



ANNUAL REPORT 2015





Mission Statement

The SFNL 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 SFNL will effectively facilitate participation in Australian Football and Netball and assume responsibility for the local health, development and image of the games.

#ownthesouth

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Life Members Honour Board

SOUTHERN FOOTBALL NETBALL LEAGUE Inc.

(Formerly ESCFA LTD. and SFL Inc.)

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

FORMER ESCFA LTD.

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

FORMER SFL Inc.

(Formerly SESFL Inc.)

1992	L.R. Bailey
	G. Hunter



FORMER SESFL Inc.

(Formerly CODFL and ESFL)

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

FORMER ESFL

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

FORMER CODFL

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



Hall of Fame

The Southern Football Netball League Hall of Fame has been established to acknowledge and celebrate persons who have made significant contributions to the SFNL or the forerunners of the SFNL, being the Federal Football League, Eastern Suburbs Churches Football Association and South East Suburban Football League.

There are seven categories under which an individual may be considered for induction into the Hall of Fame. They are player, administrator, official, coach, umpire, media or lifetime achiever.

This year saw 22 men become inaugural inductees into the SFNL Hall of Fame.



**STEPHEN
BARNES**



**WALLY
BECKWITH**



**JOHN
BENNETT**



**IAN
BIRKETT**



**BOB
BRAY**



**GARRY
CRANNY**



**DAVID
FOLLEY**



**ASHLEY 'TOM'
GOODES**



**CON
GOROZIDIS**



**KEVAN
HAMILTON**



**BRUCE
HILL**



**JIM
HONEY**



**STAN
LELIEVRE**



**NEIL
LOCKHART**



**DENNIS
MALCOLM**



**DAVID
MARTIN**



**PETER
MARTIN**



**JIM
MENEILLY**



**DARRELL
MOLLOY**



**BILL
OSTLE**



**ROB
SPAULDING**



**TED
WOODS**



SFNL 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 '80s 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 20 years and 300 games of local senior football with Glenhuntly (FFL, five years), Caulfield (VFA, nine years), Croydon (EDFL, two years) and St Kevin's Ormond (ESCFA, five years) which included eight years as a Captain-Coach.

Garry joined the Board of the SFNL 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 10 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 SFNL 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**
BOARD MEMBER

Jonathan Adams works as an account director for the global technology company, Oracle.

Jonathan has a commercial background working across information services, media and advertising, 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 Netball League and creating a stronger league for generations to come.

Jonathan resides in Carnegie.



SFNL Board of Management



MARC GAUCI

BOARD MEMBER

Marc Gauci has been actively involved in the administration of junior football for eight 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 Netball League. He has also 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

BOARD MEMBER

Athena Greenall-Wilson joined the SFNL 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**
BOARD MEMBER

Penny Lording joined the SFNL 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.



**DEAN
MORRISON**
BOARD MEMBER

Dean Morrison joined the Board of the SFNL in 2015.

Dean has been an accountant for over 20 years and is currently employed as an Associate at CHN Herold Ross Chartered Accountants in Ringwood. His time has been spent in public practice and in the corporate world. Through his commercial grounding, and accounting & finance skills working as a CFO in the SME arena, he helps his clients to increase their earnings, reduce their costs and to grow and protect their wealth. With strengths in business advice, strategy, systems and business coaching, Dean's focus is to make his client's life easier by presenting them with opportunities to streamline processes and embrace computer based packages including "the cloud". He hopes to bring these skills to assist the board and staff of the SFNL.

Dean is happily married with two teenage children. Whilst not working, Dean is a Life Member as well as being a Past President and Treasurer of the Templeton Cricket Club where he has played over 250 games. Dean now feeds his passion for cricket coaching his son's junior team at the Carrum Downs Cricket Club. Dean is also an avid golfer and is a member at the Peninsula Kingswood Country Golf Club. He is also seen regularly following the Hawks in the MCC Member's Reserve and every now and then at the races watching his race horse compete – albeit with not much success.

Dean is passionate about local sport and is looking forward to continued involvement with the SFNL.



SFNL Administration 2015



**DAVID
CANNIZZO**
CHIEF EXECUTIVE
OFFICER



**ADAM
SPARROW**
GENERAL MANAGER
OPERATIONS



**KELLY
JONES**
MARKETING &
PARTNERSHIP
MANAGER



**MATT
GRIMWOOD**
ADMINISTRATION &
EVENTS OFFICER



**WILL
HUNTER**
MEDIA OFFICER



**JENNY
MOUAT**
FINANCE
MANAGER

Umpiring Department



**PETER
MAIR**
DIRECTOR OF
UMPIRING



**MATT
GRIMWOOD**
UMPIRING
ADMINISTRATION

Umpires Association



**ALAN
MANNING**
PRESIDENT



**RODD
JOHNSON**
SECRETARY

Independent Tribunal



**ANDREW
LEFEBVRE**
CHAIRMAN

Panel Members

John Bacon

Sharon Daly

Mark Dance

Sam Hatzi

Vince Micalizzi

Frank Robinson

Bill Turner

Andrew Wright

Radio Team



**ROBERT
SHARPE**
EXECUTIVE
PRODUCER



**KARL
BIANCO**
TECHNICAL
DIRECTOR

Match of the Day Team

David Hampton

John Takemura

Ian Dougherty

Will Hunter

Kevin Cummins

Sunday Football Netball Show

Ian Dougherty

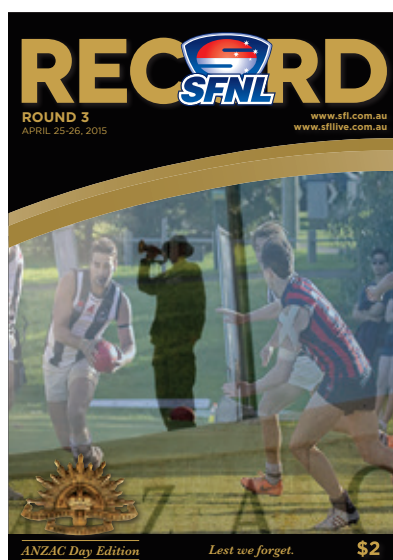
Wayne Fuller

David Coutts

Alicia Wise



SFNL Record



Will Hunter
Editor/Scribe

Jason Barbin
Scribe

Andrew Palocz
Scribe

Alex Charles
Scribe

Bianca Bristow
Scribe

Bruce Hill
Statistics

SFNL Member Clubs



ASHWOOD



BENTLEIGH



BLACK ROCK



CARRUM
PATTERSON LAKES



CAULFIELD



CERBERUS



CHELSEA HEIGHTS



CHEL TENHAM



CLAYTON



DANDENONG



DINGLEY



DOVETON EAGLES



EAST BRIGHTON



EAST MALVERN



ENDEAVOUR HILLS



HALLAM



HAMPTON



HEATHERTON



HIGHETT



KEYSBOROUGH



LYNDALE



MOORABBIN
KANGAROOS



MORDIALLOC



MOUNT WAVERLEY



MURRUMBEENA



OAKLEIGH DISTRICT



SANDOWN COBRAS



SKYE



SOUTH YARRA



SPRINGVALE DISTRICTS



ST KILDA CITY



ST PAULS



Chairman's Report



MARK SEYMOUR
CHAIRMAN

After seven years on the SFNL Board and six years as Chairman, this will be my last report as I will be standing down at the Annual General Meeting.

I look back on those seven years with pride in the great strides forward the League has made in that time. In 2009, there was no doubt the then Southern Football League had 'potential'. The Board, administration and the Member Clubs have made strategic moves since then to realise that potential.

One of the key strides forward has been in the area of growth. It was recognised that in order for the League and Member Clubs to remain viable we each needed to attain 'critical mass'. In other words, numbers that would sustain both the League and the Clubs. That growth has been seen internally in Clubs by them offering more options for participation (i.e. Under 19, Thirds and netball) and externally by the addition of new Clubs to the League.

On the football side, the League has managed to attract Bentleigh, Keysborough and Port Colts to join the League from other competitions. I know that two of those teams when first spoken to in 2010 didn't see the SFNL as a viable option. How things have changed in a short period of time. The League has also been one of the very few senior football organisations that has actively encouraged and fostered the start up of new Clubs in Hallam, Endeavour Hills, Carrum Patterson Lakes and Lyndhurst. I am unaware of any other senior football competition in Victoria (and probably Australia) that has welcomed four start-up Clubs to their League in that time.

The Under 19 competition had the most teams competing this season since the re-introduction of the competition which is also an indicator that we are headed in the right direction. The increase in teams in the Thirds competition saw the need to divide it into two divisions.

Since the commencement of our netball competition, we have seen an increase in team numbers each season culminating with 51 teams in six divisions in 2015. The popularity and rapid increase in netball numbers was reflected in the League's decision in February 2015 to re-name the League as the Southern Football Netball League Inc. I am sure that netball numbers will once again increase in 2016 making this an integral and vibrant part of the SFNL going forward.

One of the agenda items on each League sub-committee agenda is 'innovation'. As part of that agenda item, the Board decided to introduce a new position of SFNL Coaching Technical Director. As you are aware, Guy McKenna was appointed in the role in July 2015. His task is to devise a youth development program aimed at players aged 18 to 22 that are registered with the SFNL and to also facilitate 'Coach the Coaches' sessions with all League Senior, Reserve and Under 19 coaches. Guy has already undertaken some coaching sessions and is well on the way to finalising his thoughts on the youth development program. I am sure the Coaching Technical Director position will be a significant 'value add' for Clubs in the future.

A further addition to the League staff in the second half of the season was the position of Media Officer. Will Hunter was appointed to this role during 2015. The League added a number of events to its calendar in 2015, being the Season Launch, Hall of Fame function and Women of the South Cocktail night. In order to ensure the success of those events, it was decided that a resource should be partially dedicated to coordinate those functions. This was achieved by reassigning the media tasks that were previously the responsibility of the Administration and Events Officer. It was also recognised that the League needed to take





greater advantage of its media and social media profiles. Since Will's appointment, the League has had an increased exposure in all media platforms.

The Board and administration are keenly aware of the many pressures on Member Clubs and their volunteers. Accordingly, we are currently looking at introducing a role of Club Development Officer. The Club Development Officer will be a resource to assist Clubs in the important areas of strategic, business and financial planning. A submission has been made to AFL Victoria to fully fund this position and we are confident that this will be approved.

The announcement of a new on field apparel supplier for the next two years in Blackchrome Sportswear was also a sign that the League has improved its standing. Blackchrome, who will supply under the Sherrin brand, was selected after consideration of tenders from 15 organisations. In my association with the League, that is by far the greatest number of tenders received for an apparel contract. Mindful of the cost pressures on all Member Clubs, the Board and administration took a non-negotiable stance on any increase to the cost of jumpers, shorts and socks and were successful in maintaining the current prices for the period of the contract.

A Chairman's report would not be complete without an update on the Moorabbin redevelopment project. As many of you would be aware, the project became much larger in 2015 with the indication that St Kilda FC would be returning to Moorabbin as its AFL training base. Whilst this in no way affects the SFNL as far as its position in the redevelopment

is concerned, it does mean there will be other benefits in a bigger redevelopment. A Memorandum of Understanding has been signed by all parties and we are all eager to see the project commence. One area that will affect the League in the short term is the necessity for the administration to vacate their offices to temporary accommodation once the project commences.

The search for temporary accommodation has commenced but is not yet finalised at this time. Costs for the temporary relocation will be met as part of the cost of the redevelopment and when the administration returns to Moorabbin it will be into their offices in the new complex.

During the year, Board member David Sheridan resigned to take up the position of SMJFL Director of Coaching. On behalf of the Board and Member Clubs I would like to thank David for his contribution as a Board member in taking the League forward. We wish him well in his new role.

I wish all Clubs the best for the 2016 season and I look forward to catching up with many of you during next season.

Mark Seymour
Chairman



CEO's Report



**DAVID
CANNIZZO**
CHIEF EXECUTIVE
OFFICER

2015 without doubt will be remembered as a Southern Football Netball League (SFNL) season that had a number of pivotal initiatives implemented.

The SFNL Board, again extremely well led by Chairman Mark Seymour and Vice Chairman Garry Cranny, oversaw the implementation of the first year of a three-year Strategic Plan (2015-2017) for the SFNL. The Board and Administration bought into the new plan and have implemented some wonderful activities that will be celebrated and enjoyed for many years to come. Mark will not be seeking re-election as Chairman, but will stay on the Board and the enormous contribution he has made to the SFNL is to be acknowledged and commended. Without Mark's leadership, the SFNL would not be in the strong position it is today. Well done, Mark.

One of the main highlights of 2015 was the rename and rebrand of the Southern Football League to Southern Football Netball League. This change was implemented on the back of enormous growth in netball which, at the time of the name change, was only just over three years old. Some clubs have led the way with regards to a name change incorporating netball and some are now also following this trend that promotes such community inclusiveness.

For this first time in recent history the SFNL had a formal season launch in Round 1. This included a 2014 Division One Senior Grand Final rematch between Dingley and East Brighton played under lights at Trevor Barker Oval, Sandringham. Both teams played for the inaugural beyondblue Cup, with the night and the SFNL's entire opening round comprehensively branded beyondblue to raise awareness of anxiety and depression. Supporting this match as a curtain raiser was the Dingley and East Brighton Under 19 game, while the SFNL hosted a cocktail function attended by many dignitaries including the Victorian Premier Daniel Andrews, beyondblue CEO Georgie Harman and Netball Victoria CEO Michelle Plane.

On the back of steep netball growth, the SFNL felt it was important to provide the opportunity for all netball players and coaches to participate in a best talent representative program. In a two-year arrangement with the Northern Football League (incorporating Northern Netball League),

the SFNL selected an A-team and B-team to travel to Bundoora to play the best of the Northern League. Although the SFNL teams did not register a win, the development program provided to the netballers under the leadership of State League Coach Guy Keane was excellent and will be greatly improved in 2016.

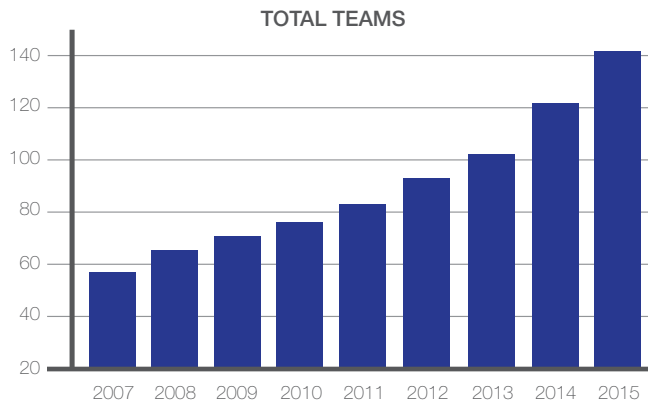
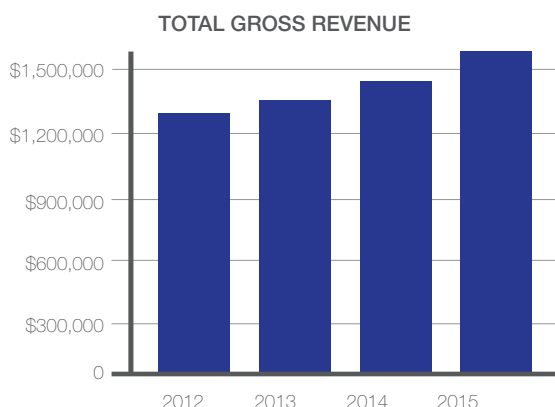
It was pleasing to again be involved in the AFL Victoria Senior Metro Championships. A disappointing Interleague loss to the Essendon District Football League was not ideal, however the improved professionalism of the development program was the real highlight. In what was a high-profile appointment, two-time AFL premiership player David King was the head coach and was well supported by Ben Lockwood, Ben Murphy and Wayne Fuller.

In a wonderful new initiative, the SFNL Hall of Fame was established to acknowledge and celebrate persons who have made significant contributions to the SFNL and its forerunners, being the Federal Football League, Eastern Suburbs Churches Football Association and South East Suburban Football League. In July, over 200 guests attended the inaugural function held at Sandy Bay, Sandringham, where 22 people were inducted into the Hall of Fame. To be inducted the nominees must have demonstrated attributes including longevity, quality of performance, integrity, sportsmanship, good character and promoted the values of the SFNL or its forerunners.

Financial stability continues to be a major focus and while most community football leagues are very dependent on finals income, we are attempting to diversify our revenue sources. Alternative revenue, or non-football related revenue, is a key focus for the SFNL at present. Growing this important area will mean that we reduce the reliance on finals income and club affiliation fees, therefore hopefully keeping those fees as low as possible. In reviewing the financials over the last four years, total gross revenue growth has been steadily increasing whereby it is now at \$1.5million.

The scope of the Moorabbin Reserve redevelopment has changed somewhat in the last 12 months but it is progressing well and it now looks very likely that St Kilda Football Club will be moving permanently back to Moorabbin. St Kilda's return to Moorabbin has many benefits to the SFNL with access to AFL-quality facilities, increased exposure to elite-level coaches, and additional training spaces for our participants. The project will move from a \$12million community asset, to a \$28million community sporting hub in the heart of our region. The SFNL's financial commitment of \$250,000 towards the redevelopment of the precinct does not change and this will provide a minimum 25-year lease in new office accommodation at peppercorn rent and access to the oval and facilities for umpires, finals, representative football and AFL 9s. A master programme has been mapped out and proposes construction to commence in mid-2016.





Team growth again continues to be on the major rise with Netball, Thirds and Under 19 football providing people the opportunity to be involved with their local communities. The figure below presents a very strong message for how focussed the clubs are on growing their own communities.

Thirds and Under 19 football had very solid growth compared to 2014, boasting our highest number of teams ever in those respective competitions, while netball has again seen enormous expansion. The netball team numbers breaking 50 in only the fourth year has given us plenty to consider and having a dedicated netball contact to assist in the administration of the competition is the focus for 2016. All match day staff including Women in Sport sub-committee member Julie Pool, Netball Court Supervisor Lynne Wilkosz and Netball Umpiring Director Kim Pentreath all did a wonderful job in season 2015.

The League has continued its association with existing partners and welcomed many new partners in 2015. Our partners are so important to the League and we sincerely thank them all for their support, particularly our loyal partners in Beiersdorf, Leader Newspapers, Sandown Greyhound Racing Club and SAS Security. The League were extremely pleased to welcome beyondblue, Night & Day Communications, Optimus Concussion Management, Teamworks Performance and Victorian Responsible Gambling Foundation who leveraged great engagement throughout the League. Pleasingly, the SFNL had 18 clubs participate in the Gambling's Not A Game – Sporting Club Program and all signed the Responsible Gambling Charter which signifies their commitment to creating a healthy club environment and sharing responsibility for

raising awareness within the club community about the potential risks of gambling.

A disappointing note in season 2015 was the Southern Dragons Football Club folding due to a combined lack of off-field support and player availability. Unfortunately when the club needed more of its members to stand-up and make a contribution to their organisation, this simply did not happen. In very positive developments, over the past few months and after multiple meetings the SFNL is pleased to secure two new clubs for 2016 in Port Melbourne Colts Football Club from the Western Region Football League and Lyndhurst Football & Netball Club, which is an existing junior club branching into a senior entity. Port Melbourne Colts will commence in Division 2 and Lyndhurst in Division 3 in season 2016.

A wonderful finale to the year were the SFNL recipients of some prestigious awards. Mordialloc's 2015 football Senior Coach, Sam Anstey, was awarded the Gerard Fitzgerald Senior Coach of the Year at the AFL Victoria Community Football Awards. Sam won the AFL Victoria Inner Southern Region Coach of the Year and was subsequently nominated, shortlisted and the winner of this esteemed award as the best senior football coach in Victoria. In addition, SFNL Director of Umpiring for football, Peter Mair, was awarded the AFL Victoria Metropolitan Umpire Coach of the Year. Peter backed this award up by also winning the prestigious Victorian Government's Sport and Recreation Community Coach of the Year. Peter's two awards are a resounding endorsement of the SFNL Umpiring program and we know our umpire group is in extremely capable hands.

The office team has changed somewhat this year with some staff looking to take

the next step in their sports administration careers. After four years as General Manager – Operations, Matt Duck finished up in May, moving to a new role as the State Executive Officer of Diving Victoria. In a similar career progress move, Administration Officer Toby Jedwab finished in July to take up an operations role at Athletics Victoria. Through these departures we have exciting arrivals and welcomed Adam Sparrow to the position of General Manager – Operations, Matt Grimwood to the role of Administration & Events Officer and Will Hunter in the recently created position of Media Officer. Along with the continued great work from Finance Manager Jenny Mouat, Marketing and Partnership Manager Kelly Jones, Director of Umpiring for football Peter Mair along with his umpire support team and Radio/TV Executive Producer Robert Sharpe – including his wonderful media team – I thank the entire workforce and volunteer network for another wonderful job these past 12 months.

To all club Presidents and their committees, including the SFL Umpires Association, I thank you for your continued collaboration with the SFNL and our team. I truly enjoy our positive working relationships and, importantly, friendships that have been born out of this.

To the 2015 Football and Netball Premiers and individual award recipients, on behalf of the entire SFNL 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 2016.

David Cannizzo
Chief Executive Officer



Operations Report



ADAM SPARROW
GENERAL MANAGER
OPERATIONS

Season 2015 proved to be a successful season from an operational perspective, largely due to commitment and the ever-increasing professionalism of club administrators and players alike.

Several stories emerged from what was another captivating season.

The exciting rebrand to Southern Football Netball League was marked by continued growth in the netball competition, with a staggering 51 (up from 36 teams in 2014) teams competing across six divisions. 23 of the SFNL's 32 member clubs were represented on court and we expect this number to grow in 2016.

Season 2015 marked the inaugural year of the SFNL Netball Interleague Program, as the League did battle with the Northern Football League in June. Whilst results didn't go our way on the night, a terrific foundation was laid, which is set to see the program elevated to new heights in 2016. We must acknowledge the work of the program's inaugural Head Coach Guy Keane and Assistant Coach Mel Ramsden who both brought a high level of experience and professionalism to the program.

The SFNL administration would like to acknowledge the Springvale District Netball Association (SDNA) for their continued support of the netball program. Special mention must go to Julie Pool, Kim Pentreath, Lyn Wilkosz and the entire SDNA team for the support provided behind the scenes and at the Rowan Rd Courts on game days. The competition continues to flourish with their ongoing support.

In terms of results, the premiers were Dandenong (Division 6), Highett (Division 5), Heatherton (Division 4), Caulfield (Division 3) and St Kilda City (Division 2), while Dingley claimed their third Division 1 premiership in a row – a phenomenal achievement.

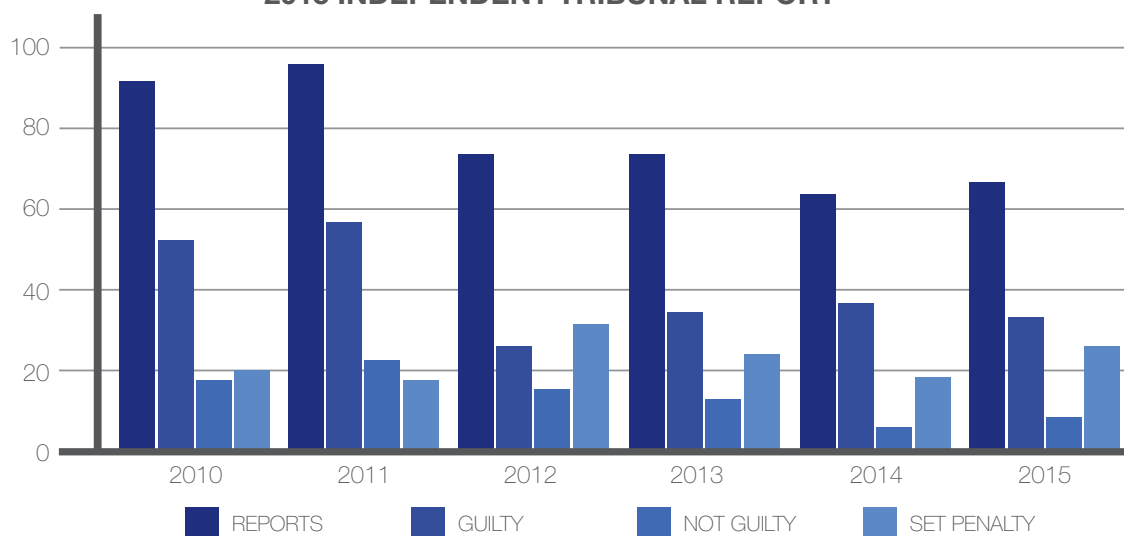
The football season kicked off with the AFL Victoria Metropolitan Championships in March. Facing an Essendon District Football League outfit loaded with talent was always going to be a big ask and whilst the result did not go our way, there were a number of major benefits achieved. Most notably, the increased level of professionalism offered to participants, due in no small part to the involvement of Head Coach David King and his support staff, Ben Murphy, Ben Lockwood, Paul Hopgood, Wayne Fuller and Toby Jedwab. The medical team led by Brian Robertson and Donna Stevens raised the bar yet again in terms of the level of support offered to participants. A special thanks must go to all participants and everyone that contributed to the program behind the scenes.

In the Under 19 competition, St Kilda City claimed the premiership after coming home strongest against a gallant Hampton outfit that led for much of the Grand Final. We look forward to seeing these players transition to senior football in the coming seasons and the resulting impact they will have for their respective clubs.

For the first time the Thirds competition was split in two. Competitions were split based off senior divisions with predominately Division 1 clubs competing in the Thirds-Blue and Division 2 and Division 3 clubs competing in Thirds-Red. Whilst it proved a challenging year at times, finals saw some well-matched opponents do battle. In Thirds-Blue it was Dingley who proved too strong for Cerberus to make it three Thirds premierships in a row. Meanwhile in Thirds-Red, Skye took the honours against a courageous Keysborough team.

Division 3 faced a shake-up mid-season with the unfortunate withdrawal of the Southern Dragons. A competitive season across the board ensured the final five was not finalised until Round 18 of the home and away season. In the end minor premiers Black Rock claimed the ultimate prize with victory over Mount Waverley on Grand Final day. The premiership marked the culmination of a number of years' hard work both

2015 INDEPENDENT TRIBUNAL REPORT



behind the scenes and on-field for the club. Endeavour Hills claimed the Division 3 Reserve premiership and with it a piece of club history as the victory marked the club's first piece of silverware since its formation – a fantastic achievement for the emerging club.

As per previous seasons, Division 2 was again a hard-fought competition with any club capable of victory on any given day. Keysborough took the competition by storm, surging to the top of the Division 2 ladder and putting opponents on notice from day one. The future looks bright for the club that crossed from the Casey Cardinia league at the end of the 2014 season. On Grand Final day, however, it was Oakleigh District who ended a 57-year senior premiership drought with a convincing win over Murrumbeena. Congratulations also to Skye who went one better than 2014 and claimed the Reserve-grade premiership.

Finally, Division 1 Grand Final day presented a fairy-tale story in the making as Mordialloc (2014 Division 2 premiers) faced off against the form team of the competition in Dingley, who were looking to claim their first Division 1 Senior flag since crossing to the SFNL. In a classy display, Dingley proved too strong on Grand Final day, capping a dominant season with a premiership. The Dingley FNC deserve all the praise and recognition it receives as the club took home the Football Division 1 Senior, Reserve, Thirds-Blue and Netball Division 1 premierships in an all-conquering performance. Not to be outdone, Mordialloc became the just the second club in League history and the first since Balwyn in 1997/98 to win a Division 2 flag and then compete in a Division 1 Grand Final the following year. This was a phenomenal achievement that has raised the bar for clubs that follow with promotion to Division 1.

2015 Independent Tribunal Report

In 2015 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 year. The SFNL have taken the step of appointing a group of investigators who have senior experience within the Victorian Police Force. The Southern Football Netball League would like to thank the entire team for their commitment and dedication to what is a challenging task.

- 67 players were reported during the 2015 SFNL season (whether by umpire or via investigation)
- 28 players accepted set penalties
- 40 cases were brought before the Independent Tribunal
- Of the 40 cases, 33 were found guilty by the Independent Tribunal, whilst 7 players were found not guilty by the Independent Tribunal

Adam Sparrow
General Manager - Operations



Umpiring Department Report



**PETER
MAIR**
DIRECTOR OF
UMPIRING

The umpiring group enjoyed another successful year.

With a focus on the development of communication and decision making skills across field, boundary and goal categories, umpiring performances continued to improve.

With a blend of youth and experience in all categories of umpiring, a number of umpires were appointed to their first match, first senior match or umpired in a higher division than previously.

The primary responsibility of the SFNL Umpiring Department was to appoint field, boundary and goal umpires to Senior, Reserve and Under 19 matches across all divisions for each round of the season and the SFNL SAS Security Finals Series. In excess of 4,300 umpire appointments were rostered for the season.

Other key areas of the umpiring program for 2015 included coaching, development, education, physical performance, performance evaluation and list management of all umpires.

The umpiring program operated within an inclusive, safe and fun environment, where clear performance expectation levels were communicated effectively.

Umpiring Department Team

Director of Umpiring:

Peter Mair

Umpiring Ambassador:

Stephen McBurney

Administration Coordinator:

Toby Jedwab / Matt Grimwood

Field Umpires Coach:

Brad Lowe

Field Umpires Senior

Assistant Coach:

Garry Embleton

Field Umpires Skills Development Coach:

Jonathan Auditore

Field Umpires Observer:

David Smith

Boundary Umpires Coach:

Michael Ellison-Jones

Boundary Umpires Assistant Coach:

Troy Nicholson

Goal Umpires Coach:

Craig Davenport

Goal Umpires Assistant Coach:

Brett McGeorge

Goal Umpires Observer:

Robin Epstein

First Year Umpires Program /

Match Day Video:

Scott Van Noordenen

Breakdown of SFNL Listed Umpires 2015

FIELD	BOUNDARY	GOAL	TOTAL
85	78	58	221

Coaching

The umpiring coaching framework and coaching program was based around the newly introduced national curriculum. This curriculum covered topics including Laws of the Game, Effective Communication, Match Management, Positioning, Reporting and Tribunal Procedures and Order-Off Procedures, including the use of Red, Yellow and Green Cards.

Diversity

The SFNL Umpires List was made up of a diverse range of people, including both 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 and varying levels of fitness. A high percentage of the list are former footballers, who have a great understanding of the game, with many umpiring senior football on a regular basis.

Reasons For Umpiring

National research indicates that participants join local community sporting organisations for social connection, including developing friendships in a fun and supportive environment. Other reasons why people join umpiring include the love of the game, progression to elite level, to make extra money, to keep fit, to participate in sport, to participate in AFL and to make friends.

List Management

Part of the retention and recruitment strategy for the past three years has been to focus strongly on the development and recruitment of field umpires. This has been a success, with numbers in 2015 being at the highest level for many years, if not in the history of the SFNL.

UMPIRE EDUCATION

National Umpires Accreditation Scheme

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.

Video Learning

A new initiative was the introduction of video learning at coaching sessions for field umpires, which assisted with improving umpires' positioning on match day and the fundamentals of the game. The videoing of match day performances also continued this season.

AFL Umpires Appearance Program

As part of the AFL Umpires Appearance Program, a number of AFL umpires made presentations to SFNL umpires during the season.

PERFORMANCE MANAGEMENT

New Initiatives

Three new performance initiatives were introduced in 2015 for field umpires, which improved the performances of umpires across all levels of experience. These were:

- Introduction of self-assessment feedback
- Immediate match day feedback via electronic two-way system
- Use of a newly designed performance management app, which allowed match day coaches to enter details of an umpire's performance directly onto an iPad

UMPIRE DEVELOPMENT

Pathways

One of the success factors of the SFNL is that promising umpires have the opportunity to transition to an elite level by participating in AFL Victoria umpiring pathway programs. A clearly defined pathway exists for umpires to progress to the next level of football.

Player To Umpire Program

A number of former players made up the composition of the SFNL umpiring group. This assists with the ongoing development of better relationships with football coaches, captains and players.

Metropolitan Championships

In a wonderful result for SFNL umpiring, a field umpire (Annie Mirabile) and a goal Umpire (David Mandelbaum) were selected to officiate in the AFL Vic Metro vs AFL Queensland representative match held in Burpengary, north of Brisbane, on June 7. To have two representatives from our League judged as the best Melbourne metropolitan umpires from the AFL Victoria Metro Championships confirms the success of our development and coaching programs.



Umpiring Department Report

FEMALE UMPIRES

With the professional environment that exists in SFNL umpiring, we are one of the leading competitions nationally with a high number of female umpires.

Highlights:

- A representative in the first televised AFL-approved women's match, which had a national television audience in excess of 300,000 (Annie Mirabile, as well as former SFNL umpire Libby Toovey)
- A representative in the AFL Vic Metro v AFL Queensland representative match (Annie Mirabile)
- For the third time in the history of the SFNL a female field umpire was appointed to the Division 1 Senior Grand Final (Annie Mirabile)
- For the first time in the history of the SFNL a female goal umpire was appointed to the Division 1 Senior Grand Final (Tayla Manning)
- Representatives forming part of the AFL Female Umpires Academy



RECOGNITION

The season was celebrated at the Grand Final Appointments and Annual Awards Night in the week leading up to the SFNL Division 1 and 2 Grand Finals. Over 200 people attended the evening that recognised the individual achievements of umpires. The Grand Final umpires across all grades (except Division 3 and Thirds-Red) were also announced.

Our umpiring program doesn't exist without the help and support of many people. I acknowledge the support of the SFNL Board Chairman, Mark Seymour, and his team, as well as David Cannizzo, Adam Sparrow, Matt Grimwood and the rest of the Administration team. My Umpiring Department colleagues deserve recognition for their wonderful contribution to the coaching and development of a quality group of umpires. I want to also thank the Umpires Association for their positive approach to the well-being of umpires, and thank all umpires for their passion and love of the game.

Thanks must also go to the club presidents, officials, coaches, captains and players for their ongoing contribution to local community football. A number of clubs have embraced the understanding that when the match day environment is positive for umpires, there's a better chance that umpires will perform to a higher standard and remain in the game. The ongoing improvement of the umpire-coach/captain/player relationships continued to strengthen the on-field spirit of community football.

The quality of umpires in the 2015 Grand Finals, and their overall performance, was at an exceptional standard for community football. The umpires allowed the players to play football and officiated in a positive and professional manner.

As a collective we achieved a great deal this year in umpiring. Managing the ongoing development of the field, boundary and goal umpires was extremely satisfying. The professionalism, dedication and commitment of our umpires has been incredible.

The Umpiring Department looks forward to working in partnership with all umpires and key football stakeholders during 2016.

Peter Mair
Director Of Umpiring

Football Ladders After Round 18

DIVISION 1 SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	15	3	0	0	1955	1019	191.85	60
2	East Brighton	18	15	3	0	0	1703	981	173.60	60
3	East Malvern	18	12	6	0	0	1741	1191	146.18	48
4	St Pauls	18	12	6	0	0	1342	1127	119.08	48
5	Mordialloc	18	11	7	0	0	1427	1170	121.97	44
6	Clayton	18	8	10	0	0	1345	1729	77.79	32
7	Bentleigh	18	6	12	0	0	1187	1555	76.33	24
8	Cheltenham	18	5	13	0	0	1131	1761	64.22	20
9	St Kilda City	18	4	14	0	0	1211	1513	80.04	16
10	Chelsea Heights	18	2	16	0	0	957	1953	49.00	8

DIVISION 2 SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Oakleigh District	18	15	3	0	0	1694	899	188.43	60
2	Keysborough	18	15	3	0	0	1747	1066	163.88	60
3	Murrumbeena	18	13	5	0	0	1535	1260	121.83	52
4	Skye	18	11	7	0	0	1475	1106	133.36	44
5	Caulfield	18	10	8	0	0	1361	1236	110.11	40
6	Hampton	18	10	8	0	0	1212	1326	91.40	40
7	Highett	18	7	11	0	0	1374	1414	97.17	28
8	Springvale Districts	18	4	14	0	0	1068	1661	64.30	16
9	Heatherton	18	3	15	0	0	1062	1856	57.22	12
10	Doveton Eagles	18	2	16	0	0	1125	1829	61.51	8

DIVISION 3 SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Black Rock	17	14	3	0	1	1872	1010	185.35	60
2	Mount Waverley	17	13	4	0	1	1728	1098	157.38	56
3	Moorabbin Kangaroos	17	13	4	0	1	1746	1340	130.30	56
4	Carrum Patterson Lakes	17	12	5	0	1	1805	1156	156.14	52
5	Ashwood	18	12	6	0	0	1615	1127	143.30	48
6	Endeavour Hills	18	11	7	0	0	1622	1355	119.70	44
7	South Yarra	17	8	9	0	1	1306	1300	100.46	36
8	Lyndale	17	6	11	0	1	1305	1567	83.28	28
9	Sandown Cobras	17	5	12	0	1	1189	1450	82.00	24
10	Hallam	17	3	14	0	1	1036	1517	68.29	16
11	Dandenong	17	2	15	0	1	995	1702	58.46	12
12	Southern Dragons	9	0	9	0	0	732	2329	31.43	0



Football Ladders After Round 18

DIVISION 1 RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	17	1	0	0	2470	513	481.48	68
2	St Kilda City	18	15	2	1	0	1439	766	187.86	62
3	Mordialloc	17	12	5	0	1	1668	893	186.79	52
4	Cheltenham	18	11	6	1	0	1341	1043	128.57	46
5	Clayton	18	10	8	0	0	1475	1118	131.93	40
6	East Malvern	18	10	8	0	0	1195	1279	93.43	40
7	Bentleigh	18	7	11	0	0	1436	1164	123.37	28
8	Chelsea Heights	18	3	15	0	0	762	2044	37.28	12
9	St Pauls	18	2	16	0	0	746	1848	40.37	8
10	East Brighton	17	1	16	0	0	458	2322	19.72	4

DIVISION 2 RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Skye	18	18	0	0	0	2045	508	402.56	72
2	Highett	18	13	5	0	0	1420	896	158.48	52
3	Oakleigh District	18	13	5	0	0	1474	1050	140.38	52
4	Keysborough	18	11	7	0	0	1816	1000	181.60	44
5	Murrumbeena	18	10	8	0	0	1261	1164	108.33	40
6	Springvale Districts	18	9	9	0	0	1234	1106	111.57	36
7	Hampton	18	6	12	0	0	1116	1505	74.15	24
8	Heatherton	18	6	12	0	0	923	1287	71.72	24
9	Caulfield	18	4	14	0	0	879	1598	55.01	16
10	Doveton Eagles	18	0	18	0	0	438	2492	17.58	0

DIVISION 3 RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	South Yarra	17	16	1	0	1	1879	643	292.22	68
2	Endeavour Hills	17	15	2	0	1	1821	791	230.21	64
3	Black Rock	17	12	5	0	1	1675	920	182.07	52
4	Carrum Patterson Lakes	17	12	5	0	1	1626	1103	147.42	52
5	Ashwood	18	11	7	0	0	1600	1027	155.79	44
6	Moorabbin Kangaroos	17	10	7	0	1	1595	1097	145.40	44
7	Dandenong	17	6	11	0	1	1099	1309	83.96	28
8	Sandown Cobras	17	5	12	0	1	1060	1187	89.30	24
9	Mount Waverley	17	5	12	0	1	968	1413	68.51	24
10	Lyndale	17	4	13	0	1	947	1649	57.43	20
11	Hallam	17	2	15	0	1	808	1901	42.50	12
12	Southern Dragons	8	0	8	0	0	375	2413	15.54	0



UNDER 19

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	16	1	1	0	1621	588	275.68	66
2	St Kilda City	17	15	2	0	1	2110	643	328.15	64
3	Bentleigh	17	14	2	1	1	1582	800	197.75	62
4	Hampton	18	11	7	0	0	1372	1059	129.56	44
5	Oakleigh District	18	10	8	0	0	1364	1200	113.67	40
6	St Pauls	18	9	9	0	0	1286	1083	118.74	36
7	Cheltenham	18	8	10	0	0	1277	1247	102.41	32
8	Hallam	18	7	10	1	0	1020	1146	89.01	30
9	Carrum Patterson Lakes	17	4	13	0	1	1061	1523	69.67	20
10	East Brighton	17	5	12	0	0	844	1595	52.92	20
11	Skye	18	3	14	1	0	883	1651	53.48	14
12	Highbury	16	1	15	0	0	387	2272	17.03	4

THIRDS - BLUE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Cerberus	14	13	1	0	3	2378	297	800.67	64
2	Dingley	15	13	2	0	2	2236	431	518.79	60
3	Clayton	16	9	7	0	1	1432	1025	139.71	40
4	St Kilda City	17	10	7	0	0	1213	964	125.83	40
5	Endeavour Hills	13	7	6	0	0	805	1175	68.51	28
6	Mordialloc	17	4	13	0	0	681	2014	33.81	16
7	Chelsea Heights	15	4	11	0	0	646	2054	31.45	16
8	Cheltenham	17	2	15	0	0	612	2043	29.96	8

THIRDS - RED

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Skye	15	15	0	0	3	2372	342	693.57	72
2	Sandown Cobras	16	12	4	0	2	1321	788	167.64	56
3	South Yarra	16	10	6	0	2	1339	871	153.73	48
4	Keysborough	16	7	9	0	2	1310	1133	115.62	36
5	Black Rock	16	6	10	0	1	931	1201	77.52	28
6	Dandenong	17	4	13	0	0	702	1734	40.48	16
7	Hallam	11	2	9	0	1	722	1390	51.94	12
8	Doveton Eagles	9	2	7	0	0	424	1662	25.51	8



Netball Ladders After Round 18

DIVISION 1

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Dingley	15	13	1	1	749	487	153.80	54
2	Keysborough	15	10	5	0	685	552	124.09	40
3	Bentleigh	15	10	5	0	552	490	112.65	40
4	Heatherton	15	9	5	1	644	543	118.60	38
5	St Kilda City	15	2	13	0	540	766	70.50	8
6	St Pauls	15	2	13	0	417	714	58.40	8

DIVISION 2

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Heatherton	15	13	2	0	740	504	146.83	52
2	St Kilda City	15	11	4	0	614	451	136.14	44
3	Dingley	15	11	4	0	695	523	132.89	44
4	Mordialloc	15	8	7	0	574	499	115.03	32
5	Bentleigh	15	4	11	0	535	654	81.80	16
6	Chelsea Heights	15	1	14	0	412	663	62.14	4

DIVISION 3

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Dingley	15	12	3	0	543	376	144.41	48
2	Carum Patterson Lakes	15	12	3	0	476	394	120.81	48
3	Black Rock	15	11	4	0	478	416	114.91	44
4	Caulfield	15	10	5	0	523	418	125.12	40
5	Heatherton	15	10	5	0	507	409	123.96	40
6	Keysborough	15	5	10	0	467	544	85.85	20
7	Clayton	15	5	10	0	441	528	83.52	20
8	Cheltenham	15	4	11	0	749	491	152.55	16
9	St Pauls	15	3	12	0	359	934	38.44	12
10	St Kilda City	15	1	13	0	485	639	75.90	4



DIVISION 4

POS	TEAM	P	W	L	D	F	A	%	PTS
1	St Kilda City	15	15	0	0	753	378	199.21	60
2	Keysborough	15	11	3	1	554	382	145.03	46
3	Heatherton	15	11	3	1	530	386	137.31	46
4	Dingley	15	10	5	0	482	372	129.57	40
5	Skye	15	7	8	0	484	455	106.37	28
6	Springvale Districts	15	6	9	0	511	493	103.65	24
7	Lyndale	15	6	9	0	483	575	84.00	24
8	Bentleigh	15	3	12	0	394	593	66.44	12
9	Hampton	15	3	12	0	355	742	47.84	12
10	Chelsea Heighs	15	2	13	0	409	614	66.61	8

DIVISION 5

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Highbett	15	13	2	0	576	378	152.38	52
2	Dingley	15	11	3	1	524	330	158.79	46
3	Mordialloc	15	9	6	0	516	382	135.08	36
4	Black Rock	15	9	6	0	481	364	132.14	36
5	Heatherton	15	8	6	1	434	434	111.52	34
6	South Yarra	15	8	7	0	460	485	94.85	32
7	St Kilda City	15	7	8	0	410	454	90.31	28
8	Carrum Patterson Lakes	15	6	9	0	495	457	108.32	24
9	Clayton	15	3	12	0	347	451	76.94	12
10	Doveton Eagles	15	0	15	0	181	777	23.29	0

DIVISION 6

POS	TEAM	P	B	W	L	D	F	A	PTS	PTS RATIO
1	Mount Waverley	13	2	11	2	0	502	297	44	3.385
2	Dandenong	14	1	11	3	0	436	268	44	3.143
3	St Kilda City	14	1	10	4	0	491	342	40	2.857
4	Highbett	14	1	9	5	0	373	316	36	2.571
5	Dingley	13	2	6	6	1	431	367	26	2.000
6	Cheltenham	14	1	5	9	0	381	430	20	1.429
7	Skye	14	1	4	9	1	330	544	18	1.286
8	Murrumbena	13	2	2	11	0	358	541	8	0.615
9	Chelsea Heights	14	1	1	13	0	202	486	4	0.286



2015 Football Grand Final Winners

DIVISION 1 - SENIOR

TEAM	Q1	Q2	Q3	Q4
Dingley	7.1-43	9.4-58	11.6-72	13.7-85
Mordialloc	1.1-7	1.5-11	3.7-25	4.9-33
Meneilly Medallist: Jackson Peet (Dingley)				

DIVISION 2 - SENIOR

TEAM	Q1	Q2	Q3	Q4
Oakleigh District	6.1-37	9.2-56	13.3-81	16.10-106
Murrumbidgee	1.2-8	1.3-9	4.6-30	6.8-44
Meneilly Medallist: Andrew Howison (Oakleigh District)				

DIVISION 3 - SENIOR

TEAM	Q1	Q2	Q3	Q4
Black Rock	5.4-34	6.4-40	9.7-61	11.10-76
Mount Waverley	1.1-7	4.5-29	5.5-35	9.9-63
Meneilly Medallist: Joe Krieger (Black Rock)				

UNDER 19

TEAM	Q1	Q2	Q3	Q4
St Kilda City	2.3-15	3.7-25	4.11-35	7.17-59
Hampton	2.1-13	3.5-23	6.9-45	6.11-47
Barnes Medallist: Oliver Gabelich (St Kilda City)				



DIVISION 1 - RESERVE

TEAM	Q1	Q2	Q3	Q4
Dingley	3.1-19	6.6-42	13.7-85	19.11-125
Cheltenham	0.0-0	0.0-0	3.1-19	4.3-27
Malcolm Medallist: Tim Wigney (Dingley)				

DIVISION 2 - RESERVE

TEAM	Q1	Q2	Q3	Q4
Skye	0.4-4	4.7-31	9.7-61	12.10-82
Oakleigh District	1.3-9	1.4-10	3.13-31	7.19-61
Yeomans Medallist: Chris Smith (Skye)				

DIVISION 3 - RESERVE

TEAM	Q1	Q2	Q3	Q4
Endeavour Hills	3.1-19	5.4-34	5.4-34	11.6-72
Black Rock	2.3-15	2.5-17	6.10-46	7.16-58
Le Lievre Medallist: Robert Cooper (Endeavour Hills)				

THIRDS - BLUE

TEAM	Q1	Q2	Q3	Q4
Dingley	2.5-17	3.5-23	6.7-43	10.10-70
Cerberus	1.2-8	3.2-20	6.4-40	6.6-42
Lloyd-Griffiths Medallist: Darren Andrews (Dingley)				

THIRDS - RED

TEAM	Q1	Q2	Q3	Q4
Skye	2.2-14	4.7-31	9.8-62	12.14-86
Keysborough	2.4-16	2.5-17	8.8-56	10.10-70
Lloyd-Griffiths Medallist: Nick Webb (Skye)				

2015 Netball Grand Final Winners

DIVISION 1

TEAM	SCORE
Keysborough	38
Dingley	46
Best on Court: Alicia Wise (Dingley)	

DIVISION 2

TEAM	SCORE
Heatherton	29
St Kilda City	30
Best on Court: Simone Stuart (St Kilda City)	

DIVISION 3

TEAM	SCORE
Dingley	37
Caulfield	54
Best on Court: Zina Teoh (Caulfield)	

DIVISION 4

TEAM	SCORE
St Kilda City	29
Heatherton	33
Best on Court: Erin Naismith (Heatherton)	

DIVISION 5

TEAM	SCORE
Highett	54
Mordialloc	23
Best on Court: Stephanie Handson (Highett)	

DIVISION 6

TEAM	SCORE
Mount Waverley	31
Dandenong	38
Best on Court: Amanda Hall (Dandenong)	



AFL Victoria Community Football Award Winners



Peter Perfect's Double Delight

It's been a whirlwind few days for Peter Mair.

The SFNL's Director of Umpiring was last night announced as the winner of the illustrious Community Coach of the Year at the Victorian Government Sport & Recreation Awards at the MCG.

He was also presented with the prestigious Umpire Coach of the Year (Metro) accolade in front of more than 500 people at Friday night's AFL Victoria Community Football Awards gala dinner.

Both honours came as a shock to a humble Mair, who said that he was elated to be celebrated for doing what he loves.

"I am (thrilled). It's great to be recognised for something I really enjoy doing. I get a lot of satisfaction out of it," Mair said.

"It was a bit of a surprise, but nice to be recognised that's for sure."

Mair has been involved in umpiring for over 25 years and took up coaching as a means of maintaining his involvement in the umpiring fraternity after his own career as a whistle-blower was cut short by injury.

He was a field coach with the SFNL for a number of years before taking on the Director of Umpiring role in 2013.

Mair has focussed much of his efforts in trying to build a positive culture within the umpiring group that promotes self-development, which aims to not only help them become more capable umpires, but better people off the field as well.

"The key thing for us would be creating a really positive environment. An environment that umpires – whether they be female, male, new, anyone that's wanting to umpire – (can) come into (and) know they're going to enjoy and perform well in," Mair explained.

"Our philosophy in coaching is based around developing people's life skills, you know the communication skills, confidence, decision making skills, so that's going to make them better umpires on-field, but it develops them as people off-field within the community, whether that's at school or the workplace."

Mair has also overseen the implementation of a number of procedural changes and technical innovations in 2015 that has vastly improved the overall quality of umpiring within the SFNL.

These include the increased use of video replays as a training tool, an emphasis on skills-based training incorporating match day scenarios and umpire self-assessment, which encourages umpires

to be more proactive addressing areas of improvement, rather than simply relying on top-down feedback from coaches.

But the biggest technical change this season was the AFL-style electronic instant feedback, where coaches provide in-game comments from the sidelines via a wireless headset.

"Some of the umpires wear a headset and their coach actually speaks to them on match day... It's not about their decision making, but it's about their positioning on the ground, so that allows them to get into better positions to make better decisions as well," Mair explained.

But despite his desire to develop and improve the skills of officiators, Mair hasn't lost sight of the foremost reason that people become umpires.

And much like a local football club, he endeavours to maintain a social atmosphere for his group of umpires so they can continue to enjoy their craft.

"We're like another club, really. It's fair to say all the umpires are quality people and they're really keen to learn and develop and I think if you've got that willingness to learn and develop it creates a really positive environment," Mair said.

"In saying that, we want to have – at community level – a lot of fun as well. People join umpiring for a wide variety of reasons... but probably the majority of people at community sport are really involved for the social side of things."

By Will Hunter



Anstey Crowned Victoria's Senior Coach of the Year

Outgoing Mordialloc playing coach Sam Anstey has become the first coach from the Inner Southern Region to be crowned the Gerard Fitzgerald Senior Coach of the Year.

Anstey beat three other shortlisted candidates – Jarrod Edwards (Darley FNC), Darcy Lewis (Dennington FNC) and Beau Vernon (Leongatha FNC) – to take out the prestigious award at the AFL Victoria Community Football Awards gala dinner on Friday night.

The honour caps a stunning tenure for the 34-year-old, who led his side out of the doldrums and into a third straight Grand Final appearance this season.

A beaming Anstey said that although he is thrilled to end his career on such an accolade, it was certainly unexpected.

"Yeah, I'm pretty happy with it. It's obviously not something you set your sights on, but getting recognition like that is pretty awesome," he said.

"I went on Friday night not expecting too much to be honest so yeah, very, very happy.

"I never really strived for any sort of coaching recognition. You always spend your time trying to improve players.

"But absolutely, mate, it's a great sort of record to finish on."

Anstey's men this year became just the second team in SFNL history and the first since Balwyn in 1997/98 to reach a Division 1 Grand Final after winning a Division 2 flag the previous year.

They reached the Big Dance from fifth on the ladder and completed an incredible 81-point turnaround to defeat last year's Division 1 premier East Brighton in the Preliminary Final in one of the all-time great finals performances.

Remarkably, they achieved this success with largely the same side as the previous year.

But despite all of his work in leading the club to success, Anstey said his charges deserve much of the credit for his award and in helping turn the club around.

"On reflection it's probably a culmination of three or four pretty solid years of trying to get the club moving in a particular direction and having all the players sort of buying in and everyone else that sort of helps around the club," he said.

"While I go along and win that award, it really reflects the playing group and how good they were and how much work they've put for me to get some recognition.

"So at the end of the day the players have been sensational over the last three

years, and in particular this year... A lot of the credit has to go to them."

Anstey has been instrumental in helping transform the club from basket case to powerhouse through solid recruiting and establishing a positive culture on and off field.

He took the reins at the Bloods three-quarters of the way through their disastrous 2012 season – a year in which they finished bottom in Division 1 with just one win to their credit.

The following year Anstey led the club to the Division 2 Grand Final, finishing runner-up to Bentleigh, before going one better in 2014 with victory over Skye.

Anstey announced at Mordialloc's Presentation Night on October 9 that he was hanging up the boots and stepping away from coaching due to family commitments.

Anstey is expecting his third child in January.

By Will Hunter







Football Best & Fairest Winners

DIVISION 1

YEAR	NAME	CLUB
1992	C.Langkau	Oakleigh District
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 District
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
2015	S.Lawry	Bentleigh
	L.Wilson	St Pauls

DIVISION 2

YEAR	NAME	CLUB
1992	M.Jones	Mentone
1993	G.Firth	Ashwood
	T.Mullenger	Collingwood Districts
1994	S.Dunlop	Tooronga-Malvern
1995	T.Mullenger	Collingwood Districts
1996	D.Caminiti	Balwyn
1997	C.Phelan	St Kilda City
1998	C.Phelan	St Kilda City
1999	D.Briggs	Mordialloc
	D.Cross	Chelsea Heights
	B.Cardona	Heatherton
2000	D.Cross	Chelsea Heights
2001	D.Kappler	Murrumbeena
2002	M.Jamieson	East Brighton
2003	G.Pitts	Oakleigh District
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 Districts
2012	S.Lawry	Bentleigh
BENNETT MEDAL		
2013	S.Lawry	Bentleigh
	G.Vassallo	Springvale Districts
2014	D.McEwan	Skye
2015	G.Humphreys	Keysborough

DIVISION 3

YEAR	NAME	CLUB
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	Tooronga-Malvern
1999	W.Burgess	Dandenong West
2000	S.Miller	Tooronga-Malvern
2001	N.Karalis	Doveton Eagles
2002	J.Webb	Black Rock
2003	F.Tootoo	Moorabbin Kangaroos
2004	C.Wilson	Doveton Eagles
2005	B.Hughes	Doveton Eagles
2006	D.Casset	Parkmore
2007	J. Smith	South Yarra
2008	J.Wilkin	Mount Waverley
2009	J.Wilkin	Mount Waverley
2010	J.Yap	Southern Dragons
2011	J.Wilkin	Mount Waverley
2012	M.O'Callaghan	Doveton Eagles
	D.Macklin	Sandown Cobras
FLACK MEDAL		
2013	M.Mott	Doveton Eagles
2014	B.Stacey	Mount Waverley
2015	J.Wilkin	Mount Waverley



DIVISION 4

YEAR	NAME	CLUB
1993	D.Beach	Cheltenham Assumption
1994	S.Porch	Carnegie
1995	A.Manning	East Bentleigh
1996	S.May	Moorabbin West
1997	D.Harrison	Dandenong West
1998	M.Owen	Carnegie

DIVISION 5

YEAR	NAME	CLUB
1993	D.Caminiti	Box Hill Adelphian
1994	B.Einseidel	East Bentleigh
1995	D.Weinlich	Boronia Park
1996	S.May	Moorabbin West
1997	D.Harrison	Dandenong West
1998	M.Owen	Carnegie

UNDER 19*

YEAR	NAME	CLUB
1996	K.Abalo	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
2015	M.Brown	St Pauls

*Known as Under 18 (1996-1997), Thirds (1998-2000), Colts (2002, 2008-2012)



2015 Netball Best & Fairest Winners

DIVISION 1

YEAR	NAME	CLUB
2012	S.Wonnacott	Dingley
	J.Regnier	Heatherton
2013	M.Kibel	Heatherton
	N. Strong	St Kilda City
2014	M.Russo	Bentleigh
2015	A.Wise	Dingley

DIVISION 2

YEAR	NAME	CLUB
2013	S.Fischer	Dingley
2014	J.Baker	St Kilda City
2015	B.Riddell	Heatherton

DIVISION 3

YEAR	NAME	CLUB
2013	J.Paton	Lyndale
2014	J.Paton	Lyndale
2015	M.Cook	Heatherton

DIVISION 4

YEAR	NAME	CLUB
2013	J.Paton	Lyndale
2014	J.Paton	Lyndale
2015	M.Cook	Heatherton
2014	C.Roberts	Bentleigh
	M.Mati	Keysborough
	T.McArtney	Dingley
2015	E.Naismith	Heatherton

DIVISION 5

YEAR	NAME	CLUB
2015	S.Rayment	Black Rock

DIVISION 6

YEAR	NAME	CLUB
2015	T.Potter	Dandenong



Club Champions

YEAR	DIVISION 1	DIVISION 2	DIVISION 3	DIVISION 4	DIVISION 5
1993	Noble Park	Collingwood Districts	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 Assumption	
1997	Noble Park	Springvale Districts	Heatherton	Lyndale	
1998	Noble Park	Springvale Districts	Surrey Park	Mount Waverley Catholic	
1999	Noble Park	Surrey Park	North Kew		
2000	St Pauls East Bentleigh	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 East Bentleigh	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		
2015	Dingley	Skye	Black Rock		



Football Leading Goal Kickers

DIVISION 1

YEAR	NAME	CLUB	GOALS
1992	J. Bennett	East Brighton	118
1993	C.Goroizidis	East 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 C.Goroizidis	Balwyn Bentleigh	98 98
1999	C.Goroizidis	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	East Brighton	65
2005	M.Wilson	East 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	Chelsea Heights	70
2011	D.Francis	East Brighton	63
2012	C. Graham	Cheltenham	50
2013	L.James	St Pauls	72
2014	D.Francis	Dingley	80
2015	M.Ryan	East Malvern	65

DIVISION 2

YEAR	NAME	CLUB	GOALS
1992	K.McDonald	St Kilda City	110
1993	K.McDonald	Caulfield	110
1994	K.McDonald	Caulfield	114
1995	F.Yaman	Collingwood Districts	100
1996	P.Henderson	Springvale Districts	75
1997	S.Tobin	Doveton Eagles	56
1998	S.Tobin	Doveton Eagles	63
1999	S.Porch	Heatherton	63
2000	A.Higgins	Ashwood	49
2001	C.Goroizidis	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	Moorabbin Kangaroos	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	Springvale Districts	58
2012	D.Willis	Murrumbeena	85
2013	D.Willis	Murrumbeena	90
2014	L.McGuinness	Skye	65
2015	D.Velardo	Oakleigh District	61



DIVISION 3

YEAR	NAME	CLUB	GOALS
1993	L.Ladlow	East Camberwell	70
1994	R.Gamlin	St Kilda City	78
1995	P.Smit	Chelsea Heights	72
1996	P.Bramley	Highett	103
1997	D.Caddaye	Tooronga-Malvern	75
1998	S.Dewhurst	Highett	59
1999	S.Dewhurst	Highett	80
2000	A.Arena	Lyndale	46
2001	C.Hojnacki	Dandenong West	56
2002	F.Rugolo	Hampton	101
2003	D.Fleming	Canterbury	71
2004	J.McMahon	Black Rock	53
2005	M.Crawley	South Yarra	78
2006	D.Casset	Parkmore	115
2007	C.Sheedy	Sandown Cobras	64
2008	S.Rowley	Skye	104
2009	R.Ramsdale	Doveton Eagles	117
2010	M.Scott	Hampton	59
2011	J.Gough	Mount Waverley	74
2012	C.Sheedy	Sandown Cobras	70
2013	P.Dye	Doveton Eagles	66
2014	J.Gough	Mount Waverley	98
2015	T.March	Carrum Patterson Lakes	86



DIVISION 4

YEAR	NAME	CLUB	GOALS
1993	B.Dawson	Syndal-Tally Ho	128
1994	S.Murphy	Heatherton	88
1995	B.Siphthorpe	Mount Waverley Catholic	106
1996	D.Bradley	Dandenong West	76
1997	S.Ponter	Lyndale	74
1998	B.Rand	Mount Waverley Catholic	62



Football Leading Goal Kickers

DIVISION 5

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



UNDER 19*

YEAR	NAME	CLUB	GOALS
1996	R.Szerszyn	Springvale Districts	58
1997	J.Boulter	Parkdale	51
1998	K.Brady	Parkdale	42
1999	J.Stoddart	North Dandenong	68
2000	A.McKenzie	Cheltenham	62
2001	A.McKenzie	Cheltenham	26
2002	T.Rascoe E.Nassrallah	Clayton Clayton	44 44
2003	-	-	-
2004	-	-	-
2005	-	-	-
2006	-	-	-
2007	-	-	-
2008	B.Rogers	Cheltenham 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 J.Fry	Skye Chelsea Heights	63 63
2014	N.Lowrie	Bentleigh	70
2015	M.Talarico	Dingley	101

*Known as Under 18 (1996-1997), Thirds (1998-2000), Colts (2002, 2008-2012)



Football Best On Ground - Grand Finals

YEAR	DIVISION 1 MENEILLY MEDAL	DIVISION 2 MENEILLY MEDAL	DIVISION 3 MENEILLY MEDAL
1993	A.Hibbett (East Brighton)	E.Ryder (Cheltenham)	G.Barclay (Murrumbeena)
1994	D.Staffieri (East Brighton)	A.Stocker (Caulfield)	M.Hamett (St Kilda City)
1995	D.Edwards (Parkdale)	T.Mullenger (Collingwood Dists)	S.Gates (Chelsea Heights)
1996	C. McIver (Noble Park)	T.Elliott (Ashwood)	P.Bramley (Highett)
1997	D.McKee (Noble Park)	D.Caminiti (Balwyn)	M.Koetsier (Box Hill Pioneers)
1998	M. Bordignon (Balwyn)	V.Clark (St Kilda City)	P.Cipiriani (Heatherton)
1999	J.Taylor (Balwyn)	D.Simmons (Mordialloc)	S.Lang (Highett)
2000	P.Smith (Balwyn)	T.Coote (Chelsea Heights)	J.Young (Lyndale)
2001	M.Gallagher (Clayton)	G.Firth (Ashwood)	B.Hughes (Tooronga-Malvern)
2002	F.Bizzotto (St Kilda City)	M.Bilucaglia (East Brighton)	T.Evans (Hampton)
2003	L.Wilson (St Pauls)	J.Couchi (Murrumbeena)	J.Byrne (Canterbury)
2004	M.Campbell (East Brighton)	P.Poelsma (Highett)	F.Tootoo (Moorabbin Kang.)
2005	B.Cranage (Balwyn)	B.Zosens (St Kilda City)	M.Dimashki (Moorabbin Kang.)
2006	D.Rajic (Clayton)	M.Szymanski (Heatherton)	D.Armansin (Parkmore)
2007	B.Zosens (St Kilda City)	G.Vassallo (Springvale Dists)	J.Wilkin (Mount Waverley)
2008	S.Sziller (St Pauls)	T.Lavars (Dingley)	S.Keating (South 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 (Southern Dragons)
2012	P.Larson (East Brighton)	T.Hotton (East Malvern)	H.Harcourt (Moorabbin Kang.)
2013	A. Gibert (St Pauls)	M.Budds (Bentleigh)	C.Wilson (Doveton Eagles)
2014	B.Douthie (East Brighton)	S.Fragiacomo (Mordialloc)	*
2015	J.Peet (Dingley)	A.Howison (Oakleigh District)	J.Krieger (Black Rock)
* = No Result			



Football Best On Ground - Grand Finals

YEAR	DIVISION 4 MENEILLY MEDAL	DIVISION 5 MENEILLY MEDAL	UNDER 19* MENEILLY MEDAL
1993	D.Carmody (South Yarra)	C.Mulburn (Moorabbin West)	
1994	M.Joy (Syndal-Tally Ho)	G.Brooks (East Bentleigh)	
1995	M.Haj (Doveton Eagles)	W.Mould (Lyndale)	
1996	T.Clancy (Chelt. Assumption)		J.Williams (Cheltenham)
1997	A.Todd (Carrum Downs)		M.Odachowski (Springvale Dists)
1998	R.Jefferies (Mt Waverley Cath.)		C.Diggeden (Parkdale)
1999			A.McQueen-Parton (Surrey Park)
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 (St Kilda City)
2010			S. Fox (Skye)
2011			H.Sullivan (St Kilda City)
2012			M.Backman (Bentleigh)
2013			W. Nash (Murrumbeena)
2014			J.Gadakis (Bentleigh)
2015			O.Gabelich (St Kilda City)
*Known as Under 18, (1996-1997), Thirds (1998-2000), Colts (2002, 2008-2012)			



Netball Best On Court - Grand Finals

YEAR	DIVISION 1	DIVISION 2
2012	M.Kibel (Heatherton)	
2013	S.Wonnacott (Dingley)	G.Donkin (CPL)
2014	T.Bickham (Heatherton)	C.Osborne (Heatherton)
2015	A.Wise (Dingley)	S.Stuart (St Kilda City)

YEAR	DIVISION 3	DIVISION 4
2013	E.Balfour (Bentleigh)	
2014	M.Taylor (Dingley)	S.Murphy (Doveton Eagles)
2015	Z.Teh (Caulfield)	E.Naismith (Heatherton)

YEAR	DIVISION 5	DIVISION 6
2015	S.Handson (Highett)	A.Hall (Dandenong)



Football Finals Series Finishes

DIVISION 1

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1992	Noble Park	South Melbourne District	East Brighton	Parkdale	
1993	East Brighton	Noble Park	Mount Waverley	South Melbourne District	
1994	Noble Park	East Brighton	Bentleigh	St Pauls Bentleigh	
1995	Parkdale	Noble Park	Caulfield	Mount 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 East Bentleigh	Clayton
2000	Balwyn	St Pauls East Bentleigh	Parkdale	Cheltenham	
2001	Clayton	St Kilda City	Balwyn	Oakleigh District	
2002	St Kilda City	Balwyn	Chelsea Heights	Clayton	
2003	Balwyn	St Pauls East Bentleigh	Chelsea Heights	Clayton	
2004	East Brighton	St Pauls East Bentleigh	Balwyn	Chelsea Heights	
2005	Balwyn	East Brighton	Clayton	Chelsea Heights	
2006	Clayton	St Pauls East Bentleigh	Balwyn	Cheltenham	
2007	St Kilda City	St Pauls East Bentleigh	Clayton	Cheltenham	
2008	St Pauls East Bentleigh	St Kilda City	Cheltenham	Clayton	
2009	St Kilda City	Chelsea Heights	St Pauls East Bentleigh	Mordialloc	Cheltenham
2010	St Kilda City	Chelsea Heights	St Pauls East Bentleigh	East Brighton	Mordialloc
2011	St Pauls East Bentleigh	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
2015	Dingley	Mordialloc	East Brighton	East Malvern	St Pauls



DIVISION 2

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1992	Cheltenham	Highbury 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	Highbury	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	Highbury
2010	Clayton	Oakleigh District	Highbury	South Yarra	Murrumbeena
2011	Highbury	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	Highbury
2015	Oakleigh District	Murrumbeena	Caulfield	Keysborough	Skye



Football Finals Series Finishes

DIVISION 3

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 Assumption	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	Mount Waverley	
2007	Black Rock	Mount Waverley	Canterbury	Doveton Eagles	
2008	South Yarra	Canterbury	Mount 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	Mount 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
2015	Black Rock	Mount Waverley	Moorabbin Kangaroos	Ashwood	Carrum Patterson Lakes

* No Result



DIVISION 4

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

DIVISION 5

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

UNDER 19*

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH	FIFTH
1996	Cheltenham	Noble Park	Springvale Districts	Parkdale	
1997	Springvale Districts	Cheltenham	Parkdale	Noble Park	
1998	Parkdale	North Dandenong	Noble Park	Springvale Districts	
1999	Surrey Park	North Dandenong	St Pauls	Noble Park	
2000	Cheltenham	Clayton	Parkdale	St Pauls	
2001	Cheltenham	St Pauls	Clayton	Parkdale	
2002	Clayton	St Pauls-Highett	Dandenong West	Clayton	Parkdale
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
2015	St Kilda City	Hampton	Dingley	Bentleigh	Oakleigh District

*Known as Under 18 (1996-1997), Thirds (1998-2000), Colts (2002, 2008-2012)



Netball Finals Series Finishes

DIVISION 1

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2012	Heatherton	Dingley	East Brighton	St Pauls
2013	Dingley	Heatherton	Bentleigh	St Pauls
2014	Dingley	Heatherton	Bentleigh	St Kilda City
2015	Dingley	Keysborough	Heatherton	Bentleigh

DIVISION 2

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2013	Dingley	Carrum Patterson Lakes	Clayton	St Kilda City
2014	Heatherton	Dingley	Bentleigh	St Kilda City
2015	St Kilda City	Heatherton	Mordialloc	Dingley

DIVISION 3

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2013	Lyndale	Bentleigh	Hidden Grove	Cheltenham
2014	Clayton	Dingley	Cheltenham	Chelsea Heights
2015	Caulfield	Dingley	Carrum Patterson Lakes	Black Rock

DIVISION 4

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2014	Doveton Eagles	St Kilda City	Black Rock	Lyndale
2015	Heatherton	St Kilda City	Keysborough	Dingley

DIVISION 5

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2015	Highett	Mordialloc	Dingley	Black Rock

DIVISION 6

YEAR	PREMIERS	RUNNERS-UP	THIRD	FOURTH
2015	Dandenong	Mount Waverley	St Kilda City	Highett



Marketing, Media & Sponsorship Report



KELLY JONES
MARKETING &
PARTNERSHIP
MANAGER



WILL HUNTER
MEDIA OFFICER

MARKETING

Marketing and Communications continued to be a key strategic focus for the SFNL in 2015, building on fan engagement and brand awareness.

Rebrand

The beginning of this season saw the League announce that it was to officially change its name from the Southern Football League (SFL) to the Southern Football Netball League (SFNL).

Following the success of the expanding netball competition over the last four years, this historic move included the implementation of a refreshed logo and emphasised the evolution of the League and its strategy to truly be an inclusive and diverse sporting association across two of the most popular sports in Australia.

The rebrand showcased a refreshed focus across all marketing and communication channels and includes a solid integration of social media. Key products also updated their name to reflect the official change - SFNL Live, SFNL TV, sfnl.com.au.

The netball competition continues to go from strength to strength and now represents 35% of total league teams, with many clubs also changing their club name to incorporate netball.

SFNL Live

SFNL Live, the League's mobile web app, experienced strong growth during 2015. Currently in its third season, this platform now has over 2000 registered users. Continual refinements were made during the year to assist in maximising usability and performance. Peak usage occurred during the 2015 SFNL SAS Security Finals Series with many users tuning into the live radio broadcast and checking match results.

Events

Season 2015 saw a number of new events added to the SFNL calendar.

Season Launch

The season kicked off in early April with the inaugural Season Launch. Held at Trevor Barker Oval, Sandringham, the function was attended by over 100 people with Victorian Premier Daniel Andrews the key guest speaker. Following the function, the beyondblue Round 1 night time match took place between 2014 Grand Finalists Dingley and East Brighton. The event had a great atmosphere and has now firmly earned its place to welcome in a new season.

Hall of Fame

Following the season launch, the SFNL hosted the first Hall of Fame. This event was established to acknowledge and celebrate persons who have made significant contributions to the SFNL or the forerunners of the SFNL, being the Federal Football League, Eastern Suburbs

Churches Football Association and South East Suburban Football League.

Much planning took place for this event with a key selection panel appointed, criteria established and nominations called for earlier in the year. In 2015, this prestigious event welcomed 22 inaugural inductees and was attended by over 150 people. It will now be held annually and the SFNL looks forward to this continued acknowledgement of the great contributions to local sport.

Women of the South Cocktail Event

Previously a breakfast function, the SFNL Women of the South was trialled as a cocktail event in 2015. More than 80 guests were in attendance to celebrate the contributions of women to the Southern Football Netball League.

Guest speakers included Georgie Harman, CEO of beyondblue, and Lydia Lassila, Olympic gold medal-winning aerial skier. This night also saw the introduction of the SFNL Women's Achievement Award, won by Donna Stevens from the Dingley Football Netball Club.



Marketing, Media & Sponsorship Report

MEDIA

Media continues to be one of the League's largest points of growth and the appointment of Will Hunter as Media Officer in July has seen provided much-needed synergy between all media platforms, as well as the implementation of a number of new initiatives.

Website

The SFNL's official website was once again a key communication platform between the League and its members. The website provided timely news and feature articles, promotions and League information, as well as maintained a strong connection with the League's social media channels. More than six million page views were recorded between March and November this year – including over a million website visits in the months of May and August – which represents a marked increase on the 2014 figures.

Record

The SFNL Record took giant strides forward in 2015 with a number of new innovations implemented throughout the year.

The covers of the Record were again changed weekly and a greater emphasis was placed on netball imagery, reflecting the continued expansion of the League's netball competitions and its incorporation into the League's branding. Special themed cover were also used to promote League initiatives, including Multicultural Round, Indigenous Round, Community Umpiring Round, Women of the South and Gambling's Not A Game Round, as well as the Netball Grand Finals and SFNL SAS Security Finals Series.

Perhaps the most recognisable change was the use of two separate covers for the Record on Division 1 and Division 2 Grand Final days. This meant that for the first time ever, each senior divisional Grand Final had its own standalone Record cover.

Record content was again of a very high standard thanks to the contribution of our scribes. A dedicated netball column – Centre Pass – also featured for the first time throughout the netball finals series with Bianca Bristow the main contributor. It is hoped that this new netball column will become a weekly feature in 2016.

Other initiatives were also implemented in an attempt to increase interest from and engagement with both clubs and local football fans, including:

- The introduction of Player Profiles over the SFNL SAS Security Finals Series
- The inclusion of puzzles and Mark of the Year photos in the Grand Final Records
- The incorporation of the motifs of our active social media channels on the front cover
- The placement of an advertisement calling for the submissions to our Media Desk pages

Anecdotal feedback has indicated that the SFNL Record has enjoyed an increase in popularity and readership. This has been validated by the 30% increase in Record advertising revenue received in 2015 compared to the previous season.

This is further evidence that the SFNL Record has moved away from being merely a weekly football program and has become a quality publication in its own right.

Radio

The SFNL radio team (via 88.3 Southern FM) followed on from their success last year and left no stone unturned in bringing listeners the best possible SFNL coverage in 2015.

The Match of the Day broadcast team continued to go from strength to strength with an investment in a new purpose-built broadcast van among the most conspicuous changes.

Post-game interviews with players and coaches, pre-recorded intros, around the grounds correspondents and the addition of SFNL coaches as special comments men through the SFNL SAS Security Finals Series all added to the professionalism of the broadcast.

Head callers David Hampton and John Takemura did a wonderful job in bringing accurate commentary and well-researched insights to the broadcasts, while also sharing a great on-air chemistry that made it highly entertaining for the listeners. Ian 'Wiz' Dougherty again showed his knowledge of the game as a special comments man and we are proud of the contribution that Will Hunter made as boundary rider and, from time to time, special comments man.

The Sunday Footy Show meanwhile changed its name to the Sunday Football Netball Show in 2015 to reflect its increase in netball coverage.

It was a big shame that we lost John Bennett from the panel for this show, however 'Wiz' and Wayne 'the Bug' Fuller were joined by David Coutts for the 2015 season. The trio brought listeners in-depth analysis of all the



weekly football matches across all senior divisions, while the show received regular correspondence from Dingley Netball Captain Alicia Wise, who provided expert coverage of the SFNL netball.

The A Little Birdy Told Me and Ivan's Pies Trivia segments continued engagement listeners, while a new segment, What's Goin' On?, helped promote SFNL club functions and events.

A full-page advertisement was also created in a bid to promote both products and featured in the SFNL Record throughout the SFNL SAS Security Finals Series. This was well received by the both the public and the radio team.

Karl Bianco replaced Jackson Rogers as Panel Operator/Technical Director for both broadcasts, and has been vital in getting our product to the masses. His ability to provide same-day or next-day podcasts of the shows has been instrumental in boosting our listening audience in 2015.

The shows also couldn't have gone to air without the expertise of Executive Producer Robert Sharpe. His organisation contributed in no small manner to the professionalism of the product, while also ensuring that the SFNL broadcast team complied with the requirements of community radio.

SFNL TV

The third iteration of the SFNL's online TV show again featured prominently during the SFNL SAS Security Finals Series this year.

Significant improvements were made to production quality with the engagement of Tim Harris as our videographer, while the

show again provided fans with insights into the workings of community football and netball clubs through interviews with players and coaches. Video highlights and wrap ups of finals matches also made for entertaining viewing.

The first five episodes were posted to our YouTube channel and embedded in our website, attracting over 2100 views. A shortened Grand Final review edition was also uploaded to Facebook, and received a total of 1653 views over both channels and significantly more engagement than posting to YouTube/website alone.

Additionally, Ornell Amaratunga was engaged to film the SFNL's Match of the Day alongside the radio team. Highlights packages of these matches – including radio commentary – were posted to social media weekly and proved incredibly popular.

Social Media

Our social media channels – Facebook, Twitter and Instagram – continue to experience significant growth and will remain a key focus in our communication plan. Our social media strategy is based upon engagement and interaction with clubs and fans and the delivery of popular and shareable content. Facebook and Twitter in particular have been used as a vehicle to drive traffic towards website news stories and are fully integrated with SFNL Live.

Key achievements through social media in 2015 include:

- 24% increase in Facebook likes (March 1st to November 1st) – average of 90 new page likes per month

- 26% increase in Twitter followers (March 1st to November 1st) – average of 32 new followers per month
- Increased use of Instagram on match day
- Video of fence collapse from Division 1 Senior Grand Final that received 286 likes, 46 comments, 33 shares, over 10,500 views and reached in excess of 32,400 people on Facebook
- The regular promotion of our hashtag #ownthesouth on all media platforms to boost recognition of the SFNL brand

SPONSORSHIP

The sponsorship landscape maintained steady growth in 2015. There was a renewed focus on creating more effective partnerships by driving activation activities and nurturing relationships between sponsor, club, league and the playing group.

The League's major partners, Sandown Greyhound Racing Club, Leader Newspapers and SAS Security continued their strong support of the league throughout the season.

Renovations for Sandown Park were completed this year and showcased for the first time at the SFNL Annual Awards Dinner. This event continues to mark the pinnacle of the season and Sandown Park is dedicated to continuous improvement each year to support the SFNL in delivering the season's night of nights.

Leader Community Newspapers provided great coverage for the SFNL this year. Match day coverage and special feature stories like the Hall of Fame launch continued to raise the



Marketing, Media & Sponsorship Report



profile of the League in the local community. This coverage combined with the weekly Under 19 Leader Shooting Star Award nominations position Leader Community Newspapers as an ingrained part of community sport.

SAS Security again bought its SFNL partnership to life across a range of activations and initiatives throughout the SFNL SAS Security Final Series. Their integration was key and included logo ground markings at the Springvale Reserve Grand Finals, boundary signage, naming rights, LED Scoreboard advertising, coin toss and premiership medal presentation at the Division 2 Senior Grand Final and Grand Final Podium and Premiership Sign branding. This match day activation was supported by a wide array of digital activities including integration across SFNL TV and social media. The SFNL looks forward to continuing to maximise our partnership with SAS Security in the years to come.

As our sponsors grow in sophistication, campaigns that deliver on fan engagement, club benefit and digital integration will become increasingly vital in delivering results.

The SFNL would like to thank and acknowledge the following sponsors for their continued support:

Major Partners

Sandown Greyhound Racing Club
Leader Community Newspapers
SAS Security

Official Partners

A-Grade Club Supplies
Beiersdorf/Elastoplast
Bentleigh RSL
BLK Australia
Club Data
Club Warehouse
Diageo
Insurance 4 Footballers
Ivan's Finest Pies and Pastries
James Boag's Draught
NF Communications
Night and Day Communications
Optimus Concussion Management
Red Onion / Adcell
Schweppes
Sherrin
Snipers Den
Teamwork's Performance
Top-notch Trophies & Promotions
Turfmate / Sportlines
Victorian Responsible Gambling Foundation
Woodlands Golf Club

Community Partners

beyondblue
88.3 Southern FM
Kelly Jones

Marketing & Partnership Manager

Will Hunter

Media Officer

Treasurer's Report



**DAVID
COUTTS**
TREASURER

The 2015 financial results reflect a year of growth.

Whilst the previous years had been about consolidation, the League was now in a position to be able to push forward.

The League achieved a surplus of \$4,548 – down from \$47,185 in 2014.

Our turnover increased from \$1.40m in 2014 to \$1.54m in 2015 – marking an increase of 9.9%.

One of the League's challenges continues to be to reduce the reliance upon finals income and decrease the risk through the introduction of alternative revenue streams. Our sponsorship income remained consistent, even in a tough corporate environment.

The League's expenses increased during the financial year from \$1,355,922 in 2014 to \$1,538,046. Some reasons for this were:

- First time events were undertaken including a season launch, Women of the South & Hall of Fame;
- The first Interleague netball competition, taking on the Northern Football League at Bundoora;
- The increased number of netball teams meant increased costs. Importantly, after feedback from the clubs, we are providing netball with the resources to ensure its continued growth through a combination of an office restructure and new appointments.

The above investment will provide the League with long term benefits and diversification of revenue opportunities.

The balance sheet continues to promote a strong platform.

Our receivables have increased this year. This was due to more clubs entering into schemes of arrangement. It is another area that the Board will be focussing on over the next 12 months – to see the amount of and number of clubs under schemes of arrangement decrease but certainly not at the cost of club sustainability. These two must go together.

The effect of an increase in our receivables, has been a decrease in our cash position of \$66,966. This will be rectified as clubs come out of schemes of arrangement.

The Southern Football Netball League and its members are well positioned, as it embarks on one of its most important challenges – the redevelopment of Linton Street.

David Coutts
Treasurer



Financial Report For The Year Ended 31 October 2015

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 31 OCTOBER 2015

REVENUE

	Note	2015 \$	2014 \$
Sales of merchandise		312,929	288,672
Records and media		55,148	49,897
Club insurance		100,664	78,326
Umpiring fees		358,546	344,017
Finals revenue		214,686	195,678
Function revenue		47,815	34,518
AFL 9's fees		8,326	9,802
Netball fees		46,844	37,836
Football affiliation fees		210,239	196,547
Sponsorship		118,823	117,334
Grants and subsidies		35,191	22,464
Interest received & receivable		3,846	5,241
Other		29,537	22,777
		1,542,594	1,403,109

EXPENDITURE

	Note	2015 \$	2014 \$
Cost of merchandise sold		284,025	261,995
Records and media costs		44,121	39,406
Club insurance expenses		90,716	73,441
Umpiring costs		365,474	352,654
Finals expenses		127,224	127,344
Function costs		64,970	49,210
Club and member rebates		18,150	16,750
Interleague		13,377	14,666
AFL 9's expenses		3,450	4,487
Netball expenses		56,329	37,529
Administration and finance costs		470,210	378,440
		1,538,046	1,355,922
Profit (loss) for the year	2	4,548	47,187

The accompanying notes form part of these financial statements



STATEMENT OF FINANCIAL POSITION

AS AT 31 OCTOBER 2015

CURRENT ASSETS

	Note	2015 \$	2014 \$
Cash and cash equivalents	3	296,190	363,156
Receivables	4	94,578	64,927
Inventories	5	15,805	15,532
TOTAL CURRENT ASSETS		406,573	443,615

NON-CURRENT ASSETS

	Note	2015 \$	2014 \$
Receivables	4	13,342	-
Property, plant and equipment	6	70,103	80,725
TOTAL NON-CURRENT ASSETS		83,445	80,725
TOTAL ASSETS		490,018	524,340

CURRENT LIABILITIES

	Note	2015 \$	2014 \$
Payables	7	61,093	102,703
Provisions	8	15,671	12,931
TOTAL CURRENT LIABILITIES		76,764	115,634
TOTAL LIABILITIES		76,764	115,634
NET ASSETS		413,254	408,706

MEMBERS FUNDS

	Note	2015 \$	2014 \$
Retained earnings		413,254	408,706

The accompanying notes form part of these financial statements



Financial Report For The Year Ended 31 October 2015

STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 OCTOBER 2015

	Note	Pre-restructuring Surplus \$	Accumulated Surplus \$	Total \$
Balance 1 November 2014		236,625	172,081	408,706
Surplus (Deficit) for the year			4,548	4,548
Balance 31 October 2015		236,625	176,629	413,254
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

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 OCTOBER 2015

CASH FLOWS FROM OPERATING ACTIVITIES

	Note	2015 \$	2014 \$
Receipts from customers		1,655,723	1,505,285
Payments to suppliers and employees		(1,708,164)	(1,415,923)
Interest received		3,846	5,241
Net cash provided by (used in) operating activities	9	(48,595)	94,603

CASH FLOWS FROM INVESTING ACTIVITIES

	Note	2015 \$	2014 \$
Proceeds from sale of property, plant and equipment		1,909	-
Payments for property, plant and equipment		(20,280)	(32,947)
Net cash provided by (used in) investing activities		(18,371)	(32,947)
Net increase (decrease) in cash		(66,966)	61,656
Cash at beginning of financial year		363,156	301,500
Cash at end of financial year	9	296,190	363,156

The accompanying notes form part of these financial statements



NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 OCTOBER 2015

1. SIGNIFICANT ACCOUNTING POLICIES

a. Incorporation

Southern Football Netball 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 Netball 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 recognised 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.



Financial Report For The Year Ended 31 October 2015

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. During the current year the estimate of the useful life of Leasehold Improvements was revised downward from five years to three years as it is now anticipated that the redevelopment of the Linton street premises is likely to commence within the next 18 months. This change has resulted in an additional depreciation charge of \$5,542.

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	3 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

	2015 \$	2014 \$
Interest received and receivable	3,846	5,241

B. CHARGING AS EXPENSES

	2015 \$	2014 \$
Depreciation and amortisation	27,209	18,932
Doubtful debts provision	11,166	(9,886)
Auditors fees	6,764	7,015
Loss on disposal of property, plant and equipment	1,784	-

3. CASH AND CASH EQUIVALENTS

	2015 \$	2014 \$
Cash at bank	159,951	230,474
Interest bearing deposits	136,239	132,682
	296,190	363,156

4. RECEIVABLES

Current	2015 \$	2014 \$
Trade debtors	105,615	65,631
Less provision for doubtful debts	(16,479)	(6,000)
	89,136	59,631
Other debtors	5,442	5,296
	94,578	64,927
Non-current		
Trade debtors	19,912	5,884
Less provision for doubtful debts	(6,570)	(5,884)
	13,342	-

5. INVENTORIES

Current	2015 \$	2014 \$
Stocks of footballs, equipment, uniforms and medals at the lower of cost and net realisable value	15,805	15,532



Financial Report For The Year Ended 31 October 2015

6. PROPERTY, PLANT AND EQUIPMENT

	2015 \$	2014 \$
Furniture and equipment at cost	90,844	81,583
Less provision for depreciation	(34,596)	(25,798)
	56,248	55,785
Leasehold improvements at cost	27,711	27,711
Less amortisation	(13,856)	(2,771)
	13,855	24,940
TOTAL PROPERTY, PLANT AND EQUIPMENT	70,103	80,725

7. PAYABLES

	2015 \$	2014 \$
Trade creditors	26,943	71,567
Other creditors and accruals	34,150	31,136
	61,093	102,703

8. PROVISIONS

	2015 \$	2014 \$
Provision for employee entitlements	15,671	12,931

9. CASH FLOW

A. RECONCILIATION OF CASH

	2015 \$	2014 \$
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	296,190	363,156
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

	2015 \$	2014 \$
Profit (loss) from operations	4,548	47,187
Non-cash flow items in profit		
Depreciation	27,209	18,932
Doubtful debt provision	11,166	(9,886)
Loss on disposal of property, plant and equipment	1,784	-
Changes in assets and liabilities		
(Increase) decrease in receivables	(54,158)	30,189
(Increase) decrease in inventories	(273)	864
Increase (decrease) in payables	(41,610)	8,875
Increase (decrease) in provisions	2,739	(1,558)
Cash flow from operating activities	(48,595)	94,603

10. COMMITMENTS

MINIMUM RENTAL COMMITMENTS ON OFFICE EQUIPMENT

	2015 \$	2014 \$
Due within one year	4,200	4,200
Due between one and five years	6,400	11,200

11. FINANCIAL RISK MANAGEMENT

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

The purpose of these financial instruments is to finance the League's operations.

The League does not have any derivative financial instruments.

a. Interest rate risk

The League's 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	
	2015	2014	2015	2014	2015	2014	2015	2014
ASSETS								
Cash	296,190	363,156			296,190	363,156	1.17%	1.58%
Receivables			107,920	64,927	107,920	64,927		
Total financial assets	296,190	363,156	107,920	64,927	404,110	428,083		
LIABILITIES								
Payables			61,093	102,703	61,093	102,703		
TOTAL FINANCIAL LIABILITIES			61,093	102,703	61,093	102,703		
Net financial assets	296,190	363,156	46,827	(37,776)	343,017	325,380		

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.



Financial Report For The Year Ended 31 October 2015

12. 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.

STATEMENT BY MEMBERS OF THE BOARD

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 Board of the Southern Netball 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 Netball League Inc. during and at the end of the financial year of the association ending on 31 October 2015.



Signed
Mark Seymour
Dated: 26 November 2015



Signed
David Coutts
Dated: 26 November 2015



INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF SOUTHERN FOOTBALL NETBALL LEAGUE INC.

We have audited the accompanying financial report of Southern Football Netball League Inc. The financial report comprises the Statement of Financial Position as at 31 October 2015, 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.

BOARD'S RESPONSIBILITY FOR THE FINANCIAL REPORT

The Board 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 Board 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.

AUDITOR'S 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 Board, 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.

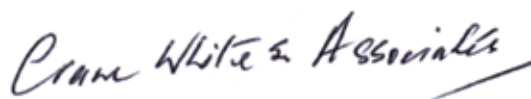
INDEPENDENCE

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 Netball 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 2015 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



Desmond Crane
Partner

Dated: 26 November 2015
2A Malcolm Road, Croydon North,
Victoria, Australia



Financial Report For The Year Ended 31 October 2015

INCOME AND EXPENDITURE STATEMENT

FOR THE YEAR ENDED 31 OCTOBER 2015

Gross margin on sales and provision of services	2015 \$	2014 \$
Sales of merchandise	28,904	26,677
Records and media	11,027	10,491
Club insurance	9,948	4,885
Umpiring	(6,928)	(8,637)
Finals	87,462	68,334
Functions	(17,115)	(14,692)
Club and member rebates	(18,150)	(16,750)
Interleague	(13,377)	(14,666)
AFL 9's	4,876	5,315
Netball	(9,485)	307
	77,162	61,264
Football affiliation fees	210,239	196,547
Sponsorship	118,823	117,334
Grants & subsidies	35,191	22,464
Interest received and receivable	3,846	5,241
Other	29,497	22,777
	474,758	425,627

Administration and finance costs	2015 \$	2014 \$
Audit fees	6,764	7,015
Bookkeeping	33,205	27,075
Cleaning	4,773	4,782
Computer expenses	2,562	2,107
Depreciation and amortisation	27,209	18,932
Doubtful debts provision	11,166	(9,886)
Electricity and gas	4,476	7,003
Insurance	1,775	1,927
Loss on disposal of property, plant and equipment	1,784	-
Office supplies	3,274	2,830
Promotion expenses	29,818	5,031
Personnel costs	305,109	281,329
Postage, printing and stationery	7,703	2,803
Rent – premises	3,700	3,700
Rental of office equipment	5,357	9,498
Telephone and communications	11,002	9,114
Website expenses	3,659	1,390
Other	6,874	3,790
	470,210	378,440
	4,548	47,187



THE SFNL WERE PROUDLY SUPPORTED BY THE
FOLLOWING PARTNERS IN 2015:

MAJOR PARTNERS



OFFICIAL PARTNERS



COMMUNITY PARTNERS





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