.62	32
6	Dingley	15	5	10	0	309	375	82.4	20
7	Murrumbeena	15	5	10	0	290	388	74.74	20
8	Bentleigh	15	4	11	0	301	391	76.98	16
9	Chelsea Heights (A)	15	2	13	0	227	418	54.31	8
10	Chelsea Heights (B)	12	1	11	0	161	377	42.71	4



NETBALL GRAND FINAL WINNERS

SFL NETBALL DIVISION ONE

DINGLEY	43
HEATHERTON	42

SFL NETBALL DIVISION THREE

CLAYTON	25
DINGLEY	22

SFL NETBALL DIVISION TWO

DINGLEY	29
HEATHERTON	35

SFL NETBALL DIVISION FOUR

DOVETON EAGLES	35
ST KILDA CITY	30

NETBALL BEST ON COURT – GRAND FINALS

BEST ON COURT - NETBALL GRAND FINALS 2012-2014

YEAR	DIVISION 1	DIVISION 2	DIVISION 3	DIVISION 4
2012	M.Kibel (Heatherton)			
2013	S.Wonnacott (Dingley)	G.Donkin (CPL)	E.Balfour (Bentleigh)	
2014	T.Bickham (Heatherton)	C.Osborne (Heatherton)	M.Taylor (Dingley)	S.Murphy (Doveton Eagles)







PREMIERS





FOOTBALL BEST & FAIREST 1992-2014

SFL BEST & FAIREST - DIVISION ONE

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

ELLIS MEDAL

2012	A.Purvis	Clayton
2013	S.Arvanitis	St Kilda City
	D. Williamson	East Brighton
	L.Wilson	St Pauls
2014	L. Walmsley	Dingley

FOOTBALL BEST & FAIREST 1992-2014

SFL BEST & FAIREST - DIVISION TWO

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

BENNETT MEDAL

2013	S.Lawry	Bentleigh
	G.Vassallo	Springvale Dist.
2014	D.McEwan	Skye





FOOTBALL BEST & FAIREST 1992-2014

SFL BEST & FAIREST - DIVISION THREE

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

FLACK MEDAL

2013	M.Mott	Doveton Eagles
2014	B.Stacey	Mt Waverley

SFL BEST & FAIREST - DIVISION FOUR

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

FOOTBALL BEST & FAIREST 1992-2014 (CONTINUED)

SFL BEST & FAIREST - DIVISION FIVE

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

SFL BEST & FAIREST - UNDER 19

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

SPARROW MEDAL

2008	B. Dillon	Hampton
2009	W. Chum	St Pauls
2010	D.Guiry	Hampton
2011	J.Peryman	Skye
2012	B.Lawford	Bentleigh
2013	K.Davidson	Dingley
2014	L.Heywood	Dingley

SFL BEST & FAIREST - THIRDS

MOST VALUABLE PLAYER

2010	B.Lockhart	Chelsea Heights
2011	D. Borg	South Yarra
2012	T.Wills	Dingley
2013	B.Le	Sandown Cobras
2014	L. Romanelli	Clayton





NETBALL BEST & FAIREST 1992-2014

NETBALL - DIVISION ONE

YEAR		
2012	S.Wonnacott	Dingley
	J.Regnier	Heatherton
2013	M.Kibel	Heatherton
	N. Strong	St Kilda City
2014	M.Russo	Bentleigh

NETBALL - DIVISION TWO

YEAR		
2013	S.Fischer	Dingley
2014	J.Baker	St Kilda City

NETBALL - DIVISION THREE

YEAR		
2013	J.Paton	Lyndale
2014	J.Paton	Lyndale

NETBALL - DIVISION FOUR

YEAR		
2014	C.Roberts	Bentleigh



FOOTBALL LEADING GOAL KICKERS 1992-2014

SFL LEADING GOALKICKER - DIVISION ONE

YEAR			GOALS
1992	J. Bennett	E.Brighton	118
1993	C.Gorozidis	E.Brighton	67
1994	S.Coats	Noble Park	104
1995	T.Morwood	Noble Park	62
1996	D.Sime	Parkdale	63
1997	B.Clarke	Cheltenham	55
1998	T.Taverna	Balwyn	98
	C.Gorozidis	Bentleigh	98
1999	C.Gorozidis	Bentleigh	68
2000	A.Stroud	Balwyn	61
2001	J.Paul	St Kilda City	75
2002	J.Paul	St Kilda City	72
2003	A.Newman	St Kilda City	73
2004	M.Jamieson	E. Brighton	65
2005	M.Wilson	E.Brighton	56
2006	T.Ridgway	St Pauls	62
2007	D.Casset	St Kilda City	104
2008	L.James	St Pauls	87
2009	T.Ridgway	St Pauls	113
2010	P.Smith	Chel Heights	70
2011	D.Francis	E.Brighton	63
2012	C. Graham	Cheltenham	50
2013	L.James	St Pauls	72
2014	D.Francis	Dingley	80

SFL LEADING GOALKICKER - DIVISION TWO

YEAR			GOALS
1992	K.McDonald	St Kilda City	110
1993	K.McDonald	Caulfield	110
1994	K.McDonald	Caulfield	114
1995	F.Yaman	Coll.Districts	100
1996	P.Henderson	S'vale Dist	75
1997	S.Tobin	D'ton Eagles	56
1998	S.Tobin	D'ton Eagles	63



FOOTBALL LEADING GOAL KICKERS 1992-2014 (CONTINUED)

1999	S.Porch	Heatherton	63
2000	A.Higgins	Ashwood	49
2001	C.Gorozidis	Murrumbeena	91
2002	S.Coats	Lyndale	76
2003	F.Rugolo	Hampton	61
2004	D.Fleming	Canterbury	65
2005	M.Tasiyan	St Kilda City	64
2006	M.Dimachki	Moor Kangas	97
2007	A.Quinn	Dingley	129
2008	B.Williams	Heatherton	112
2009	L.Kirkland	Black Rock	92
2010	R.Szerszyn	Clayton	105
2011	G.Vassallo	S'vale Dist	58
2012	D.Willis	Murrumbeena	85
2013	D.Willis	Murrumbeena	90
2014	L.McGuinness	Skye	65

SFL LEADING GOALKICKER - DIVISION THREE

YEAR			GOALS
1993	L.Ladlow	E. Camberwell	70
1994	R.Gamlin	St Kilda City	78
1995	P.Smit	Chelsea Heights	72
1996	P.Bramley	Highett	103
1997	D.Caddaye	T'Malvern	75
1998	S.Dewhurst	Highett	59
1999	S.Dewhurst	Highett	80
2000	A.Arena	Lyndale	46
2001	C.Hojnacki	Dande West	56
2002	F.Rugolo	Hampton	101
2003	D.Fleming	Canterbury	71
2004	J.McMahon	Black Rock	53
2005	M.Crawley	Sth Yarra	78
2006	D.Casset	Parkmore	115
2007	C.Sheedy	San. Cobras	64
2008	S.Rowley	Skye	104
2009	R.Ramsdale	Doveton Eagles	117
2010	M.Scott	Hampton	59
2011	J.Gough	Mt Waverley	74
2012	C.Sheedy	Sandown Cobras	70
2013	P.Dye	Doveton Eagles	66
2014	J.Gough	Mt Waverley	98

FOOTBALL LEADING GOAL KICKERS 1992-2014 (CONTINUED)

SFL LEADING GOALKICKER - DIVISION FOUR

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

SFL LEADING GOALKICKER - DIVISION FIVE

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

SFL LEADING GOALKICKER - UNDER 19

YEAR			GOALS
1996	R.Szerszyn	S'vale Districts	58
1997	J.Boulter	Parkdale	51
1998	K.Brady	Parkdale	42
1999	J.Stoddart	Nth Dandenong	68
2000	A.McKenzie	Cheltenham	62
2001	A.McKenzie	Cheltenham	26
2002	T.Rascoe	Clayton	44
	E.Nassrallah	Clayton	44
2008	B.Rogers	Chelt. Rosellas	51
2009	S.Thompson	Murrumbeena	81
2010	T.Mayor	Skye	69
2011	L.Huntington	St Kilda City	79
2012	R.McConville	Skye	52
2013	R.McConville	Skye	63
	J.Fry	Chelsea Heights	63
2014	N. Lowrie	Bentleigh	70

SFL LEADING GOALKICKER - THIRDS

YEAR			GOALS
2010	B.Lockhart	Chelsea Heights	54
2011	B.Dower	Highett	31
2012	R.Etridge	Sandown Cobras	59
2013	R.Etridge	Sandown Cobras	39
2014	B. Dyer	Skye	65



FOOTBALL FINAL SERIES FINISHES 1992-2014

SFL FINAL SERIES FINISHES - DIVISION ONE

YEAR	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
2014	East Brighton	Dingley	St Pauls	Chelsea Heights	Cheltenham



SFL FINAL SERIES FINISHES - DIVISION TWO

YEAR	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
2014	Mordialloc	Skye	Hampton	Caulfield	Highett



FOOTBALL FINAL SERIES FINISHES 1992-2014 (CONTINUED)

SFL FINAL SERIES FINISHES - DIVISION THREE

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1993	Murrumbeena	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	Highett	Heatherton	Box Hill Pioneers	Surrey Park	
1997	Box Hill Pioneers	Heatherton	North Kew	Boronia Park	
1998	Heatherton	Cheltenham Assump-tion	Boronia Park	Tooronga-Malvern	
1999	North Kew	Highett	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
2014	Mount Waverley / Carrum Patterson Lakes*	Mount Waverley / Carrum Patterson Lakes*	Lyndale	Sandown Cobras	Black Rock

* No result due to clubs engaging in conduct prejudicial to the SFL

SFL FINAL SERIES FINISHES - DIVISION FOUR

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1993	South Yarra	Syndal Tally Ho	Heatherton	Cheltenham Assumption	
1994	Syndal Tally Ho	Mt Waverley Catholics	Heatherton	Carnegie	
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	

SFL FINAL SERIES FINISHES - DIVISION FIVE

YEAR	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	



FOOTBALL FINAL SERIES FINISHES 1992-2014 (CONTINUED)

SFL FINAL SERIES FINISHES - UNDER 19

YEAR	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
2014	Bentleigh	Dingley	Clayton	St Pauls	Skye



SFL FINAL SERIES FINISHES - THIRDS

YEAR	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
2014	Dingley	Skye	Endeavour Hills	Mount Waverley	Cerberus



Thirds



Thirds



NETBALL FINAL SERIES FINISHES

SFL FINAL SERIES FINISHES - NETBALL

YEAR	DIVISION ONE - NETBALL			
2012	Heatherton	Dingley	East Brighton	St Pauls
2013	Dingley	Heatherton	Bentleigh	St Pauls
2014	Dingley	Heatherton	Bentleigh	St Kilda City

YEAR	DIVISION TWO - NETBALL			
2012				
2013	Dingley	Carrum Patterson Lakes	Clayton	St Kilda City
2014	Heatherton	Dingley	Bentleigh	St Kilda City

YEAR	DIVISION THREE - NETBALL			
2012				
2013	Lyndale	Bentleigh	Hidden Grove	Cheltenham
2014	Clayton	Dingley	Cheltenham	Chelsea Heights

YEAR	DIVISION FOUR - NETBALL			
2012				
2013				
2014	Doveton Eagles	St Kilda City	Black Rock	Lyndale



CLUB CHAMPIONS 1992-2014

SFL CLUB CHAMPIONS

YEAR	DIVISION 1	DIVISION 2	DIVISION 3	DIVISION 4	DIVISION 5
1993	Noble Park	Collingwood Distrs	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		
2014	Dingley	Skye	Mount Waverley		





MARKETING & COMMUNICATIONS

The Marketing and Communications Portfolio of the League continues to be one of the busiest committees with Communications, Marketing, Media and Sponsorship the main areas of focus.

The digital platforms continue to be vital communication tools that allow the SFL follower to stay in touch with all club and league developments.

Sponsorship

The 2014 season was the SFL's most successful ever in obtaining sponsorship dollars.

The SFL continued to receive wonderful support from major partners Sandown Park and Leader Newspapers while welcoming new partners in SAS Security, Active Feet and Premium Health, who all leveraged extensive brand recognition and marketed to a large community.

Football Record

2014 saw the SFL Football Record consolidate the positive changes made throughout the 2013 season. Once again covers were changed weekly and promoted league initiatives such as Pink Round, Community Umpiring Round, Women's Round, Indigenous Round, Multicultural Round as well as promoting both the SFL YMCA Monash Netball and the SFL SAS Security Final Series.

Developing further content was a main focus in 2014 and with that in mind a weekly column reviewing Thirds football, in-depth previews and reviews of the SFL YMCA Monash Netball Grand Finals and 'Match of the Round' reviews were introduced in 2014.

The quality of content didn't go unnoticed with SFL Journalists Will Hunter (Front and Centre – Division 1) and Andrew Paloczi (Man on the Mark – Division 3) shortlisted for the AFL Victoria Media Awards in the category of 'Best Football Column' (Football Record) - a fantastic reward for their hard work.

The league's strong relationship with local photographers allowed access to high quality images which were used in the weekly 'SFL Action' section and provided readers with great action shots from both Football and Netball.

In final, the SFL Football Record provides a great opportunity for local businesses and SFL Clubs to promote themselves in the local community while keeping stakeholders up to date with any league news. The SFL Football Record will remain a key publication in season 2015.

Radio

The 'Match of the Round' radio broadcast via 88.3 Southern FM went from strength to strength in 2014 as it built on the foundations set in 2013. Pre-recorded introductions and special guests were used throughout the year, adding to the professionalism of the broadcast while more updates from around the grounds enabled listeners to keep up to date with all the scores and news. David Hampton and John Takemura proved to be a fantastic commentary team ensuring listeners obtained the required information throughout a game while Karl Bianco and Kevin Cummins provided great insights as boundary riders.

The selection of what game to broadcast was based on giving all clubs exposure, while still selecting a game that would interest the listener. All clubs have received a broadcast match over the last two seasons, a great result by the radio team who's hard work was recognised at the AFL Victoria Media Awards, winning the award for 'Best Radio Match Day Coverage'.

The success of the Sunday Footy Show in 2013 saw it move to an earlier time slot in 2014 to allow for a longer broadcast. Due to their experiences in the SFL, host Ian Dougherty and panel members Wayne Fuller and John Bennett were able to give a comprehensive wrap up of the weekend's games, providing listeners with a great insight while Technical Director Jackson Rogers once again did a fantastic job getting the broadcast to air each week.

New segments such as 'A Little Birdy Told Me' were well received by the listeners and brought a jovial side to the broadcast as panel members shared the latest rumours around the league. As part of the AFL Victoria Media Awards, the Sunday Football Show has been nominated for 'Best Radio Football Show', a fantastic reward for the team.

Robert Sharpe was appointed to the important role of Executive Producer of Radio and TV. The appointment led to a significant improvement in the organisation and

professionalism of the show while also ensuring the compliance requirements of community radio were adhered to. Robert's addition to the radio and TV products was invaluable.

SFL TV

Launched in 2013, SFL TV returned in 2014 with great success receiving over 6,000 views across the seven (7) episodes. New to SFL TV in 2014 was the Leader Under 19's Handball competition, a weekly segment that showcased the Under 19 talent in the SFL.

While predominantly focusing on the SFL YMCA Monday Netball and SAS Security Final Series, episode one (1) previewed the AFL Victoria Metro Championships, earning a nomination for 'Best Use of Online Media' in the AFL Victoria Media Awards. SFL TV provides behind the scene insights from coaches, captains, players and officials, adding another communication platform for the community to engage with local sport.

Website

The SFL website was once again a key communication platform between the league and its members, averaging over 500,000 hits per month and peaking at 795,574 during the month of May. The website provided up-to-date new items, promotions and special interest stories as well as driving a strong connection with social media and a place to showcase the high quality action imagery.

SFL Live

Launched in August 2013, a focus in 2014 was to improve the functionality of SFL Live. These improvement's included;

- Club logo's
- Faster loading
- Game duration
- The ability to swipe between games
- The ability to register with your club

The improved functionality was well received by the SFL community, evident by a 229% increase in users from 2013.







TREASURER'S REPORT

This was an important year for the Southern Football League, with the need to consolidate on the prior year's surplus. This need was further emphasised with the announcement of the redevelopment of Moorabbin and SFL being a key partner of the project.

In raw figures, this was a successful year for the League. The League achieved a surplus of \$47,185 – up from \$32,629 in 2013. The main factors for the increased surplus were an increase in sponsorship and greater gate takings over the finals series.

The League still has a significant reliance upon finals income and the administration is charged with sourcing alternative revenue sources. This will be an area of focus for 2015.

We continue to invest in our administration team, with the appointment this year of Toby Jedwab to the team. The investment in the professional development of our team, ensures that our clubs have the best talent available to grow the League and we are able to attract new talent in a tough environment.

The League's cash position has also improved to \$363,156, up from \$301,500 the prior year.

The monies receivable from clubs and sponsors has also decreased, strengthening our cash balances as shown above.

The implementation of the Receivables policy was another important step in relation to the governance of our member clubs. It has increased the transparency between the administration team and the club volunteers that do a tremendous job.

The League this year, in conjunction with SMJFL & AFL Vic, undertook renovations to the League's current facilities at Linton Street. This was one of the Board's key priorities for 2014, to ensure we provide the team with a safe environment.

To the team at SFL House, congratulations on another outstanding year that has seen the League strengthen its position on and off field.

The Southern Football League is very well placed to face any upcoming challenges.

Over the next 2 years, we are going to be asked to commit funding to the Moorabbin redevelopment project.

The future looks very bright for the League and its members.

DAVID COUTTS
TREASURER





FINANCIAL REPORT FOR THE YEAR ENDED 31 OCTOBER 2014

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 31 OCTOBER 2014

REVENUE

	NOTE	2014 \$	2013 \$
Sales of merchandise		288,672	290,726
Records and media		49,897	68,133
Club insurance		78,326	77,096
Umpiring fees		344,017	328,277
Finals revenue		195,678	168,804
Function revenue		34,518	33,741
AFL 9's Fees		9,802	15,682
Netball fees		37,836	-
Football affiliation fees		196,547	189,239
Sponsorship		117,334	80,548
Grants and subsidies		22,464	31,396
Interest received & receivable		5,241	5,072
Other		22,777	28,649
TOTAL		1,403,109	1,317,363

EXPENDITURE

	NOTE	2014 \$	2013 \$
Cost of merchandise sold		261,995	272,081
Records and media costs		39,406	49,763
Club insurance expenses		73,441	75,584
Umpiring costs		352,654	345,755
Finals expenses		127,344	100,299
Functions costs		49,210	43,500
Club and member rebates		16,750	15,954
Interleague		14,666	-
AFL 9's expenses		4,487	9,096
Netball expenses		37,529	795
Administration and finance costs		378,440	371,907
		1,355,922	1,284,734
PROFIT (LOSS) FOR THE YEAR	2	47,187	32,629

The accompanying notes form part of these financial statements

STATEMENT OF FINANCIAL POSITION

AS AT 31 OCTOBER 2014

CURRENT ASSETS

	NOTE	2014 \$	2013 \$
Cash and cash equivalents	3	363,156	301,500
Receivables	4	64,927	85,230
Inventories	5	15,532	16,396
TOTAL CURRENT ASSETS		443,615	403,126

NON-CURRENT ASSETS

	NOTE	2014 \$	2013 \$
Receivables	4	-	-
Property, plant and equipment	6	80,725	66,710
TOTAL NON-CURRENT ASSETS		80,725	66,710
TOTAL ASSETS		524,340	469,836

CURRENT LIABILITIES

	NOTE	2014 \$	2013 \$
Payables	7	102,703	93,827
Provisions	8	12,931	14,490
TOTAL CURRENT LIABILITIES		115,634	108,317
TOTAL LIABILITIES		115,634	108,317
NET ASSETS		408,706	361,519

MEMBERS FUNDS

	NOTE	2014 \$	2013 \$
RETAINED EARNINGS		408,706	361,519

The accompanying notes form part of these financial statements



STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 OCTOBER 2014

	NOTE	PRE- RESTRUCTURING SURPLUS \$	ACCUMULATED SURPLUS \$	TOTAL \$
Balance 1 November 2013		236,625	124,894	361,519
Surplus (Deficit) for the year			47,187	47,187
BALANCE 31 OCTOBER 2014		236,625	172,081	408,706
Balance 1 November 2012		236,625	92,265	328,890
Surplus (Deficit) for the year			32,629	32,629
BALANCE 31 OCTOBER 2013		236,625	124,894	361,519

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 OCTOBER 2014

CASH FLOWS FROM OPERATING ACTIVITIES

	NOTE	2014 \$	2013 \$
Receipts from customers		1,505,285	1,424,086
Payments to suppliers and employees		(1,415,923)	(1,349,321)
Interest received		5,241	5,072
NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES	9	94,603	79,837

CASH FLOWS FROM INVESTING ACTIVITIES

	NOTE	2014 \$	2013 \$
Proceeds from sale of property, plant and equipment		-	5,400
Payments for property, plant and equipment		(32,947)	(27,087)
NET CASH PROVIDED BY (USED IN) INVESTING ACTIVITIES		(32,947)	(21,687)

	NOTE	2014 \$	2013 \$
Net increase (decrease) in cash		61,656	58,150
Cash at beginning of financial year		301,500	243,350
CASH AT END OF FINANCIAL YEAR	9	363,156	301,500

The accompanying notes form part of these financial statements



NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 OCTOBER 2014

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 association 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 footballs, 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 AND AMORTISATION

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 and amortisation:

CLASS OF ASSET	USEFUL LIFE
Computer equipment	3 years
Defibrillators	10 years
Leasehold improvements	5 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

	2014 \$	2013 \$
Interest received and receivable	5,241	5,072

b. CHARGING AS EXPENSES

Depreciation and amortisation	18,932	11,355
Doubtful debts provision	(9,886)	(10,189)
Auditors fees	7,015	8,000
Loss on disposal of property, plant and equipment	-	494

3. CASH AND CASH EQUIVALENTS

Cash at bank	230,474	173,768
Interest bearing deposits	132,682	127,732
	363,156	301,500

4. RECEIVABLES

CURRENT

Trade debtors	65,631	84,599
Less provision for doubtful debts	(6,000)	(6,000)
	59,631	78,599
Other debtors	5,296	6,631
	64,927	85,230

NON CURRENT

Trade debtors	5,884	15,770
Less provision for doubtful debts	(5,884)	(15,770)
	-	-

5. INVENTORIES

CURRENT

	2014 \$	2013 \$
Stocks of footballs, equipment, uniforms and medals at the lower of cost and net realisable value	15,532	16,396

6. PROPERTY, PLANT AND EQUIPMENT

Furniture and equipment at cost	81,583	84,708
Less provision for depreciation	(25,798)	(17,998)
	55,785	66,710
Leasehold improvements at cost	27,711	-
Less amortisation	(2,771)	-
	24,940	-
Total property, plant and equipment	80,725	66,710

7. PAYABLES

Trade creditors	71,567	68,602
Other creditors and accruals	31,136	25,225
	102,703	93,827

8. PROVISIONS

Provision for employee entitlements	12,932	14,490
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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	363,156	301,500
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

	2014 \$	2013 \$
Profit (loss) from operations	47,187	32,629
Non-cash flow items in profit		
Depreciation	18,932	11,355
Doubtful debt provision	(9,886)	(10,189)
Loss on disposal of property, plant and equipment	-	494
Changes in assets and liabilities		
(Increase) decrease in receivables	30,189	16,602
(Increase) decrease in inventories	864	(1,241)
Increase (decrease) in payables	8,875	22,347
Increase (decrease) in provisions	(1,558)	7,840
Cash flow from operating activities	94,603	79,837

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 unrecognised at balance date are as follows:

Financial instruments	Floating interest rate		Non-interest bearing		Total carrying amount		Average interest rate	
	2014	2013	2014	2013	2014	2013	2014	2013
Assets								
Cash	363,156	301,500			363,156	301,500	1.58%	1.86%
Receivables			64,927	85,230	64,927	85,230		
Total financial assets	363,156	301,500	64,927	85,230	428,083	386,730		
Liabilities								
Payables			102,703	93,827	102,703	93,827		
Lease commitments								
Total financial liabilities			102,703	93,827	102,703	93,827		
Net financial assets	363,156	301,500	(37,776)	(8,597)	325,380	292,903		



b. NET FAIR VALUES

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

c. CREDIT RISK

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

11. RELATED PARTY TRANSACTIONS

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

STATEMENT BY MEMBERS OF THE COMMITTEE

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 2014.

Signed:

Dated: 24 November 2014

Signed:

Dated: 24 November 2014


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 2014, 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.

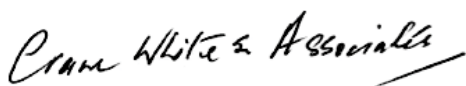
INDEPENDENCE

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 2014 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

24 November 2014

2A Malcolm Road, Croydon North, Victoria, Australia



Desmond Crane (Partner)

24 November 2014



INCOME AND EXPENDITURE STATEMENT

FOR THE YEAR ENDED 31 OCTOBER 2014

	2014 \$	2013 \$
Gross margin on sales and provision of services		
Sales of merchandise	26,677	18,645
Records and media	10,491	18,370
Club insurance	4,885	1,512
Umpiring	(8,637)	(17,478)
Finals	68,334	68,505
Functions	(14,692)	(9,759)
Club and member rebates	(16,750)	(15,954)
Interleague	(14,666)	-
AFL 9's	5,315	6,586
Netball	307	(795)
	61,264	69,632
Football affiliation fees	196,547	189,239
Sponsorship	117,334	80,548
Grants & subsidies	22,464	31,396
Interest received and receivable	5,241	5,072
Other	22,777	28,649
	425,627	404,536
Administration and finance costs		
Audit fees	7,015	8,000
Bookkeeping	27,075	36,242
Cleaning	4,782	3,562
Computer expenses	2,107	3,425
Depreciation and amortisation	18,932	11,355
Doubtful debts provision	(9,886)	(10,189)
Electricity and gas	7,003	5,188
Insurance	1,927	2,144
Loss on disposal of property, plant and equipment	-	494
Office supplies	2,830	3,573
Promotion expenses	5,031	526
Personnel costs	281,329	271,979
Postage, printing and stationery	2,803	4,590
Rent – premises	3,700	4,054
Rental of office equipment	9,498	10,177
Telephone and communications	9,114	7,759
Web-site expenses	1,390	2,322
Other	3,790	6,706
	378,440	371,907
	47,187	32,629

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