



# 2016 ANNUAL REPORT





# #OWNTHESOUTH CONTENTS

## OUR VISION

The SFNL will be recognised as a quality deliverer of community based sport and an organisation that conducts itself in a manner that meets the contemporary expectations and values of the communities within which it operates.

## OUR MISSION

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 game.

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# LIFE MEMBERS HONOUR BOARD

## SOUTHERN FOOTBALL NETBALL LEAGUE

(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
	A. Goodes
2003	R. Gould
	S. Hill
2004	T. Williamson
	D. Luttrell
	J. Bennett
	L. Marshall
2006	H. Laurenson
	K. Handley
	T. Easey
	R. Bray
	I. Bennett
2008	E. Lloyd-Griffiths
2010	S. Barnes
	K. Mark
2011	J. P. Lefebure
	S. Bayes
	D. Cox
2012	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. McMenamin	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.

(1963-1992)

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. McLean
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. Le Lievre
1963	G. Rule
	W. Jeffreys
	N. Bell



# HALL OF FAME HONOUR BOARD

The Southern Football Netball League Hall of Fame was established in 2015 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 five men and the first woman join last year's 22 inaugural inductees into the SFNL Hall of Fame.



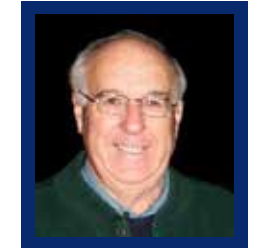
**STEPHEN  
BARNES**  
2015



**WALLY  
BECKWITH**  
2015



**JOHN  
BENNETT**  
2015



**BOB  
BRAY**  
2015



**IAN  
BIRKETT**  
2015



**GARRY  
CRANNY**  
2015



**DAVID  
FOLLEY**  
2015



**ASHLEY  
(TOM)  
GOODES**  
2015



**CON  
GOROZIDIS**  
2015



**KEVAN  
HAMILTON**  
2015



**BRUCE  
HILL**  
2015



**JIM  
HONEY**  
2015



**STAN  
LE LIEVRE**  
2015



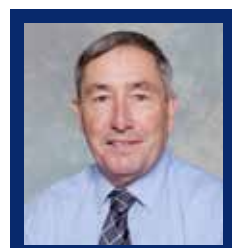
**NEIL  
LOCKHART**  
2015



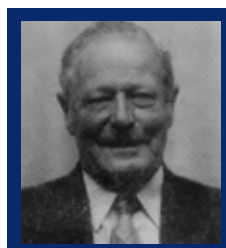
**DENNIS  
MALCOLM**  
2015



**DAVID  
MARTIN**  
2015



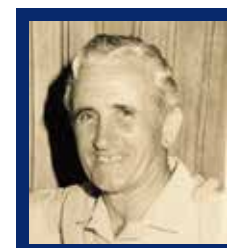
**PETER  
MARTIN**  
2015



**JIM  
MENEILLY**  
2015



**DARRELL  
MOLLOY**  
2015



**BILL  
OSTLE**  
2015



**ROB  
SPAULDING**  
2015



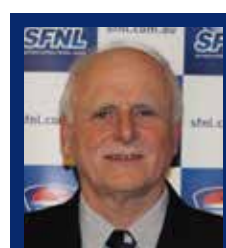
**TED  
WOODS**  
2015



**KINGSLEY  
ELLIS**  
2016



**DAVID  
LUTTRELL**  
2016



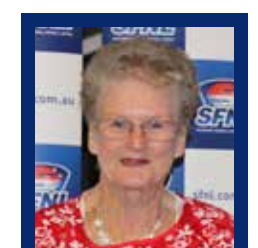
**GARY  
MATLOCK**  
2016



**MARK  
SEYMOUR**  
2016



**KEN  
SHAW**  
2016



**MARGARET  
TORPY**  
2016



# SFNL BOARD



**DAVID COUTTS**  
CHAIRMAN

David Coutts has been a member of the Southern Football Netball League board since November 2009.

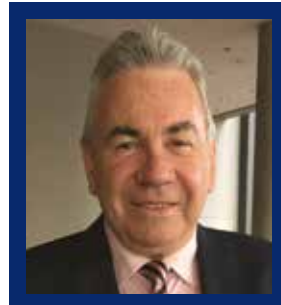
David commenced as the League Treasurer in 2009 and continued with this role until 2015, when he became the League Chairman for the 2016 financial year.

He was a member of the SFNL's award-winning radio program, the Sunday Football Netball Show, for the 2015 season and stepped down at the end of the year after becoming Chairman.

He has resided in Mordialloc for the past three years and has worked in Dingley Village for eight years, making him very aware of the footprint of the SFNL and its members.

He is a qualified Chartered Accountant and he has been a member of the Chartered Accountants of Australia & New Zealand since 2002.

He has worked in medium sized suburban practices and is now a senior manager at Ashfords Accountants & Advisory in Dingley, where he has been for the past nine years. He is the head of business advisory at Ashfords, which works closely with small and medium businesses across all industries in the south east of Melbourne.



**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 in the VFA and ESCFA.

Garry joined the Board of the SFNL prior to the commencement of the 2007 season and was an inaugural inductee into the SFNL Hall of Fame in 2015.

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 about 160 staff.

This follows a Federal Public Service career of 27 years 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.



**DEAN MORRISON**  
TREASURER

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 and 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.



**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 Melbourne 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



**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.



**PAUL JEMMESON**  
BOARD MEMBER

Paul Jemmeson joined the SFNL Board in 2016 after a lifelong involvement in football across all levels. Paul played approximately 300 games with Bentleigh, Seaford, Sandringham and Edithvale/Aspendale between 1986 and 2010 and is a Life Member of the Bentleigh Football Netball Club. He is the current Vice President and Football Director of Bentleigh Junior Football Club and his family are also heavily involved in football and netball in the region.

Extending on from his life in playing and coaching, Paul found himself heavily involved in developing the game at its youngest level, taking on a Co-ordinator role at Bentleigh Auskick for four years between 2012-2015. Adopting his ethos of taking sport to business and business to sport, Paul elevated the importance of the administrative roles of Auskick taking the Bentleigh Centre to new heights and along the way developed Co-ordinator Forums for the region's leaders where they could learn from leaders in the Industry and integrate with others on topical issues to better the Auskick experience.

Paul's involvement at a junior football level sees him currently working on ways to better integrate older age junior teams into Under 19 levels at senior SFNL Clubs. Paul sees this integration issue as fundamental to the sustainability of senior clubs' U19 competitions and is promoting this through the Board and his role on the Youth Development Committee.

Professionally, Paul holds the position of Principal, Planning Property and Environment with Aus/NZ company, Beca. As a Development Consultant with more than 29 years' experience in development facilitation and strategic master planning, Paul has acted for many major industrial companies such as Lion, GrainCorp and Schweppes and major aged care provider Ryman Healthcare. He has also provided strategic planning advice to a wide variety of corporate and government clients across Victoria, New South Wales and Queensland.

Paul is married and has two children actively involved in football and netball in the region.



**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.



# 2016 SFNL ADMINISTRATION

# RADIO TEAM



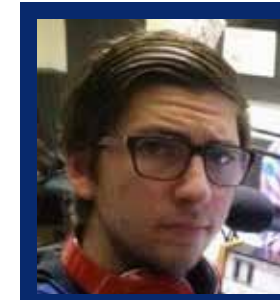
**DAVID CANNIZZO**  
CHIEF EXECUTIVE  
OFFICER



**ADAM SPARROW**  
GENERAL MANAGER  
- OPERATIONS



**ROBERT SHARPE**  
EXECUTIVE  
PRODUCER



**KARL BIANCO**  
TECHNICAL  
DIRECTOR



**MATT GRIMWOOD**  
ADMINISTRATION  
AND NETBALL  
OFFICER



**WILL HUNTER**  
MEDIA OFFICER

## MATCH OF THE DAY

DAVID HAMPTON  
JOHN TAKEMURA  
BRAD SINCLAIR  
KEVIN CUMMINS  
IAN DOUGHERTY  
WILL HUNTER

## THE 5TH QUARTER

IAN DOUGHERTY  
JOHN BENNETT  
WAYNE FULLER

## NETBALL BROADCASTS

MELODIE AITKEN  
SOPHIE O'SHEA  
HUGH MACLEAN  
ALICIA WISE  
IAN DOUGHERTY



**JODIE-LEE  
MURPHY**  
MARKETING  
AND PARTNERSHIP  
MANAGER



**JENNY MOUAT**  
FINANCE MANAGER

**JASMIN CANNIZZO**  
MARKETING INTERN

**JAMES DAWE**  
OPERATIONS INTERN

**SHELLEY NOWLAN**  
OPERATIONS INTERN

**JARRYD MCGUANE**  
MEDIA INTERN

# UMPIRING DEPARTMENT



**PETER MARSHALL**  
DIRECTOR OF  
UMPIRING



**MATT GRIMWOOD**  
UMPIRING  
ADMINISTRATION

# INDEPENDENT TRIBUNAL



**ANDREW LEFEBVRE**  
CHAIRMAN

## PANEL MEMBERS

JOHN BACON  
VINCE MICALIZZI  
MARK DANCE

KARA MALLEY  
SAM HATZI  
ANDREW WRIGHT

# UMPIRES ASSOCIATION



**ALAN MANNING**  
PRESIDENT



**RODD JOHNSON**  
SECRETARY



# SFNL RECORD

# SFNL MEMBER CLUBS



**WILL HUNTER**  
EDITOR/DIVISION 1 SCRIBE

**JASON BARBIN**  
DIVISION 2 SCRIBE

**ANDREW PALOCZI**  
DIVISION 3 SCRIBE

**ALEX CHARLES**  
UNDER 19 SCRIBE

**HUGH MACLEAN**  
NETBALL SCRIBE

**BRUCE HILL**  
STATISTICS

**EVERARD FENTON**  
FOOTBALL  
PHOTOGRAPHER

**MICHAEL WALSH**  
NETBALL  
PHOTOGRAPHER





# CHAIRMAN'S REPORT



**DAVID COUTTS**  
CHAIRMAN

It is my absolute pleasure to write my first Chairman's Report as Chairman of the Southern Football Netball League. It is indeed an honour and privilege and I thank you all for your support through the year.

I must start by congratulating Mark Seymour on his service to the Southern Football Netball League. On his watch, the League has gone from strength to strength and furthermore, ensured he left the League in a better position from when he commenced his term. He continues to be a terrific supporter of grassroots and community sport.

This year the League consolidated on the work of previous years, with a greater focus being placed upon club sustainability and their volunteers.

The League was able to partner up with the Bendigo Bank Dingley Village to provide the Division 3 clubs access to the Terry Dillon Solutions program. The clubs have recently completed the first four months of the program and we can already see improvement in key areas of clubs regarding financial stability, volunteers and sponsorship. It is an exciting program that has seen clubs really buy in and we are expecting bigger and better things moving forward.

Throughout the year Board members will attend numerous clubs, watch matches and catch up with club executive members in their environment. A common theme is that there are so many quality individuals in this competition, passionate not only about their clubs, but also about their League. Their passion is infectious and I would like to thank and congratulate you all for the hard work that you undertake.

Interleague was an important date in our calendar this year. After AFL Victoria's decision to rank the leagues in Victoria, we were ranked 25th overall. This meant that we got to host the Ellinbank & District Football League in football and netball at Lyndhurst. The day was a success both on and off the field, with our Under 19 netball team getting the day off to a great start and finishing with our Senior football side securing a well-deserved victory. Whilst we might not be satisfied with our current ranking, it gives us the opportunity to climb the ladder and know that we will have earned our position. Well done to Lyndhurst for doing a superb job of hosting the day, all the selection and coaching panels, the players and also the supporters. We will await our opponent for next year, which is yet to be announced, but it is safe to say – Interleague is back.

Our netball competition continues to go from strength to strength. This year we saw the number of teams participating in our netball competition increase further to 74 teams. The most pleasing part is that we had 26 of our 34 Member Clubs enter netball teams. For the first time, we also had an Under 19 competition, and this competition will continue to grow as we expect more teams to participate next year. In addition, we also saw the live radio broadcast of Division 1 & 2 Grand Finals from the Rowan Road facility for the first time by Southern FM.

The tender of our netball apparel was recently finalised. As per our football apparel tender the prior year, we received a large number of tenders but after assessment by the administration team, the incumbent supplier in TWP was selected. Their commitment to the League and their sharing of our vision moving forward will make for an exciting journey.

With the appointment of Will Hunter as our Media Officer, the bar has been raised in relation to our social and digital media. One initiative was the Media Day for all of our Division 1 clubs. This has been a great success and we will see more clubs, players, umpires and volunteers involved next year. The Awkward Bounce video series, one of the outcomes of the Media Day, has proven to be the hit of the year.

Another initiative undertaken this year was the fan engagement survey, Voice of the South. It gave all of our stakeholders the opportunity to provide feedback about all aspects of the League. It will prove beneficial for the League, as we set about our strategic plan for the next three years. Furthermore, the results of the surveys have been shared with the greater community.

We continue to work closer with our community partner, beyondblue. This year we had a themed round and a lunch prior to a rematch of last year's Division 1 Grand Final. Ex-AFL player and beyondblue ambassador James Podsiadly was the guest speaker but I can safely say, former Dingo Dan Bolger was the star. His story was very confronting and articulated why we need to do more to help raise awareness of mental illness. Furthermore, many of our clubs participated in the beyondblue Bash to raise funds for beyondblue.

One of the key pillars of the League is inclusion. With this in mind, next year will see the commencement of a Women's Football competition. The League has been extremely proactive in relation to this, establishing a working party early on to implement a strategy for the ensuring the competition's success. At this stage, it will be a



development competition and feedback from clubs has been very positive.

In relation to the Moorabbin Reserve redevelopment, it has been steady as she goes. There has been much work going on in the background, with League Vice Chairman Garry Cranny continuing to be a driving force for community sport. We will continue to keep you

updated as to the progress of the development and key dates. I must thank the entire Board for their contributions for the 2016 year. There are some Board members that are not seeking re-election and I thank you for your tireless work above and beyond the call of duty.

I would like to conclude the report with news that the Board has recently signed

a contract extension of two years with the League CEO, David Cannizzo. This was seen by the Board as one of our most important decisions for the year, as we look to continue the good work of his term.

I am already looking forward to season 2017.

**David Coutts**  
Chairman





# CEO'S REPORT

**DAVID CANNIZZO**  
CHIEF EXECUTIVE OFFICER

It is my pleasure to present a 2016 report for the Southern Football Netball League (SFNL). This year our organisation again has so much to be proud of and will be remembered for many positive activities.

The SFNL Board was led this year by new Chairman David Coutts and well supported by Vice Chairman Garry Cranny. The Board and administration conducted an important strategic planning workshop mid-year with the sole purpose to refresh and refine the existing strategic plan that ran over four pages. The outcome was a one-page, clear and concise plan that articulated our vision for the next two to three years.

There is significant momentum already for all our strategic pillars with many highlights achieved during 2016.

Women's Football has been all the talk since the AFL announced there would be a AFL Women's competition from 2017. The SFNL's desire to embrace this new offering is not new, and we have patiently sat back and waited for AFL Victoria's blessing to launch our own development competition. Earlier this year we established a working party and commenced our journey with clubs to ensure we had our own women's competition in 2017. 10 of our clubs expressed interest in being a part of the SFNL development competition, while a further four to five clubs that have existing women's teams are keen to participate with the SFNL. Each of these clubs attended our education workshops throughout the year, which focussed on assisting and guiding them on how to create women's teams.

Club viability continues to be a major focus point and it will always be in senior community sport. Overall, club health is stronger than in previous years and this is mainly due to the hard work of club volunteers, embracing innovation through growth and development of their clubs. This year we fully funded, in conjunction with Bendigo Bank Dingley Village, a club development and sustainability program for all Division 3 clubs – Terry Dillon Solutions. The program has been well received by all our clubs and their health check results have been extremely informative, particularly for identifying how the SFNL can further assist our clubs. Club health extends to a positive club culture and environment and, with the support of the Australian Drug Foundation, we ran illegal drugs education workshops where clubs were guided on how to introduce an illegal drugs policy in their club.

For the second consecutive year, we facilitated an exciting season launch, which this year featured a marquee match between Dingley and St Pauls on a Sunday afternoon at Trevor Barker Oval, Sandringham. Supporting this match as a curtain raiser was an Under 19 game between these two clubs, while the SFNL hosted a cocktail function attended by many dignitaries. Also in its second year was the SFNL Hall of Fame, which was established to acknowledge and celebrate persons who have made significant contributions to the SFNL or its forerunners. This year over 120 guests attended the function held at the Woodlands Golf Club where six people were inducted, including David Luttrell, Garry Matlock, Ken Shaw, Kingsley Ellis, Mark Seymour and our first female inductee Margaret Torpy.

In other wonderful community initiatives, the SFNL supported an inaugural Pride Shield match between St Kilda City and St Pauls that celebrated diversity, equality and inclusion in our competition. The match was supported by a cocktail luncheon where special guest speakers included Victorian State Government Commissioner for Gender and Sexuality Rowena Allen, Minister for Equality Martin Foley and the first openly gay footballer Jason Ball. The SFNL also expanded its community partnership with beyondblue through a dedicated round with marquee football and netball matches. This was strongly supported by the majority of clubs through the purchasing of blue socks and their own fundraising activities, which resulted in more than \$5,000 being donated to beyondblue.

Without doubt one of the marketing highlights for the year was the introduction of a SFNL Media Day for our Division 1 clubs. We conducted several activities and secured brilliant media content that was banked and used throughout the season. This was a league first for community football and the SFNL was the envy of other community sporting competitions. In addition, we also rolled out four editions of fan engagement surveys which had an enormous response rate and provided the SFNL critical feedback to guide our future decision making.

With local government Council elections held in 2016, the SFNL utilised the opportunity to collectively represent our clubs and use our bargaining power to prospective councillors. A summary fast facts document was presented to every prospective councillor detailing information on the SFNL and, importantly, facility priorities for our clubs. The aim of the initiative was to ensure prospective councillors were aware of the SFNL and our clubs, to seek their support of the SFNL and club facility priorities and to identify sport-friendly and supportive prospective councillors.

Representative sport is something we are very passionate about and we were delighted to embrace the new structure of the AFL Victoria Community Championships, which incorporated almost every football league across Victoria. We were seeded 25 of approximately 40 leagues and fixtured against the Ellinbank & District Football League. Not only were we able to facilitate a Senior football representative match, but also an Under 18 football match, along with an Under 19, B-Grade and

A-Grade representative netball matches. In what was a fantastic opportunity for the SFNL, we hosted all matches in an integrated manner at the premium facility at Lyndhurst. Our Under 19 netball and Senior football teams secured great wins, while the others, although falling short, did a wonderful job in representing their clubs and the SFNL.

Club and competition growth continues to be extremely solid, particularly with new club acquisition as we welcomed Lyndhurst and Ports Melbourne Colts to the SFNL in 2016. Our netball competition also continues to go from strength to strength. From six divisions with 51 teams last year, to nine divisions with 74 teams, including the inaugural Under 19 competition, this growth is just astounding. We have come to the end of our initial operations strategy for netball and we have recently shared a proposal with all clubs for the next five years of netball. The figure on the previous page presents a very strong message for the SFNL.

The League has continued its association with existing partners and welcomed many new partners in 2016. Our partners are so important to the League and we sincerely thank them all for their support, particularly our major partners in Beiersdorf, Blackchrome Sportswear, Leader Newspapers, Sandown Greyhound Racing Club and SAS Security.

The administration team has been quite settled over the last 12 months. We have an amazingly dedicated team of full-timers, part-timers, casual contract honorary positions and many, many volunteers. I thank all the hardworking staff in the office who go over and above in their call of duty. To our Directors of Umpiring, for football Peter Marshall, along with his umpire support team, and for netball Kim Pentreath, as well as Julie Pool and Lynne Wilkosz for running the netball facility every week, well done on fantastic seasons respectively. To our expanding media team, particularly Executive Producer

(Radio) Robert Sharpe, who was strongly supported by Ian Dougherty, I thank you all for another wonderful contribution this past season.

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 along the way.

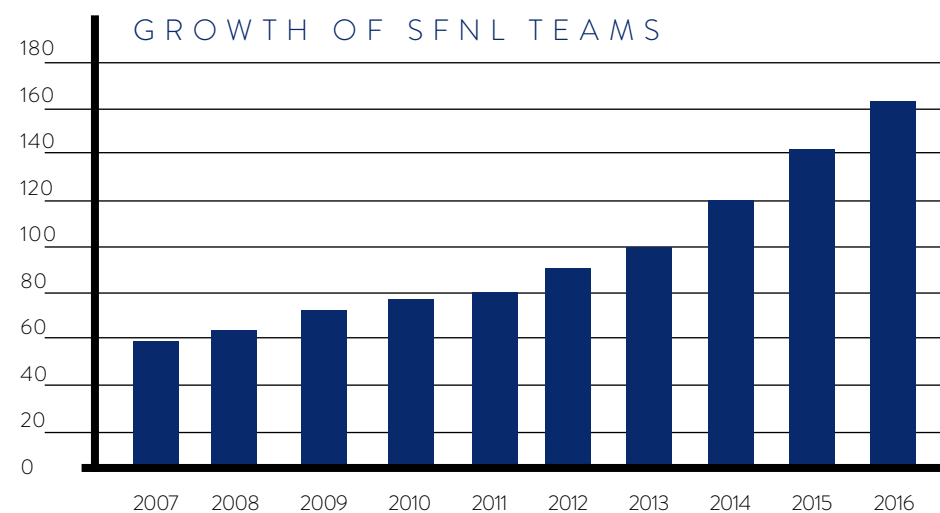
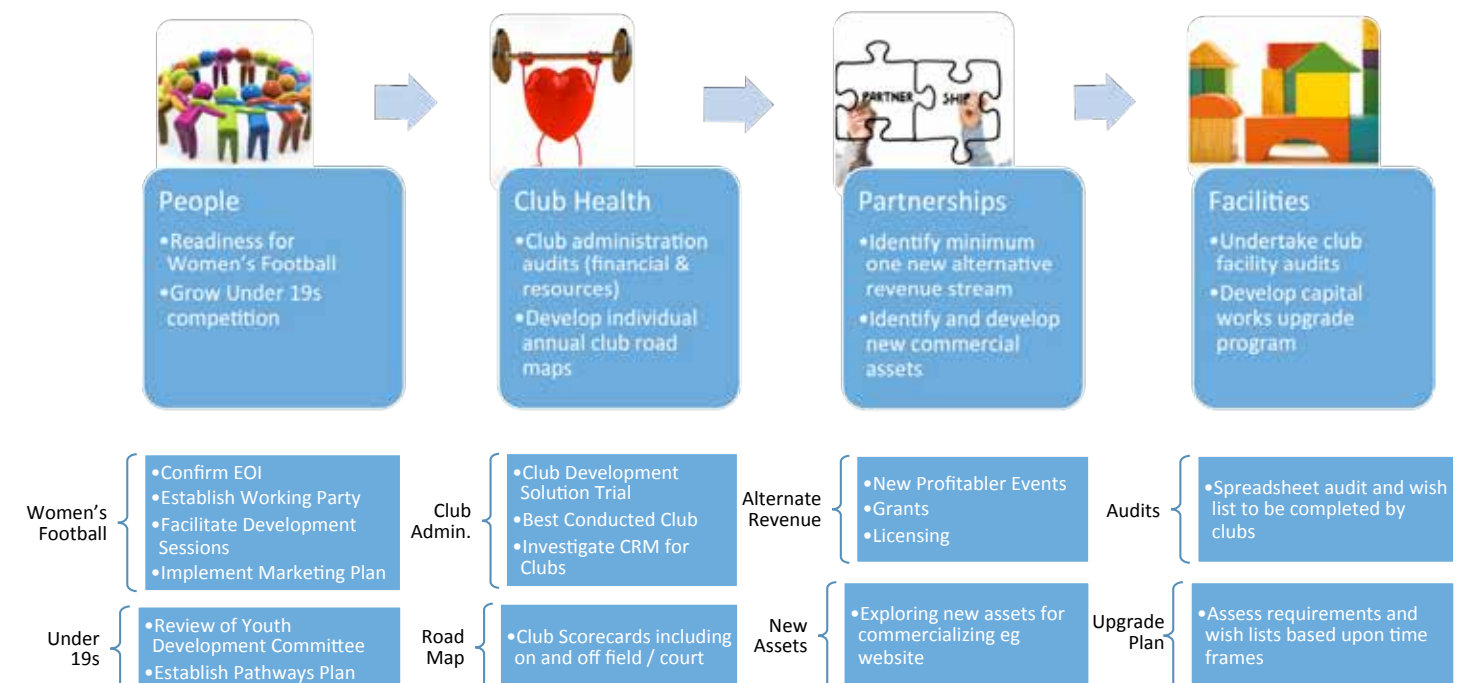
To all the 2016 football and netball premiers and individual award recipients, on behalf of the entire SFNL we extend our congratulations to you all.

Thank you to all clubs for yet another wonderful football and netball season and we sincerely look forward to working closely with you again in 2017.

**David Cannizzo**  
Chief Executive Officer

## Strategy on a page

*Innovation, collaboration and fortitude in the South*





# OPERATIONS REPORT



**ADAM SPARROW**  
GENERAL MANAGER - OPERATIONS

It is amazing to think how quickly another football season has come and gone. It has been a pleasure working with clubs and League stakeholders in what was another largely successful 2016 season.

It would be remiss of me to not open this report by acknowledging the club volunteer workforce that continues to display a great level of commitment and passion for their clubs, which is ultimately driving this League to continued success. I would like to thank each and every volunteer for your contribution, which includes often putting in countless and at times thankless hours to ensure the smooth and successful running of your respective clubs.

## Competition Growth

Season 2016 saw the SFNL grow to a total of 163 teams – 74 netball and 89 football. This ultimately provided opportunities for more than 4000 participants to compete in organised community sport at SFNL Member Clubs.

We welcomed two new clubs to the SFNL in 2016, who joined the League from different paths. Firstly, the Lyndhurst Football Netball Club, who launched their inaugural senior football team in Division 3. To win six games in year one is a fantastic achievement and congratulations must go to President Andrew King and the entire team at Lyndhurst. We look forward to seeing what the future has in store for the club.

Secondly, we welcomed the Port Melbourne Colts, who joined Division 2 from the Western Region Football League and quickly set about putting their stamp on the competition. The club's senior team progressed through the season undefeated to claim the Division 2 premiership and they are a well drilled, highly skilled outfit who will no doubt shake-up Division 1 in 2017.

## Umpiring

We welcomed Peter Marshall to the SFNL community during the 2016 pre-season. Peter took over the position of Director of Umpiring from his predecessor Peter Mair, who accepted a role with the VFL umpiring team. I would like to acknowledge Peter Mair for his fantastic contribution to the SFNL over a number of years.

With change comes exciting opportunities, and Peter Marshall certainly brings energy and excitement. Pete and his team hit the ground running in the pre-season, and as pre-season training numbers grew, so too did the atmosphere amongst the umpiring group. Pete has brought

many new philosophies and a new coaching style to the group and he and his team of coaches have set about implementing a longer-term plan to continue to raise the bar for the umpiring group. I would like to acknowledge the efforts of Pete, the entire coaching team and the broader umpiring group on a successful 2016 season.

The administration's relationship with the SFL Umpires Association remains strong and I must acknowledge the work of Alan Manning and Rodd Johnson, along with their committee. The work the association put in to ensure we offer participants a safe and welcoming environment is second to none, and this work was reflected in the atmosphere and strong attendance at training throughout the season.

## Representative Football

2016 marked the introduction of the Worksafe AFL Victoria Community Championships. The revamped model saw metropolitan and country leagues from across Victoria battle it out for bragging rights, with a home fixture against Ellinbank & District Football League scheduled for the SFNL.

In May, we competed in five rep games at Lyndhurst across Senior Football, A-Grade and B-Grade Netball and, for the first time, both Under 18 Football and Under 19 Netball. The introduction of the youth programs provided a fantastic development opportunity for the next generation of SFNL stars.

The Senior Football Interleague team defeated Ellinbank by 49 points, their first representative victory since 2008. A fantastic reward for all involved.

Anecdotal and participant survey feedback responses showed that the 2016 program was regarded as the most professionally run program in recent history. The success of the program would not have been possible without the coaching team and support staff, including the diligent planning of Senior Head Coach Ben Lockwood and the assistance of Brad Collins, Peter Laspatzis, Clint Einsiedel and Chairman of Selectors Wayne Fuller.

Following our Senior Interleague victory, a total of eight SFNL senior players from six SFNL clubs were invited to the Vic Metro trials ahead of their representative match against Vic Country. Congratulations to Chris Horton-Milne (Dingley FNC), Jarryd Allen (St Pauls FNC) and Matt Troutbeck (Bentleigh FNC) who were all selected to represent Vic Metro on the back of their

Interleague performances. All players represented their clubs and the SFNL community with distinction. A special mention goes to Allen, who was elected Vice Captain of Vic Metro after being a member of the team for the past two seasons.

In their first hit out since 2008, our Under 18 representative team went down to a highly skilled EDFL outfit, however, it was not through a lack of effort or preparation. Head Coach Nathan Harris took the reins at short notice and set about implementing a highly professional program. Nathan, with the support of Assistant Coaches Peter Freeman, Lachlan Batt and Chairman of Selectors/Assistant Coach Wayne Herbstreit, delivered a program that offered the young participants an insight and exposure to training techniques and IP that many may not have experienced previously.

We look forward to seeing what the 2017 program has in store, but the early indication is that a road trip to battle a country league looks likely.

I would like to thank the coaches, players and support staff that volunteered their time and went above and beyond to ensure the success of the program. Thank you to the clubs for buying in and continuing to support the concept.

## Finals

As we hit September, all eyes turned to finals. 2016 saw 24 of 34 Member Clubs compete in finals that spanned five weeks, and involved 48 games across seven venues.

I would like to thank the many volunteers that worked tirelessly from the following clubs to ensure the successful running of the 2016 SFNL SAS Security Finals Series.

Cheltenham FNC	Doveton Eagles FC
Heatherton FNC	Springvale Districts FC
Clayton FNC	Hallam FC
Keysborough FNC	

There have been some significant contributions made by so many people and organisations to ensure the finals series ran smoothly. Several clubs took up hosting commitments at short notice due to unforeseen circumstances. Each club displayed a high level of organisation and acquitted themselves very well, all contributing to another great finals series. The work of all clubs is very much appreciated.



## AFL Victoria Player Points / Salary Cap Policies

2016 saw the introduction of the AFL Victoria Player Points System. An education-based approach was adopted for year one, with the policy to become fully enforceable in 2017. The introduction of the points policy, along with the impending introduction of the AFL Victoria Salary Cap Policy, marks a significant change for community football. As a League, we are committed to working closely with clubs to ensure a smooth transition to the new systems.

In time, we hope to settle the total team points and salary cap at a level that will see the two policies work hand in hand to assist in achieving the greater longer term objective of ensuring community clubs can remain sustainable and financially viable within a competition that provides a competitive balance.

## Women's Football

In early 2016 the wheels were set in motion to launch the inaugural 2017 SFNL Women's Football Competition. Working in collaboration with AFL Victoria and former Female Development Manager Chyloe Kurdas, a working party was formed with members identified based on skill set and

experience in set areas. This group was chartered with the objective to adopt a strategic view to lead culture change, a club development process and to ultimately establish the inaugural women's football competition in 2017.

The working party includes representation from the SFNL Board and administration, SFNL Female Football Project Officer, AFL Victoria, South Metro Junior Football League, local council, VWFL clubs and SFNL clubs.

13 SFNL Member Clubs have expressed interest in working to field a team as part of the inaugural season.

Three club development sessions have been facilitated throughout 2016, focusing on topics including club culture, recruitment strategies, government/facilities and sponsorship opportunities.

To increase exposure and participation opportunities, several 'open skills training sessions' have also been facilitated for interested female players to come along and have a kick in a relaxed and fun environment. Participants have been kept up to date with competition plans and will look to transition into SFNL clubs for the 2017 season.

With the introduction of the AFL Women's competition in 2017, along with the recent announcement of AFL Victoria to disband the Victorian Women's Football League effective immediately, the women's football landscape remains dynamic and likely to evolve quickly over the coming seasons with significant participation growth expected.

Many thanks to my SFNL colleagues David, Matt, Will, Jenny and Jodie. Thank you for your support and congratulations on another successful year. Also, thank you to Jasmin and Shelley who joined the team in intern positions via Deakin University, along with James, a member of the Australian Rules Football College, a valued partner of the League. Your professionalism and dedication throughout the year provided great support to the team.

Finally, congratulations to all clubs who achieved the ultimate success in 2016, but more importantly, to those clubs who continue to strive to make things better both on and off the field. I look forward to seeing what 2017 has in store!

**Adam Sparrow**  
General Manager - Operations





# NETBALL REPORT

**MATT GRIMWOOD**  
ADMINISTRATION AND NETBALL OFFICER

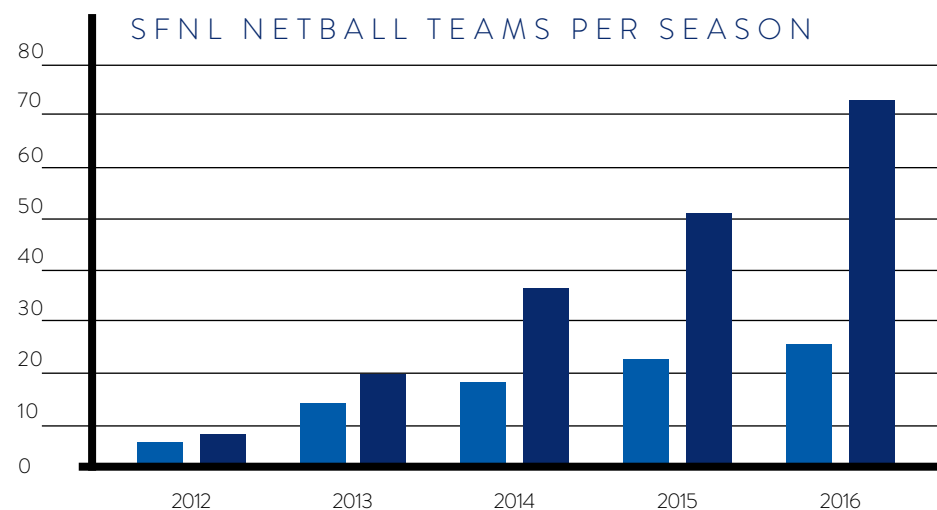
On and off the court, the 2016 netball year proved to be another success for the Southern Football Netball League. This success was marked by the League again experiencing a substantial growth in its number of netball teams. The 2016 season saw 74 teams take the court (up from 51 teams in 2015) competing across nine divisions.

26 of the SFNL's 34 Member Clubs were represented on the courts and we again expect this to grow in 2017. As our netball competition is continuing to expand, I would like to personally welcome the clubs who took to the court for the first time in 2016 – East Brighton, Lyndhurst and Oakleigh District.

In early 2016 the SFNL slightly restructured the administration team in the office to now incorporate a dedicated netball resource. The establishment of the Netball Officer role was critical for the future of netball in the SFNL, as you will see from many of the new initiatives that were introduced throughout the season.

One of these new initiatives in 2016 was the establishment of the Under 19 netball competition. In year one, five teams entered this competition. This was spread across three clubs; Dingley and Mordialloc entered two teams whilst Skye entered one. The Under 19 competition is something we will look to build on and develop further in 2017.

On the back of the inaugural year of Netball Interleague in 2015, the Southern Football Netball League once again did battle with the Northern Netball League at Parade College in May. Unfortunately, the results did not go our way but it was great experience for the girls, especially the inaugural



Under 19 team. Special mention must go to our Best on Court players for the night; Alicia Wise (A-Grade) and Maggie Carlon (Under 19).

In line with the AFL Victoria Community Championships, three SFNL Netball Interleague teams (A-Grade, B-Grade and Under 19) ventured to Marriott Waters Reserve, Lyndhurst, to compete against a strong Ellinbank & District Netball Association. Unfortunately for the A-Grade and B-Grade teams, the result did not go our way, but our Under 19 team secured a comfortable 15-goal victory to claim our first representative netball trophy. Again, special mentions must go to our Best on Court players for the day; Sophie O'Shea (A-Grade), Sara Merkus (B-Grade) and Mia McMillan (Under 19).

We must also acknowledge the work of the program's head coach Melanie Starr (A-Grade), who was assisted by Penny Byers-Tymms (B-Grade), Nicki Arnold (Under 19) and Alicia Wise (Under 19). The quartet all brought a high level of

experience and professionalism to the program, something which we will be building on for 2017.

One of the challenges we faced this season was the Saturday afternoon 2:40pm timeslot. As a League, we will continue to explore new options in 2017 with the help of clubs. This process has already commenced with the circulation of the 'Voice of The South' operational survey and the netball operations strategy (2017 – 2021) proposal.

Another new initiative was the introduction of the Sunday Netball Grand Finals, which were broadcast live on community radio station 88.3 Southern FM for the first time by a dedicated radio team consisting of Ian Dougherty, Sophie O'Shea (Caulfield), Melodie Aitken (Chelsea Heights) and Hugh Maclean. Over 800 people attended the Rowan Road courts over the course of the afternoon to experience some of the best matches of the SFNL season. In terms of results, the premiers were Cheltenham (Division 8),



Mount Waverley (Division 7), Lyndhurst (Division 6), Black Rock (Division 5), South Yarra (Division 4), Dingley Two (Under 19), Heatherton (Division 3), Heatherton (Division 2) and Heatherton (Division 1).

As a League, we continue to integrate the netball competition into the football competition with several new initiatives. These include the introduction of a pre-season rules session for netball coordinators and umpires, a streamlined VNA and team registration process, the Westfield Netballer of the Week and Netballer of the Year awards, Leading Goal Shooter awards and Netball Team of the Year recognition.

As a result of the administration team's hard work, the League was shortlisted for the Outstanding Large Association/ League of the Year award which was presented at the Netball Victoria Community Awards in October. Unfortunately, the SFNL did not win the award but it was nevertheless great recognition for all involved in the League.

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 SDNA President Julie Pool, Umpire Manager Kim Pentreath, Court Supervisor Lyn Wilkosz and the entire

SDNA team for the support provided behind the scenes at the Rowan Road Netball Complex on game days. The competition continues to flourish with their ongoing support.

Finally, I would like to acknowledge all those people who worked either in a club committee position or in any volunteering role at clubland in 2016 and would like to thank you all for your ongoing support.

Enjoy the off-season and we'll see you all in 2017!

**Matt Grimwood**  
Administration and Netball Officer



# UMPIRING DEPARTMENT REPORT



**PETER MARSHALL**  
DIRECTOR OF UMPIRING

It's indeed my pleasure to deliver my first report as Director of Umpiring.

Season 2016 started for the group on February 4th. I had officially been appointed two days earlier, and suffice to say we hit the ground running.

Over my 44-year career in footy and umpiring I've been involved in a lot of different organisations, leagues and umpiring bodies. I don't exaggerate when I say 2016 was one of the most pleasurable and exciting seasons I've been involved in.

The support I was given by the CEO David Cannizzo and his team was outstanding, and together with the Umpires Association led by Alan Manning, and my coaching group, I'm truly satisfied and proud of what we delivered to the SFNL and its Member Clubs.

I inherited a group ripe for the picking and I pay credit to my predecessor, Peter Mair, who moved to the VFL in full time employment and that within itself is a credit to the League.

My report is broken down to:

- Match Day Performance
- Development
- Accreditation
- Coaching
- Relationships
- 2017 – Looking Forward

## Match Day Performance

With over 4000 appointments for the season, getting numbers on the park was our first challenge, especially with matches spread all across the south of Melbourne every week. From Port Melbourne in the north west, to Hallam in the east and as far south as Carrum, the SFNL's footprint is an extensive one.

Although our boundary numbers were challenged, we were reasonably satisfied with our strike rate to supply suitably efficient umpires.

Minimal issues arose on Saturdays and all games had two umpires in the field. In actual fact, for the first time in the SFNL, the three field umpire system in Senior games became the norm. In total, 160 games had three field umpires officiate, which allowed the game to flow, and saw less incidents and fewer free kicks paid.

We had 317 umpires registered in 2016, with 117 field umpires having a run – an all-time SFNL record. 80% of our list are under 30 years of age and we have over 40 female umpires, a number that's continuing to grow.

In the field, 65 umpired senior footy, 40 of those in Division 1 and 26 for the first time in the SFNL.

Finals saw 387 umpiring appointments with hardly a hiccup. Only five reports were laid and our mantra, "to let 'em play footy and only intervene when necessary", was adhered to. In fact, the Division 1 Senior Grand Final had just 15 free kicks paid for the entire game.

Of course, not always did we live up to our high standards and umpires were rotated through the grades.

During home and away matches, we worked on controlling the game, letting it flow, taking appropriate action when required and working as a team.

## Development

With such a young group, I was mindful to have the correct balance of experience and youth. Birth certificates were thrown out the window.

From our oldest umpires to our young guns, we all umpired together and our mentoring program, both at training and on match day, worked admirably.

Over 60 umpires tasted senior footy for the first time and with the introduction of more three umpire games in the field, we are well placed for 2017.

Working closely with the AFL/VFL Umpiring Departments, the SFNL participated in many programs and adjudicated quite a few challenge games, school games, representative matches and national carnivals. We also had six umpires attend VFL training as rookies, as well officiate in the Worksafe AFL Victoria Community Championships, Women's matches and TAC Cup games.

Our young guns also were involved in mentor programs with AFL Umpires.

We have again nominated five umpires to trial for the VFL in 2017 and we look forward to them progressing their careers like those before them who have gone up through the pathway from the SFNL.

## Accreditation

This has become an integral part of officiating in any sport around Australia and the SFNL supported the AFL's goal to have all community umpires and coaches accredited.

Courses were conducted and online self-driven education was undertaken to ensure SFNL umpire accreditation and, as a result, we saw 90% of our field and goal umpires accredited. There is still work to be done to boost the number of accredited boundary umpires.

## Coaching

Season 2016 saw the coaching panel grow to 15 and I was delighted with the experience, knowledge and delivery by our team.

With myself included, we introduced four new people to the team and the umpiring group received more match day feedback than ever before. The group benefited from this accordingly.

Peter Bailey filmed matches and on Tuesday nights conducted video revision, opening the floor for individuals to analyse their game. Oral, written and visual feedback, was delivered and throughout the finals all umpires were given an observer's view on their game. Our mantra was to assist and improve all umpires.

The coaches gave up so much of their time and provided great energy to the group. I was very grateful to have such a loyal and dedicated team behind me.

## Relationships

Our game is based around relationships and working together for the betterment of the game.

Umpires are an important part of the game, but are not the game. We are the League's biggest club and in many cases one of the biggest expenses in conducting the game.

The SFNL is one of few leagues in Victoria that supply umpires in all three disciplines to all games (Thirds excluded) and I am thankful for the wonderful support we received from the clubs on most occasions. Generally, umpires were made to feel welcome, wanted, respected and safe. Recruitment starts with retention, and the match day experience goes a long way in keeping people in the game.

As mentioned, I could not have wished for more support from the SFNL Board, led by David

Coutts, and the administration team of David Cannizzo, Adam Sparrow and Matt Grimwood. From support for three field umpire system, accreditation for coaches, trainers, equipment, invitations to functions and many other requests, their door was always open.

Media Officer Will Hunter was outstanding in his media work and encouraged umpire stories on a weekly basis. Together with The White Knight's Record columns, they gave us great exposure.

I opened the door for club coaches to engage with us, and although I couldn't hand back four points, I felt there was honesty and transparency between both parties.

Our umpires were involved in the Worksafe AFL Victoria Community Championships and the barriers have truly been broken down. We are in the game together.

Special acknowledgement must go to AFL Victoria Umpiring Development Officer Neville Nash for his guidance and the opportunities afforded to our umpires.

Season 2016 saw a stronger bond forged with the SMJFL. We provided the bulk of the coaches and provided opportunities for young umpires to dip their toe in the water in a senior league.

The other important relationship is to have a good working bond with the Umpires Association. Alan Manning and Rodd Johnson, along with their Board, provided great support to my coaching group and the new ideas I brought on in 2016.

Many thanks to all those people I have mentioned and plenty of others I may have forgotten, but I'm sure you know who you are.

## 2017 – Looking Forward

Our goals and objectives for 2017 and beyond are:

- To cover our games in all disciplines, including the planned SFNL Women's Competition;
- To ensure all our umpires are Level 1 Accredited;
- To participate in all AFL/VFL Umpire Programs;
- To retain and recruit more umpires, focusing on the SMJFL and female umpires;
- To provide opportunities to the younger umpires to progress through the pathway to VFL;

- To continue the three field umpire system in the seniors and, when possible, in the Under 19s;
- To educate umpires through feedback (written and visual) and improve as a group;
- To work with the SFNL and clubs in improving the standard and discipline of football;
- To establish a strong off-field body in readiness for transition back to Moorabbin Reserve in 2018

In closing, Australian Rules is the cornerstone of our community in Victoria and having a strong umpiring body goes a long way to ensuring we have a good, viable, creditable football league.

I look forward to heading up the department once again in 2017 and doing our bit for the SFNL.

**Peter Marshall**  
Director of Umpiring





# MARKETING AND PARTNERSHIP REPORT



**JODIE-LEE MURPHY**  
MARKETING AND PARTNERSHIP MANAGER

The marketing and partnership space was another area in which the SFNL experienced significant growth and development in 2016. Several new partners came on board during the course of the year, which is critical to the ongoing strength of our competition, while a number of exciting new initiatives, activations and events were implemented to further engage with key League stakeholders.

## Voice of the South

This year the SFNL launched the Voice of the South, a new initiative to continue to evolve the League through a series of fan engagement surveys to various stakeholders. The surveys featured a wide range of questions on all areas of the League, and were broken down into four short surveys, with each one focusing on a different topic.

The survey topics covered Football and Netball Operations, Engagement (with a strong focus on media), Club Management and Match Day.

We had an overwhelming response to our surveys from football and netball players, officials, umpires and other SFNL stakeholders with almost 2,000 completed surveys. The results have so far been of great benefit, and will continue to help the SFNL's ongoing vision to remain a strong, successful and sustainable League and provide players, supporters and

officials with the best possible football and netball programs.

The League has already implemented some quick wins based on the survey feedback in areas such as the website, Record, fixturing, promotion/relegation and the grading process. The results have also aided the League and Member Clubs in providing data to Councils to assist with grants and the future of our grounds.

The SFNL are continuing to analyse this data with the view to making further improvements in 2017.

## Community Partnerships & Events *beyondblue Round*

The League believes the partnership of community groups and charities is imperative to the health and welfare of our players, officials, umpires and indeed all stakeholders. It's for this reason the SFNL decided to strengthen its relationship with community partner beyondblue through a League-wide themed round.

beyondblue Round was held on the weekend of July 2-3, with the marquee beyondblue Cup match played between Mordialloc and Dingley. The combined results from each of the two clubs' Division 1 Senior and Reserve

football, and Division 2, Division 5 and Under 19 netball clashes determined the overall winner of the beyondblue Cup, with Dingley ultimately claiming the silverware. A fundraising luncheon was also held at Mordialloc's Ben Kavanagh Reserve and featured beyondblue Ambassador and former AFL star James Podsiadly among a host of guest speakers that touched on the very important and sensitive issue of mental health.

The weekend also saw several clubs host beyondblue luncheons, gala balls, raffles and sausage sizzles to raise awareness and funds for this wonderful organisation. In addition to these club events, the League also created SFNL and beyondblue co-branded blue socks with the assistance of Blackchrome Sportswear. Clubs purchased these socks for their football and netball teams to wear over the weekend, with all proceeds raised from their sale going to beyondblue.

Through all of these events and initiatives, the SFNL and its clubs raised over \$5,000 for beyondblue.

## Pride Shield

In another community initiative, the SFNL facilitated the establishment of the League's first Pride Shield match between St Kilda City and St Pauls. The SFNL met with a number of key stakeholders before embarking on this ground-breaking initiative.

Deliberately coinciding with St Kilda's AFL Pride Match against the Sydney Swans at Etihad Stadium on August 15, the SFNL's pride themed game aimed to tackle homophobia in football and netball and celebrate diversity and inclusion in sport for the lesbian, gay, transgender, bisexual and intersex (LGBTI) communities.

Rainbow colours featured prominently around the Peanut Farm as a show of solidarity with the LGBTI community, with the goal umpires waving rainbow flags, the players wearing rainbow laces in their boots and rainbow 50m arcs painted onto the playing surface. In addition, a Pride Shield was instituted for the winner of the match, with St Pauls becoming the inaugural recipient of the prize.

St Kilda City also hosted a cocktail luncheon on the day with key figures from the LGBTI community in attendance to provide some compelling words. Jason Ball, the first Aussie Rules player at any level to come out as gay, was the function's keynote speaker, while the Victorian State Government Commissioner for Gender and Sexuality, Rowena Allan, and the Minister for Equality, Martin Foley, also spoke of the importance of the day.

## Partnerships

The League continued to maintain and grow their partnerships with businesses and services we felt would provide great synergy with the League and its stakeholders.

Pleasingly, we had the overwhelming majority of our 2015 partners continue their alliance with us again this year, while we also welcomed new partners Australian Rules Football College, Gameday Mouthguards, Marbut Stone, Westfield Fountain Gate and LifeCare to the fold ahead of the 2016 season. Our cohort of partnerships continued to grow late in the year with the recent additions of Sporting Fine Art, MultiSkill Training and Atura Dandenong, and they will have a larger presence in 2017.

The SFNL also greatly appreciates the continued support of our major partners Blackchrome Sportswear, Sandown

Greyhounds, Beiersdorf/Elastoplast, Leader Newspapers and SAS Security.

## Partner Activations

The SFNL aims to continually maximise integration opportunities for partners to better deliver returns on their investment. To achieve these results, new and innovative campaigns that deliver on fan engagement, club benefit and digital integration are increasingly important.

In 2016, our partner activations strategy allowed for better engagement between our partners and SFNL stakeholders through themed rounds, branding of our digital content and naming rights to our football competitions, among other initiatives. In addition, the SAS Security Finals Series featured several popular in-venue activations that delivered on fan engagement, including:

- Sporting Fine Art Grand Final and Premiership posters created for Division 1 and 2 Grand Finals, with a product stall set up on Division 1 Grand Final day to facilitate sales;
- A Woodlands Golf Club putting competition on Division 2 Grand Final day;
- A Teenage Mutant Ninja Turtles meet-and-greet courtesy of Westfield Fountain Gate on Division 3 Grand Final day.

Our football Interleague program was also well supported by our partners, with each representative player receiving a special player kit bag filled with useful products from partners including Blackchrome Sportswear, Gameday Mouthguards, Elastoplast, Westfield Fountain Gate, Bentleigh RSL and LifeCare. Optimus Health Group administered free base line concussion testing for each Interleague player, while Westfield Fountain Gate also provided around-the-ground activations on the day, including face painting and balloon modeling for children.

In addition, Australian Rules Football College joined the fold as the naming rights partner of the SFNL Under 19 competition. As part of this arrangement, the League also agreed to take on ARFC student James Dawe as an office intern for 10 months. James had a pre-existing connection to the SFNL as an assistant coach of Lyndhurst.

The SFNL will continue to develop new and exciting ways to seamlessly integrate League partner activations into existing operations and digital content in 2017 and beyond.

**Jodie-Lee Murphy**  
Marketing and Partnership Manager

## The SFNL would like to acknowledge and thank the following partners for their support in 2016:

### Major Partners

Beiersdorf/Elastoplast  
Blackchrome Sportswear  
Leader Community Newspapers  
Sandown Greyhound Racing Club  
SAS Security

### Official Partners

A-Grade Club Supplies  
Atura Dandenong  
Australian Rules Football College  
Bendigo Bank Dingley Village  
Bentleigh RSL  
Casella Family Brands  
Club Warehouse  
Diageo  
Gameday Mouthguards  
Insurance 4 Footballers  
Ivan's Pies  
LifeCare  
Lion  
Marbut Stone  
MultiSkills Training  
NF Comms  
Night & Day Communications  
Optimus Health Group  
Pinnacle Health Clubs

Red Onion Creative  
Schweppes  
Snipers Den  
Sporting Fine Art  
Sportlines  
Top Notch Trophies & Promotions  
TWP  
Victorian Responsible Gambling Foundation  
Westfield Fountain Gate  
Woodlands Golf Club  
**Community Partners**  
beyondblue  
SALT – Sport & Life Training  
88.3 Southern FM







# MEDIA REPORT

**WILL HUNTER**  
MEDIA OFFICER

The League's media operations took giant strides forward in 2016, with a key focus on the visual medium. Through new social media activations and an overhaul of SFNL TV, among other initiatives, the SFNL was able to vastly boost its engagement with fans and its social media reach, resulting in much improved brand awareness.

## Media Day

Without doubt the most ground-breaking new media initiative implemented by the League was the introduction of the inaugural Media Day back in early March, the first of its kind ever staged by a community football organisation.

The Media Day concept drew inspiration from the American College sporting model, in which the governing body invites athletes and coaches from each of the colleges to a central location to film several different media activities. During League CEO David Cannizzo's trip to the United States in late 2015, he experienced first-hand how the Mountain West Conference executed their Media Day, and his key learnings underpinned the SFNL's own Media Day.

As part of the Media Day, the SFNL invited two senior players and the senior coach from each of the 10 Division 1 clubs to Moorabbin Reserve for a couple of hours on a Sunday afternoon to record several different media initiatives. Separate areas were set up to conduct each media activity, with clubs rotating between them as per a prearranged schedule. These activities included a professional photo shoot, press conference style interviews, radio voice-over recording and the filming of both promotional messages and entertaining social media videos.

The Media Day was an overwhelming success, with the League banking a massive catalogue of content that was rolled out throughout the season on a multitude of platforms for a plethora of purposes. The resulting media outputs provided great engagement on social media, helped promote themed rounds, marquee matches and League initiatives, formed part of our advertising and marketing

collateral and provided content for news and feature stories in the lead up to the season.

Pleasingly, we received fantastic buy-in from all clubs for this inaugural event, and I would like to extend my gratitude to all the players, coaches and presidents for their assistance in getting this exciting new concept off the ground. We could not have done so without your support.

The League aims to grow the Media Day in 2017 through the inclusion of all senior football teams across all three divisions, as well as netball and potentially women's football, with a view to increase commercial opportunities for the SFNL through additional partner activations and sponsorship of the end products.

## Social Media

An increased emphasis was placed on our social media operations in 2016, with the aim to broaden the League's social media footprint and further connect with our target demographic. Through the implementation of a number of new initiatives, we were able to greatly boost our following and engagement through our social media channels.

Our social media strategy has for the last few years been based around interaction with clubs and fans through the delivery of popular and shareable content. To that end, the SFNL Media Day has been a terrific success, as it saw the creation of popular new content pieces that provided great entertainment value and engaged our audience. Of these, 'The Awkward Bounce' series, which saw the Division 1 players and coaches providing a montage of entertaining answers to different questions, was easily the biggest hit with fans on Facebook, totalling around 27,500 views across the 15 episodes.

The cumulative effect of these and other initiatives resulted in exponential growth in our social media following, and particularly Facebook, which has proven to be our most popular social media channel for interaction with fans. Nearly 1000 new Facebook page likes were recorded between March and November, which represents a 25% boost in

just eight months. This places the SFNL among the most rapidly expanding local sporting competitions in the social media space.

## SFNL TV

The fourth season of the SFNL's online TV show saw it undergo its most radical overhaul. In a drastic departure from the regular studio set up, SFNL TV was filmed instead alongside the SFNL Radio Team on match days throughout the entire season and attempted to capture all the colour and atmosphere of the SFNL Match of the Day. In doing so, the 2016 iteration of SFNL TV proved to be a more dynamic offering than in previous seasons, which ran only during the finals series and focussed solely on interviews with coaches and players, as well as reviews/previews of finals matches.

Produced by SFNL videographer Ornell Amaratunga, SFNL TV gave viewers an access-all-areas glimpse into the inner sanctum of the SFNL clubs. It featured pre-match and post-match interviews with club presidents, coaches, players and fans, behind-the-scenes colour footage, special guests, match highlights and coverage of club and League events and initiatives.

In all, 22 episodes were produced during the season. Released on Facebook, YouTube and the SFNL website, the series averaged nearly 1500 viewers per episode, more than double the average of the six-part 2015 series.

## Website

The SFNL's official website, [sfnl.com.au](http://sfnl.com.au), remains the key communication platform between the league and its members. The website was updated with new and engaging content almost daily in season, and links to web pages and news stories were regularly posted on Facebook and Twitter to help drive traffic back to the site. As a result, more than 376,000 pageviews and 75,772 unique users were recorded between April and October.

## Record

The SFNL Record consolidated its position as one of the best local football publications in Victoria and continues to be a popular part of the SFNL match day experience.



A further emphasis was placed on netball reporting, which proved to be the biggest and most popular change to the Record in 2016. The League engaged Hugh Maclean as its dedicated netball reporter, and his column, 'The Cut and Drive', provided an entertaining and in-depth analysis of the SFNL Netball competition each week of the season.

The Record was once again used to promote league events, initiatives and themed rounds, such as Indigenous Round, beyondblue Round and the Pride Shield match, through special themed Record covers and feature stories. Standalone Record covers were also used for each of the three senior football Grand Finals, as well as the SFNL Netball Grand Finals.

## Radio

In keeping with our increased focus on netball coverage, the League called the Netball

Division 1 and 2 Grand Finals live on 88.3 Southern FM. The specially-appointed team of callers Sophie O'Shea and Melodie Aitken and courtside reporter Hugh Maclean provided commentary and insights of the two netball matches with the assistance of Ian Dougherty. We believe this is the first time that netball has been called live on community radio anywhere in Australia, and following the success of this broadcast, we aim to continue this netball coverage in the years to come.

Another first for the League was the introduction of a one-off, standalone half-hour netball program on one Sunday morning in July. Hosted by Aitken and Alicia Wise, the show provided comprehensive coverage of all divisions of the SFNL Netball competition before leading into our regular radio show at 10:30am.

In addition, last year's award-winning Sunday Football Netball Show underwent a marketing-driven rebrand during the off-season, adopting the name 'The 5th Quarter' for the 2016 season. The new moniker was chosen to increase its marketability, while also ensuring it was reflective of both football and netball and resonated with our listenership.

I wish to conclude this report by offering my sincere thanks to our tremendous team of hard-working journalists, broadcasters, photographers and videographers for their outstanding efforts in 2016. Your contributions throughout the season have helped the League reset the bar in terms of its football and netball coverage and I look forward to working closely with you all again in 2017.

**Will Hunter**  
Media Officer



# INTERLEAGUE REPORT

Season 2016 saw the most successful Interleague campaign the Southern Football Netball League has had for many years, with both our footballers and netballers claiming silverware at the newly-established Worksafe AFL Victoria Community Championships in May.

### Football

As part of the revamped representative carnival, the SFNL hosted Ellinbank & District Football League in Senior and Under 18 football matches at Marriott Waters Reserve, Lyndhurst.

And it was a new-look senior team in more ways than one. A brand new guernsey honouring the SFNL's rich history was designed that featured a modern twist on the famous Federal Football League rep jumper of yesteryear.

Coached by East Malvern's Ben Lockwood and captained by Dingley skipper Tony Lavars, the line-up featured a host of first-time SFNL representatives. Included among them was 17-year-old Mount Waverley winger Jackson Smith, who, in just his seventh game of senior football, became the first ever Division 3 player selected in a Southern Interleague team.

While the SFNL set about atoning for consecutive heavy defeats to metropolitan rivals, our regional visitors were gunning for their fourth straight representative victory.

It was Southern that signalled their intent from the moment the ball was bounced, slotting the game's first goal in the opening minute before added another two in quick succession to get the early jump on the Ellinbank.

The visitors attacked hard with the wind in the second term, but could make no inroads into the three-goal quarter time deficit thanks to a water-tight Southern defensive unit. Southern then clicked into gear after the long break, slamming on five goals to one in a dominant third term to take the wind out of Ellinbank's sails.

The SFNL simply ran their opponents off their legs, and their midfield dominance, both inside and out, allowed the fleet-footed forward line to come into the game. Southern's manic pressure on the Ellinbank ball carriers was also immense, leading to plenty of midfield turnovers and repeat forward 50 entries. As a result, Matt Troutbeck (five goals) and Callum Cathcart (four majors) hit the scoreboard with increasing regularity.

Despite holding an imposing seven-goal advantage at the final change, the SFNL boys didn't let up in the last quarter as they cruised to a 49-point victory – the League's first since 2008.

Oakleigh District's Pat Carroll won the medal as best on ground with a sublime display in defence, while Brody Hodic and Andrew Frost were also pillars of strength down back. The Southern midfield was also dominant, with Ricky Thomson, Ed Sim, Nathan Robinson and Jarryd Allan providing plenty of hardness around the contest.

Earlier, the Southern Under 18s were comprehensively outclassed by a bigger, stronger and more mature Ellinbank & District FL outfit to the tune of 66 points.

The stronger bodies of the Ellinbank boys gave them a sizable advantage around the contests, and kicking with the aid of the breeze in the first term, blitzed to a commanding 51-point lead at quarter time.

The Southern youngsters showed great mental fortitude from that point on to work back into the contest, displaying genuine flair and a vastly improved work rate. However, for all their competitiveness after the first change, the damage inflicted in the opening term couldn't be undone, and ultimately proved to be the decisive factor in the game.

Diminutive St Kilda City star Jesse Firebrace dazzled off half back and was a deserved winner of the best on ground medal, while his Saints teammate Ayang Nyanjok proved a dominant force both in the ruck and up forward with two goals.

### Netball

The SFNL's top netballers also got the chance to shine at Lyndhurst as they took on the Ellinbank & District Netball Association for the first time in separate A-Grade, B-Grade and Under 19 Interleague matches.

Our Under 19 girls got the day off to the perfect start with a 51-36 win over EDNA, and in doing so delivered the League its first ever netball Interleague trophy.

The sublime skill and tenacity on display from the League's young guns was impressive, and gave a glimpse into the exciting future of the SFNL Netball competition. With captain and Best on Court medallist Mia McMillan in sublime form up front, the Southerners led at

every change en route to the historic victory.

The B-Grade side, however, found the going much tougher, outclassed by a superior EDNA outfit 31 to 46.

Despite a promising opening stanza from the SFNL, the visitors gained the ascendancy in the second term and never looked back. Captain Sara Merkus took home the medal as Southern's best player.

Finally, the highly anticipated A-Grade match lived up to the hype, but unfortunately, the result didn't go our way as Southern were narrowly beaten by EDNA 46 to 41.

Little separated the two teams for much of the game, but a purple patch either side of the final change saw EDNA race out to a 13-goal lead early in the last quarter. With their backs to the wall, the Southern girls fought hard to work back into the contest, but disappointingly the final buzzer ended their hopes of a miraculous come-from-behind victory.

Nevertheless, it was a very promising performance from the SFNL. Sophie O'Shea's dominance under the ring saw her rewarded with the Best on Court medallion, while skipper Alicia Wise and Tayla Fiddes were also influential.

In addition to these matches against EDNA, the A-Grade and Under 19 teams again took on the strong Northern Netball League in representative clashes at Parade College, Bundoora, in the week preceding the AFL Victoria Community Championships.

Unfortunately, Northern again proved too good for our girls in both matches. The A-Grade team gave it their all, but the might of the towering NNL shooters helped them home 81 to 54. Captain Wise was awarded the SFNL's Best on Court medal for her standout performance.

The earlier Under 19s match, however, was a tighter affair. The SFNL girls started positively, before eventually falling to Northern 34 to 52, with Maggie Carlon adjudged Southern's best.

## FOOTBALL

SENIOR	Q1	Q2	Q3	Q4
SFNL	4.2-26	5.4-34	10.5-65	14.9-93
EDFL	1.2-8	2.2-14	3.5-23	6.8-44

**Best on Ground Medal:** Pat Carroll (Oakleigh District)

**Goals:** Matt Troutbeck 5, Callum Cathcart 4, Jordy Peryman, Joel Jones-Hampton, Chris Horton-Milne, James Sziller, Andrew Jansen

**Best:** Pat Carroll, Matt Troutbeck, Ricky Thomson, Brody Hodic, Ed Sim, Andrew Frost

UNDER 18	Q1	Q2	Q3	Q4
SFNL	1.1-7	5.5-35	5.6-36	8.10-58
EDFL	9.4-58	11.5-71	15.9-99	18.16-124

**Best on Ground Medal:** Jesse Firebrace (St Kilda City)

**Goals:** Ayang Nyanjok 2, Ryan Kreymborg 2, Ricky Johnson, Nick Lloyd, Ashley Becker, James Morrey

**Best:** Jesse Firebrace, Michael Halim, Ricky Johnson, Nick Lloyd, Ayang Nyanjok, Nathan Foster

## NETBALL

A-GRADE	
SFNL	46
EDNA	51

**Best on Court:** Sophie O'Shea (Caulfield)

B-GRADE	
SFNL	31
EDNA	46

**Best on Court:** Sara Merkus (Dingley)

UNDER 19	
SFNL	51
EDNA	36

**Best on Court:** Mia McMillan (Heatherton)

A-GRADE	
SFNL	54
NNL	81

**Best on Court:** Alicia Wise (Dingley)

UNDER 19	
SFNL	34
NNL	52

**Best on Court:** Maggie Carlon (Heatherton)





# 2016 FOOTBALL GRAND FINAL WINNERS

# 2016 NETBALL GRAND FINAL WINNERS

## DIVISION 1 SENIOR

	Q1	Q2	Q3	Q4
Dingley	3.4-22	11.8-74	18.14-122	22.16-148
Bentleigh	0.0-0	1.1-7	4.2-26	6.5-41

**Meneilly Medallist:** Chris Horton-Milne (Dingley)

## DIVISION 1 RESERVE

	Q1	Q2	Q3	Q4
Dingley	1.1-7	3.1-19	5.2-32	8.4-52
Bentleigh	2.2-14	6.6-42	9.8-62	14.12-96

**Malcolm Medallist:** Matthew Hogan (Bentleigh)

## DIVISION 1

TEAM	SCORE
Heatherton	67
Dingley	46

**Best on Court:** Zali Mifsud  
(Heatherton)

## DIVISION 2

TEAM	SCORE
Heatherton	45
St Pauls	41

**Best on Court:** Mandy Quinn  
(Heatherton)

## DIVISION 3

TEAM	SCORE
Heatherton	35
Dingley	33

**Best on Court:** Helen-Margaret Ashin  
(Heatherton)

## DIVISION 2 SENIOR

	Q1	Q2	Q3	Q4
Port Melbourne Colts	2.6-18	4.10-34	9.13-67	11.16-82
Caulfield	0.3-3	1.5-11	2.7-19	5.8-38

**Meneilly Medallist:** Steven McNulty (Port Melbourne Colts)

## DIVISION 2 RESERVE

	Q1	Q2	Q3	Q4
Skye	5.1-31	5.2-32	7.4-46	7.7-49
Port Melbourne Colts	1.1-7	5.4-34	7.10-52	14.13-97

**Yeomans Medallist:** Nathan Davey (Port Melbourne Colts)

## DIVISION 4

TEAM	SCORE
South Yarra	29
Heatherton White	28

**Best on Court:** Kristina Stewart  
(Heatherton)

## DIVISION 5

TEAM	SCORE
Black Rock	48
Heatherton	30

**Best on Court:** Rebecca Goodear  
(Black Rock)

## DIVISION 6

TEAM	SCORE
Lyndhurst	54
Caulfield	46

**Best on Court:** Melissa Lanyon  
(Lyndhurst)

## DIVISION 3 SENIOR

	Q1	Q2	Q3	Q4
Mount Waverley	4.0-24	9.7-61	12.9-81	17.15-117
Ashwood	6.0-36	6.2-38	6.2-38	8.2-50

**Meneilly Medallist:** Dylan Cincotta (Mount Waverley)

## DIVISION 3 RESERVE

	Q1	Q2	Q3	Q4
Mount Waverley	2.2-14	4.3-27	5.4-34	11.4-70
Hallam	1.6-12	1.8-14	4.10-34	4.12-36

**Le Lievre Medallist:** Ben Beecroft (Mount Waverley)

## DIVISION 7

TEAM	SCORE
Heatherton	41
Mount Waverley	44

**Best on Court:** Madeleine Boros  
(Mount Waverley)

## DIVISION 8

TEAM	SCORE
Heatherton	34
Cheltenham	36

**Best on Court:** Lauren Geschke  
(Cheltenham)

## UNDER 19

TEAM	SCORE
Dingley Two	40
Dingley One	27

**Best on Court:** Gemma Reynolds  
(Dingley Two)

## UNDER 19

	Q1	Q2	Q3	Q4
Hampton	3.1-19	4.4-28	8.5-53	8.9-57
St Kilda City	2.2-14	2.6-18	4.10-34	8.13-61

**Barnes Medallist:** Vinh Dang (St Kilda City)

## THIRDS

	Q1	Q2	Q3	Q4
Cerberus	6.1-37	6.2-38	13.6-84	16.12-108
Skye	0.1-1	5.3-33	5.3-33	7.4-46

**Lloyd-Griffiths Medallist:** Corey Dyson (Cerberus)





# 2016 FOOTBALL LADDERS AFTER ROUND 18

## DIVISON 1 SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	15	3	0	0	1926	879	219.11	60
2	Bentleigh	18	14	4	0	0	1421	1011	140.55	56
3	Oakleigh District	18	11	7	0	0	1520	1150	132.17	44
4	Clayton	18	11	7	0	0	1347	1207	111.6	44
5	East Malvern	18	10	7	1	0	1084	1017	106.59	42
6	Mordialloc	18	10	8	0	0	1193	976	122.23	40
7	St Pauls	18	8	10	0	0	1151	1182	97.38	32
8	Cheltenham	18	7	10	1	0	1090	1196	91.14	30
9	St Kilda City	18	3	15	0	0	939	1433	65.53	12
10	East Brighton	18	0	18	0	0	658	2273	28.95	0

## DIVISON 1 RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Dingley	18	17	1	0	0	1736	624	278.21	68
2	Cheltenham	18	13	4	1	0	1480	858	172.49	54
3	Bentleigh	18	13	5	0	0	2037	835	243.95	52
4	E.B Bentleigh Vampires	18	10	8	1	0	1209	1201	100.67	40
5	St Kilda City	18	8	10	0	0	1195	1300	91.92	32
6	Mordialloc	18	8	10	0	0	1016	1274	79.75	32
7	East Malvern	18	7	11	0	0	972	1377	70.59	28
8	Clayton	18	6	11	1	0	1117	1499	74.52	22
9	Oakleigh District	18	5	13	0	0	965	1728	55.84	20
10	St Pauls	18	2	16	0	0	763	1794	42.53	8

## DIVISON 2 SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Port Melbourne Colts	18	18	0	0	0	2109	973	216.75	72
2	Chelsea Heights	18	14	4	0	0	1605	1083	148.2	56
3	Caulfield	18	11	7	0	0	1343	1182	113.62	44
4	Skye	18	11	7	0	0	1268	1124	112.81	44
5	Highett	18	10	8	0	0	1448	1026	141.13	40
6	Murrumbeena	18	9	9	0	0	1315	1536	85.61	36
7	Hampton	18	8	10	0	0	1169	1201	97.34	32
8	Keysborough	18	7	11	0	0	950	1467	64.76	28
9	Heatherton	18	5	13	0	0	1007	1298	77.58	20
10	Springvale Districts	18	5	13	0	0	889	1427	62.3	20
11	Black Rock	18	1	17	0	0	762	1548	49.22	4

## DIVISON 2 RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Skye	18	17	1	0	0	2154	475	453.47	68
2	Port Melbourne Colts	18	17	1	0	0	1740	709	245.42	68
3	Springvale Districts	18	11	7	0	0	1032	1147	89.97	44
4	Chelsea Heights	18	10	8	0	0	1057	1066	99.16	40
5	Highett	18	9	8	1	0	1136	987	115.1	38
6	Keysborough	18	9	9	0	0	1093	1221	89.52	36
7	Murrumbeena	18	8	10	0	0	1058	1219	86.79	32
8	Black Rock	18	6	11	1	0	872	1184	73.65	26
9	Hampton	18	6	12	0	0	966	1430	67.55	24
10	Caulfield	18	3	15	0	0	751	1284	58.49	12
11	Heatherton	18	2	16	0	0	593	1730	34.28	8

## DIVISON 3 SENIOR

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Mount Waverley	18	18	0	0	0	2551	841	303.33	72
2	Doveton Eagles	18	15	3	0	0	2101	999	210.31	60
3	Ashwood	18	13	5	0	0	1651	1260	131.03	52
4	South Yarra	18	12	6	0	0	1433	932	153.76	48
5	Hallam	18	12	6	0	0	1635	1079	151.53	48
6	Endeavour Hills	18	11	7	0	0	1611	1164	138.4	44
7	Lyndale	18	10	8	0	0	1515	1265	119.76	40
8	Lyndhurst	18	6	12	0	0	873	1391	62.76	24
9	Moorabbin Kangaroos	18	4	14	0	0	1246	1692	73.64	16
10	Carrum Patterson Lakes	18	3	15	0	0	982	1841	53.34	12
11	Dandenong	18	3	15	0	0	695	2235	31.1	12
12	Sandown Cobras	18	1	17	0	0	710	2304	30.82	4

## DIVISON 3 RESERVE

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Mount Waverley	18	18	0	0	0	2676	542	493.73	72
2	Endeavour Hills	17	15	2	0	1	1769	661	267.62	64
3	Ashwood	18	15	3	0	0	1486	801	185.52	60
4	South Yarra	18	12	6	0	0	1282	829	154.64	48
5	Hallam	18	11	7	0	0	1263	915	138.03	44
6	Carrum Patterson Lakes	18	8	10	0	0	1107	1409	78.57	32
7	Sandown Cobras	18	8	10	0	0	946	1286	73.56	32
8	Doveton Eagles	18	7	11	0	0	1075	1218	88.26	28
9	Lyndhurst	18	4	14	0	0	669	1667	40.13	16
10	Lyndale	18	3	15	0	0	685	1359	50.4	12
11	Moorabbin Kangaroos	17	3	14	0	0	799	1827	43.73	12
12	Dandenong	18	3	15	0	0	621	1864	33.32	12







# 2016 FOOTBALL LADDERS AFTER ROUND 18

# 2016 NETBALL LADDERS AFTER ROUND 15

## UNDER 19

POS	TEAM	P	W	L	D	B	F	A	%	WIN %
1	Hampton	16	14	2	0	2	1516	655	231.45	87.5
2	St Kilda City	17	14	3	0	1	1523	630	241.75	82.35
3	Oakleigh District	16	12	4	0	2	1411	778	181.36	75
4	St Pauls	16	11	5	0	2	1620	737	219.81	68.75
5	Cheltenham	17	11	6	0	1	1546	795	194.47	64.71
6	Endeavour Hills	17	10	7	0	1	1145	794	144.21	58.82
7	Hallam	16	9	7	0	2	1022	763	133.94	56.25
8	Dingley	17	4	13	0	1	935	1229	76.08	23.53
9	East Brighton-Bentleigh	16	3	13	0	2	859	1524	56.36	18.75
10	Carrum Patterson Lakes	16	2	14	0	2	413	2357	17.52	12.5
11	Highett	16	0	16	0	2	383	2111	18.14	0

## THIRDS

POS	TEAM	P	W	L	D	FF	F	A	%	PTS
1	Cerberus	17	17	0	0	1	2000	315	634.92	72
2	Skye	17	13	4	0	1	1632	533	306.19	56
3	Dingley	18	14	4	0	0	1669	639	261.19	56
4	Endeavour Hills	17	11	6	0	1	1181	1003	117.75	48
5	Sandown Cobras	17	10	7	0	1	1182	859	137.6	44
6	South Yarra	17	10	7	0	1	1006	950	105.89	44
7	Dandenong	17	8	9	0	0	830	1231	67.42	32
8	Mount Waverley	18	6	11	1	0	870	1328	65.51	26
9	Cheltenham	18	4	14	0	0	686	1394	49.21	16
10	Clayton	18	4	14	0	0	740	1448	51.1	12
11	Keysborough	16	3	13	0	0	682	1398	48.78	12
12	Black Rock	16	2	13	1	0	417	1804	23.12	10

## DIVISON 1

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Heatherton	15	14	1	0	834	560	148.93	56
2	Dingley	15	12	3	0	747	572	130.59	48
3	Keysborough	15	9	6	0	588	549	107.1	36
4	Caulfield	15	6	9	0	623	732	85.11	24
5	St Kilda City	15	2	12	1	449	689	65.17	10
6	Bentleigh	15	1	13	1	524	663	79.03	6

## DIVISON 2

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Heatherton	15	14	1	0	833	417	199.76	56
2	St Pauls	15	11	4	0	663	502	132.07	44
3	Dingley	15	10	5	0	578	504	114.68	40
4	Mordialloc	15	7	7	1	531	489	108.59	30
5	Bentleigh	15	5	8	2	442	552	80.07	24
6	Chelsea Heights	15	5	9	1	497	555	89.55	22
7	Carrum Patterson Lakes	15	4	11	0	447	634	70.5	16
8	St Kilda City	15	2	13	0	415	753	55.11	8

## DIVISON 3

POS	TEAM	P	W	L	D	B	F	A	%	PTS	PTS RATIO
1	Heatherton	14	14	0	0	1	552	338	163.31	56	4
2	Dingley	14	10	4	0	1	543	335	162.09	40	2.86
3	St Kilda City	14	9	3	2	1	507	395	128.35	40	2.86
4	Black Rock	13	7	4	2	2	406	373	108.85	32	2.46
5	Caulfield	14	8	6	0	1	480	440	109.09	32	2.29
6	Clayton	14	6	7	1	1	388	331	117.22	26	1.86
7	Keysborough	13	3	7	3	2	365	401	91.02	18	1.38
8	Mordialloc	13	2	11	0	2	272	491	55.4	8	0.62
9	Skye	14	0	14	0	1	347	685	50.66	0	0



# 2016 NETBALL LADDERS AFTER ROUND 15

## DIVISON 4

POS	TEAM	P	W	L	D	B	F	A	%	PTS	PTS RATIO
1	South Yarra	14	11	2	1	1	450	279	161.29	46	3.29
2	Heatherton White	14	11	2	1	1	594	391	151.92	46	3.29
3	Dingley	14	11	3	0	1	516	309	166.99	44	3.14
4	Heatherton Black	14	11	3	0	1	542	357	151.82	44	3.14
5	Keysborough	14	10	4	0	1	458	371	123.45	40	2.86
6	Highett	14	7	7	0	1	434	423	102.6	28	2
7	Caulfield	14	6	8	0	1	407	440	92.5	24	1.71
8	Lyndale	13	3	9	1	2	307	410	74.88	14	1.08
9	St Kilda City	14	3	10	1	1	397	586	67.75	14	1
10	East Brighton	14	3	11	0	1	257	427	60.19	12	0.86
11	Springvale Districts	14	0	14	0	1	350	566	61.84	0	0

## DIVISON 5

POS	TEAM	P	W	L	D	B	F	A	%	PTS	PTS RATIO
1	Black Rock	13	12	1	0	2	648	333	194.59	48	3.69
2	Heatherton	14	12	2	0	1	602	251	239.84	48	3.43
3	Bentleigh	14	11	3	0	1	555	359	154.6	44	3.14
4	Dingley	14	10	4	0	1	507	416	121.88	40	2.86
5	St Kilda City	14	8	6	0	1	569	559	101.79	32	2.29
6	Dandenong	14	7	6	1	1	537	450	119.33	30	2.14
7	Lyndhurst	14	6	7	1	1	496	448	110.71	26	1.86
8	Chelsea Heights	14	6	8	0	1	390	516	75.58	24	1.71
9	Mordialloc	14	5	9	0	1	319	465	68.6	20	1.43
10	Cheltenham	14	3	11	0	1	391	480	81.46	12	0.86
11	Skye	14	0	14	0	1	217	696	31.18	0	0

## DIVISON 6

POS	TEAM	P	W	L	D	F	A	%	PTS
1	Lyndhurst	15	14	1	0	821	356	230.62	56
2	South Yarra	15	12	3	0	658	426	154.46	48
3	Caulfield	15	10	5	0	596	552	107.97	40
4	Lyndale	15	10	5	0	459	459	100	40
5	St Kilda City	15	7	8	0	504	587	85.86	28
6	Clayton	15	7	8	0	426	497	85.71	28
7	Dingley	15	5	10	0	393	478	82.22	20
8	Highett	15	4	11	0	412	529	77.88	16
9	Carrum Patterson Lakes	15	2	13	0	325	589	55.18	8
10	Hampton	15	1	14	0	383	672	56.99	4

## DIVISON 7

POS	TEAM	P	W	L	D	B	F	A	%	PTS	PTS RATIO
1	Heatherton	15	12	3	0	0	617	420	146.9	48	3.2
2	Mount Waverley	14	9	3	2	1	538	452	119.03	40	2.86
3	Bentleigh	15	10	4	1	0	550	421	130.64	42	2.8
4	Oakleigh District	15	8	6	1	0	416	539	77.18	34	2.27
5	Murrumbeena	15	4	10	1	0	463	583	79.42	18	1.2
6	Doveton	15	4	11	0	0	403	529	76.18	16	1.07
7	South Yarra	15	4	11	0	0	407	562	72.42	16	1.07
8	Black Rock	15	2	12	1	0	417	592	70.44	10	0.67

## DIVISON 8

POS	TEAM	P	W	L	D	B	F	A	%	PTS	PTS RATIO
1	Heatherton	15	14	1	0	0	708	262	270.23	56	3.73
2	Cheltenham	15	13	2	0	0	646	263	245.63	52	3.47
3	Dandenong	15	8	7	0	0	437	412	106.07	32	2.13
4	Keysborough	14	6	8	0	1	349	344	101.45	24	1.71
5	Lyndhurst	15	2	13	0	0	229	617	37.12	8	0.53
6	Doveton	14	0	14	0	1	84	642	13.08	0	0

## UNDER 19

POS	TEAM	P	W	L	D	B	F	A	%	PTS	PTS RATIO
1	Dingley Two	12	11	0	1	3	514	164	313.41	46	3.83
2	Dingley One	12	9	2	1	3	457	244	187.3	38	3.17
3	Mordialloc One	12	5	6	1	3	307	292	105.14	22	1.83
4	Mordialloc Two	12	2	8	2	3	141	420	33.57	12	1
5	Skye	12	0	11	1	3	135	434	31.11	2	0.17



# FOOTBALL BEST & FAIREST WINNERS

## DIVISON 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.McKenzie	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
2016	S.Lawry	Bentleigh

## 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	Murrumbreena
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
2016	J.Peryman	Chelsea Heights

## DIVISON 3

YEAR	NAME	CLUB
1993	C.Smith	Murrumbreena
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
	M.O'Callaghan	Doveton Eagles
2012	D.Macklin	Sandown Cobras
FLACK MEDAL		
2013	M.Mott	Doveton Eagles
2014	B.Stacey	Mount Waverley
2015	J.Wilkin	Mount Waverley
2016	C.Wilson	Doveton Eagles

## DIVISON 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





# FOOTBALL BEST & FAIREST WINNERS

# NETBALL BEST & FAIREST WINNERS

## DIVISION 5

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



## 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
2016	C.Byrne	St Pauls

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

## 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
2016	A.Wise	Dingley
	R.Samason	Heatherton

## DIVISION 2

YEAR	NAME	CLUB
2013	S.Fischer	Dingley
2014	J.Baker	St Kilda City
2015	B.Riddell	Heatherton
2016	G.Healey	St Pauls

## DIVISION 3

YEAR	NAME	CLUB
2013	J.Paton	Lyndale
2014	J.Pa ton	Lyndale
2015	M.Cook	Heatherton
2016	T.O'Sei	Clayton

## DIVISION 4

YEAR	NAME	CLUB
2014	C.Roberts	Bentleigh
2015	M.Mati	Keysborough
	T.McArtney	Dingley
	E.Naismith	Heatherton
2016	L.Kilfoyle	Dingley

## DIVISION 5

YEAR	NAME	CLUB
2015	S.Rayment	Black Rock
2016	K.Loyd	Heatherton

## DIVISION 6

YEAR	NAME	CLUB
2015	T.Potter	Dandenong
2016	M.Mair	Lyndhurst

## DIVISION 7

YEAR	NAME	CLUB
2016	K.Blackman	Bentleigh

## DIVISION 8

YEAR	NAME	CLUB
2016	A.Lemana	Dandenong

## UNDER 19

YEAR	NAME	CLUB
2016	D.Tomaselli	Mordialloc One
	G.Reynolds	Dingley Two
	O.Selbst	Dingley One





# FOOTBALL LEADING GOAL KICKERS

## DIVISION 1

YEAR	NAME	CLUB	GOALS
1992	J.Bennett	East Brighton	118
1993	C.Gorozidis	East Brighton	67
1994	S.Coats	Noble Park	104
1995	T.Morwood	Noble Park	62
1996	D.Sime	Parkdale	63
1997	B.Clark	Cheltenham	55
1998	T.Taverna	Balwyn	98
	C.Gorozidis	Bentleigh	98
1999	C.Gorozidis	Bentleigh	68
2000	A.Stroud	Balwyn	61
2001	J.Paul	St Kilda City	75
2002	J.Paul	St Kilda City	72
2003	A.Newman	St Kilda City	73
2004	M.Jamieson	East Brighton	65
2005	M.Wilson	East Brighton	56
2006	T.Ridgway	St Pauls East Bentleigh	62
2007	D.Casset	St Kilda City	104
2008	L.James	St Pauls East Bentleigh	87
2009	T.Ridgway	St Pauls East Bentleigh	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
2016	C.McQueen	Dingley	64

## 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.Gorozidis	Murrumbeena	91
2002	S.Coats	Lyndale	76
2003	F.Rugolo	Hampton	61
2004	D.Fleming	Canterbury	65
2005	M.Tasiyan	St Kilda City	64
2006	M.Dimachki	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
2016	P.Smith	Chelsea Heights	58

## 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
2016	J.Gough	Mount Waverley	101





# FOOTBALL LEADING GOAL KICKERS

## DIVISION 4

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

## 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	Clayton	44
	E.Nassrallah	Clayton	44
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	Skye	63
	J.Fry	Chelsea Heights	63
2014	N.Lowrie	Bentleigh	70
2015	M.Talarico	Dingley	101
2016	M.Lefau	St Kilda City	69

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



# NETBALL LEADING GOAL SHOOTERS

## DIVISION 1

YEAR	NAME	CLUB	GOALS
2016	S.O'Shea	Caulfield	476

## DIVISION 3

YEAR	NAME	CLUB	GOALS
2016	A.Cooper	Dingley	328

## DIVISION 5

YEAR	NAME	CLUB	GOALS
2016	S.Poort	Black Rock	360

## DIVISION 7

YEAR	NAME	CLUB	GOALS
2016	R.Saunders	Bentleigh	238

## UNDER 19

YEAR	NAME	CLUB	GOALS
2016	S.Heenan	Dingley Two	160

## DIVISION 2

YEAR	NAME	CLUB	GOALS
2016	G.Healey	St Pauls	355

## DIVISION 4

YEAR	NAME	CLUB	GOALS
2016	C.McAndrew	Heatherton White	210

## DIVISION 6

YEAR	NAME	CLUB	GOALS
2016	M.Mair	Lyndhurst	370

## DIVISION 8

YEAR	NAME	CLUB	GOALS
2016	B.Miller	Cheltenham	340





FOOTBALL GRAND FINALS  
BEST ON GROUND

DIVISION 1  
MENEILLY MEDAL

YEAR	NAME	CLUB
1993	A.Hibbett	East Brighton
1994	D.Staffieri	Noble Park
1995	D.Edwards	Parkdale
1996	C. McIver	Noble Park
1997	D.McKee	Noble Park
1998	M.Bordignon	Balwyn
1999	J.Taylor	Balwyn
2000	R.Smith	Balwyn
2001	M.Gallagher	Clayton
2002	F.Bizzotto	St Kilda City
2003	L.Wilson	St Pauls
2004	M.Campbell	East Brighton
2005	B.Cranage	Balwyn
2006	D.Rajic	Clayton
2007	B.Zosens	St Kilda City
2008	S.Sziller	St Pauls
2009	M.Silver	St Kilda City
2010	M.McPhee	St Kilda City
2011	H.Barnes	St Pauls
2012	P.Larson	East Brighton
2013	A.Gilbert	St Pauls
2014	B.Douthie	East Brighton
2015	J.Peet	Dingley
2016	C.Horton-Milne	Dingley

DIVISION 2  
MENEILLY MEDAL

YEAR	NAME	CLUB
1993	E.Ryder	Cheltenham
1994	A.Stocker	Caulfield
1995	T.Mullenger	Collingwood Districts
1996	T.Elliott	Ashwood
1997	D.Caminiti	Balwyn
1998	V.Clark	St Kilda City
1999	D.Simmons	Mordialloc
2000	T.Coote	Chelsea Heights
2001	G.Firth	Ashwood
2002	M.Bilucaglia	East Brighton
2003	J.Couchi	Murrumbeena
2004	P.Poelsma	Highett
2005	B.Zosens	St Kilda City
2006	M.Szymanski	Heatherton
2007	G.Vassallo	Springvale Districts
2008	T.Lavars	Dingley
2009	T.Sauer	Heatherton
2010	J.Isaac	Clayton
2011	J.Ellen	Highett
2012	T.Hotton	East Malvern
2013	M.Budds	Bentleigh
2014	S.Fragiacomo	Mordialloc
2015	A.Howison	Oakleigh District
2016	S.McAnulty	Port Colts

DIVISION 3  
MENEILLY MEDAL

YEAR	NAME	CLUB
1993	G.Barclay	Murrumbeena
1994	M.Harnett	St Kilda City
1995	S.Gates	Chelsea Heights
1996	P.Bramley	Highett
1997	M.Koetsier	Box Hill Pioneers
1998	P.Cipirani	Heatherton
1999	S.Lang	Highett
2000	J.Young	Lyndale
2001	B.Hughes	Tooronga-Malvern
2002	T.Evans	Hampton
2003	J.Byrne	Canterbury
2004	F.Tootoo	Moorabbin Kangaroos
2005	M.Dimachki	Moorabbin Kangaroos
2006	D.Armansin	Parkmore
2007	J.Wilkin	Mount Waverley
2008	S.Keating	South Yarra
2009	M.Watts	Skye
2010	M.Scott	Hampton
2011	J.Yap	Southern Dragons
2012	H.Harcourt	Moorabbin Kangaroos
2013	C.Wilson	Doveton Eagles
2014	**	**
2015	J.Krieger	Black Rock
2016	D.Cincotta	Mount Waverley

\*\* No result

DIVISION 4  
MENEILLY MEDAL

YEAR	NAME	CLUB
1993	D.Carmody	South Yarra
1994	M.Joy	Syndal-Tally Ho
1995	M.Haj	Doveton Eagles
1996	T.Clancy	Cheltenham Assumption
1997	A.Todd	Carrum Downs
1998	R.Jefferies	Mt Waverley Catholic



DIVISION 5  
MENEILLY MEDAL

YEAR	NAME	CLUB
1993	C.Milburn	Moorabbin West
1994	G.Brooks	East Bentleigh
1995	W.Mould	Lyndale



UNDER 19\*  
MENEILLY MEDAL

YEAR	NAME	CLUB
1996	J.Williams	Cheltenham
1997	M.Odachowski	Springvale Districts
1998	C.Diggeden	Parkdale
1999	A.McQueen-Parton	Surrey Park
2000	C.Blake	Cheltenham
2001	Z.Jenkins	Cheltenham
2002	S.Schellebeck	Clayton

BARNES MEDAL

YEAR	NAME	CLUB
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
2016	V.Dang	St Kilda City

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



NETBALL GRAND FINALS  
BEST ON COURT

YEAR	DIVISION 1	DIVISION 2	DIVISION 3
2012	M.Kibel (Heatherton)		
2013	S.Wonnacott (Dingley)	G.Donkin (CPL)	E.Balfour (Bentleigh)
2014	T.Bickham (Heatherton)	C.Osborne (Heatherton)	M.Taylor (Dingley)
2015	A.Wise (Dingley)	S.Stuart (St Kilda City)	Z.Teoh (Caulfield)
2016	Z.Mifsud (Heatherton)	M.Quinn (Heatherton)	H.-M.Ashin (Heatherton)

YEAR	DIVISION 4	DIVISION 5	DIVISION 6
2014	S.Murphy (Doveton Eagles)		
2015	E.Naismith (Heatherton)	S.Handson (Highett)	A.Hall (Dandenong)
2016	K.Stewart (Heatherton)	R.Goodear (Black Rock)	M.Lanyon (Lyndhurst)

YEAR	DIVISION 7	DIVISION 8	UNDER 19
2016	M.Boros (Mount Waverley)	L.Geschke (Cheltenham)	G.Reynolds (Dingley)



FOOTBALL  
FINALS SERIES FINISHES

DIVISION 1

YEAR	PREMIER	RUNNER-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
2016	Dingley	Bentleigh	Oakleigh District	East Malvern	Clayton





# FOOTBALL FINALS SERIES FINISHES

## DIVISION 2

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH	FIFTH
1992	Cheltenham	Highett Districts	Mordialloc	St Kilda City	
1993	Cheltenham	Tooronga-Malvern	Collingwood Districts	Caulfield	
1994	Caulfield	Collingwood Districts	Cheltenham	Ashwood	
1995	Cheltenham	Collingwood Districts	Tooronga-Malvern	St Kilda City	
1996	Ashwood	Balwyn	St Kilda City	Chelsea Heights	
1997	Balwyn	St Kilda City	Hampton United	Springvale Districts	
1998	St Kilda City	Springvale District	Ashwood	Hampton United	
1999	Mordialloc	Surrey Park	Ashwood	Heatherton	
2000	Chelsea Heights	Ashwood	Springvale Districts	North Kew	
2001	Ashwood	Lyndale	Springvale Districts	Murrumbeena	
2002	East Brighton	Murrumbeena	Springvale Districts	Lyndale	
2003	Murrumbeena	Hampton	Springvale Districts	Lyndale	
2004	Highett	Springvale Districts	Lyndale	Tooronga-Malvern	
2005	St Kilda City	Tooronga-Malvern	Oakleigh District	Heatherton	
2006	Heatherton	Tooronga-Malvern	Oakleigh District	Moorabbin Kangaroos	
2007	Springvale Districts	Dingley	Caulfield	Oakleigh District	
2008	Dingley	Heatherton	Oakleigh District	Murrumbeena	
2009	Heatherton	South Yarra	Oakleigh District	Murrumbeena	Highett
2010	Clayton	Oakleigh District	Highett	South Yarra	Murrumbeena
2011	Highett	Bentleigh	Springvale Districts	Oakleigh District	Murrumbeena
2012	East Malvern	Oakleigh District	Skye	Bentleigh	Murrumbeena
2013	Bentleigh	Mordialloc	Oakleigh District	Murrumbeena	Springvale Districts
2014	Mordialloc	Skye	Hampton	Caulfield	Highett
2015	Oakleigh District	Murrumbeena	Caulfield	Keysborough	Skye
2016	Port Melbourne Colts	Caulfield	Chelsea Heights	Skye	Highett



## DIVISION 3

YEAR	PREMIER	RUNNER-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
2016	Mount Waverley	Ashwood	Doveton Eagles	Hallam	South Yarra

\*No Result





# FOOTBALL FINALS SERIES FINISHES

## DIVISION 4

YEAR	PREMIER	RUNNER-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	PREMIER	RUNNER-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	PREMIER	RUNNER-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
2016	St Kilda City	Hampton	Oakleigh District	St Pauls	Cheltenham

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

# NETBALL FINALS SERIES FINISHES

## DIVISION 1

YEAR	PREMIER	RUNNER-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
2016	Heatherton	Dingley	Keysborough	Caulfield

## DIVISION 2

YEAR	PREMIER	RUNNER-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
2016	Heatherton	St Pauls	Mordialloc	Dingley

## DIVISION 3

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH
2013	Lyndale	Bentleigh	Hidden Grove	Cheltenham
2014	Clayton	Dingley	Cheltenham	Chelsea Heights
2015	Caulfield	Dingley	Carrum Patterson Lakes	Black Rock
2016	Heatherton	Dingley	St Kilda City	Black Rock

## DIVISION 4

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH
2014	Doveton Eagles	St Kilda City	Black Rock	Lyndale
2015	Heatherton	St Kilda City	Keysborough	Dingley
2016	South Yarra	Heatherton White	Heatherton Black	Dingley

## DIVISION 5

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH
2015	Highett	Mordialloc	Dingley	Black Rock
2016	Black Rock	Heatherton	Bentleigh	Dingley

## DIVISION 6

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH
2015	Dandenong	Mount Waverley	St Kilda City	Highett
2016	Lyndhurst	Caulfield	South Yarra	Lyndale

## DIVISION 7

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH
2016	Mount Waverley	Heatherton	Oakleigh District	Bentleigh

## DIVISION 8

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH
2016	Cheltenham	Heatherton	Keysborough	Dandenong

## UNDER 19

YEAR	PREMIER	RUNNER-UP	THIRD	FOURTH
2016	Dingley Two	Dingley One	Mordialloc One	Mordialloc Two



# CLUB CHAMPIONS

# TREASURER'S REPORT



**DEAN MORRISON**  
TREASURER

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		
2016	Dingley	Heatherton	South Yarra		

The 2016 financial results reflect a year of continued growth.

Whilst 2015 was a solid year, 2016 proved to be another year in which the League continued to improve. The League is now in a position to continue to push forward.

The League achieved a surplus of \$11,516 – up from a surplus of \$4,548 in 2015.

Our turnover increased from \$1.54m in 2015 to \$1.68m in 2016 – marking an increase of 9%.

Reducing the reliance on finals income continues to be a challenge. In 2016, revenue from this stream was down by approximately \$1,000 compared to 2015. Pleasingly, though, our sponsorship income was approximately \$35,000 above 2015 figures. This is a great result in an environment where obtaining and servicing sponsorship is a tough job.

The League's expenses increased during the financial year from \$1,538,046 in 2015 to \$1,670,870. Some reasons for this were:

- The ongoing commitment to social events such as Season Launch, Hall of Fame and Women of the South

Cocktail Event. These events continue to promote the League in a great way, however, at times these do incur a cost. The admin team will continue to monitor and fine tune these.

- The continual increase in the number of netball teams, which means 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 provision for long service leave that was created this year. As the CEO enters the fifth year of employment (and is contracted for a sixth year), the auditor suggested this would be prudent. This adjustment created an expense of just under \$11,000.
- A club development program through Terry Dillon Solutions for Division 3 clubs, which was also a new initiative undertaken throughout the year. Whilst the League was able to source a sponsor to cover some of the cost involved, this

was nevertheless an extra expense this year. It is, however, a positive in assisting with the sustainability of our clubs. The balance sheet continues to indicate the league is in a healthy position.

Our receivables have also decreased compared to 2015. It was a priority of the finance team to ensure this decreased, and as a result the total balance is down by approximately \$28,000, which means this money is in the bank account. The Board continued to support those clubs that needed financial assistance and extensions for payment. This was dependant on them communicating the circumstances and complying with payment terms.

I feel the SFNL can be proud of the financial position it is in and the platform for the coming years is sound.

**Dean Morrison**  
Treasurer





# FINANCIAL REPORT FOR THE YEAR ENDED 31 OCTOBER 2016

## STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31 OCTOBER 2016

REVENUE	NOTE	2016 \$	2015 \$
Sales of merchandise		339,254	312,929
Records and media		56,482	55,148
Club insurance		92,014	100,664
Umpiring fees		385,305	358,546
Finals revenue		213,706	214,686
Function revenue		47,203	47,815
Interleague revenue		5,177	-
AFL 9's Fees		12,872	8,326
Netball fees		74,030	46,844
Football affiliation fees		213,527	210,239
Sponsorship		153,720	118,823
Grants and subsidies		51,752	35,191
Interest received & receivable		3,494	3,846
Other		33,850	29,537
		1,682,386	1,542,594

EXPENDITURE	NOTE	2016 \$	2015 \$
Cost of merchandise sold		293,331	284,025
Records and media costs		48,739	44,121
Club insurance expenses		88,248	90,716
Umpiring costs		392,521	365,474
Finals expenses		120,931	127,224
Functions costs		63,946	64,970
Club and member rebates		18,012	18,150
Interleague		22,091	13,377
AFL 9's expenses		4,531	3,450
Netball expenses		60,449	56,329
Administration and finance costs		558,071	470,210
		1,670,870	1,538,046
Profit (loss) for the year	2	11,516	4,548

THE ACCOMPANYING NOTES FORM PART OF THESE FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION AS AT 31 OCTOBER 2016

ASSETS CURRENT	NOTE	2016 \$	2015 \$
Cash and cash equivalents	3	392,979	296,190
Receivables	4	66,638	94,578
Inventories	5	13,706	15,805
<b>TOTAL CURRENT ASSETS</b>		473,323	406,573

NON CURRENT	NOTE	2016 \$	2015 \$
Receivables	4	18,773	13,342
Property, plant and equipment	6	47,622	70,103
<b>TOTAL NON-CURRENT ASSETS</b>		66,395	83,445
<b>TOTAL ASSETS</b>		539,718	490,018

LIABILITIES CURRENT	NOTE	2016 \$	2015 \$
Payables	7	79,249	61,093
Provisions	8	24,979	15,671
<b>TOTAL CURRENT LIABILITIES</b>		104,228	76,764

NON CURRENT	NOTE	2016 \$	2015 \$
Provisions	8	10,720	-
<b>TOTAL LIABILITIES</b>		114,948	76,764
<b>NET ASSETS</b>		424,770	413,254

MEMBERS FUNDS	NOTE	2016 \$	2015 \$
Retained earnings		424,770	413,254

THE ACCOMPANYING NOTES FORM PART OF THESE FINANCIAL STATEMENTS



# FINANCIAL REPORT FOR THE YEAR ENDED 31 OCTOBER 2016

## STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 OCTOBER 2016

NOTE	PRE-RESTRUCTURING SURPLUS \$	ACCUMULATED SURPLUS \$	TOTAL \$
Balance 1 November 2015	236,625	176,629	413,254
Surplus (Deficit) for the year		11,516	11,516
Balance 31 October 2016	236,625	188,145	424,770
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

## STATEMENT OF CASH FLOW FOR THE YEAR ENDED 31 OCTOBER 2016

CASH FLOWS FROM OPERATING ACTIVITIES	NOTE	2016 \$	2015 \$
Receipts from customers		1,885,661	1,655,723
Payments to suppliers and employees		(1,782,027)	(1,708,164)
Interest received		3,494	3,846
<b>Net cash provided by (used in) operating activities</b>	9	107,128	(48,595)

CASH FLOWS FROM INVESTING ACTIVITIES	NOTE	2016 \$	2015 \$
Proceeds from sale of property, plant and equipment			1,909
Payments for property, plant and equipment		(10,339)	(20,280)
<b>Net cash provided by (used in) investing activities</b>		(10,339)	(18,371)
Net increase (decrease) in cash		96,789	(66,966)
Cash at beginning of financial year		296,190	363,156
<b>Cash at end of financial year</b>	9	392,979	296,190

THE ACCOMPANYING NOTES FORM PART OF THESE FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 OCTOBER 2016

### 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 recognized when the significant risks and rewards of ownership of the goods have passed to the buyer and the costs incurred or to be incurred in respect of the transaction can be measured reliably. Risks and rewards of ownership are considered as having passed to the buyer upon the delivery of goods to customers.

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

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

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

##### ii. Cash and cash equivalents

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

##### iii. Inventories

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

##### iv. Financial instruments

##### Receivables

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



# FINANCIAL REPORT FOR THE YEAR ENDED 31 OCTOBER 2016

## 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.

## 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 Leasehold Improvements at the Linton street premises were written off when those premises were vacated in preparation for the redevelopment of the Moorabbin Reserve.

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
Furniture	2 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

	2016 \$	2015 \$
Interest received and receivable	3,494	3,846

### b. Charging as expenses

	2016 \$	2015 \$
Depreciation and amortisation	18,965	27,209
Bad debts written off against provision	10,479	-
Doubtful debts provision	656	11,166
Auditors fees	7,396	6,764
Loss on disposal of property, plant and equipment	13,855	1,784

## 3. Cash and cash equivalents

	2016 \$	2015 \$
Cash at bank	254,675	159,951
Interest bearing deposits	138,304	136,239
	392,979	296,190

## 4. Receivables

CURRENT	2016 \$	2015 \$
Trade debtors	68,395	105,615
Less provision for doubtful debts	(7,850)	(16,479)
	60,545	89,136
Other debtors	6,093	5,442
	66,638	94,578

NON CURRENT	2016 \$	2015 \$
Trade debtors	20,338	19,912
Less provision for doubtful debts	(4,065)	(6,570)
	16,273	13,342
Rental bond	2,500	-
	18,773	13,342

## 5. Inventories

CURRENT	2016 \$	2015 \$
Stocks of footballs, equipment, uniforms and medals at the lower of cost and net realisable value	13,706	15,805



# FINANCIAL REPORT FOR THE YEAR ENDED 31 OCTOBER 2016

## 6. Property, plant and equipment

	2016 \$	2015 \$
Furniture and equipment at cost	79,855	90,844
Less provision for depreciation	(32,233)	(34,596)
	47,622	56,248
Leasehold improvements at cost	-	27,711
Less amortisation	-	(13,856)
	-	13,855
<b>Total property, plant and equipment</b>	<b>47,622</b>	<b>70,103</b>

## 7. Payables

	2016 \$	2015 \$
Trade creditors	35,599	26,943
Other creditors and accruals	43,650	34,150
	79,249	61,093

## 8. Provisions

	2016 \$	2015 \$
<b>Current</b>		
Provision for employee entitlements	24,979	15,671
<b>Non-Current</b>		
Provision for employee entitlements	10,720	-

## 9. Cash flow

### a. Reconciliation of cash

	2016 \$	2015 \$
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	392,979	296,190
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

	2016 \$	2015 \$
Profit (loss) from operations	11,516	4,548
<b>Non-cash flow items in profit</b>		
Depreciation	18,965	27,209
Doubtful debt provision	(11,135)	11,166
Loss on disposal of property, plant and equipment	13,855	1,784
<b>Changes in assets and liabilities</b>		
(Increase) decrease in receivables	33,643	(54,158)
(Increase) decrease in inventories	2,099	(273)
Increase (decrease) in payables	18,157	(41,610)
Increase (decrease) in provisions	20,028	2,739
<b>Cash flow from operating activities</b>	<b>107,128</b>	<b>(48,595)</b>

## 10. Commitments

### a. Commitments arising from the development of Moorabbin Reserve

The Southern Football Netball League (SFNL) is one of the parties to arrangements for the development of state-of-the-art sports training, administration and match facilities at the Moorabbin Reserve at Linton Street, Moorabbin.

Under these arrangements SFNL has agreed to contribute \$250,000 (plus GST) to the cost of the development and will in turn receive rights for the use of an area of the proposed new pavilion for an administrative office as well as rights of access to various other facilities at the premises.

In preparation for the commencement of works it has been necessary for SFNL as well as the South Metro Junior Football League (SMJFL) to vacate their previous administrative offices at the Moorabbin Reserve.

On 1 February 2016 SFNL and SMJFL jointly entered into a 2 year lease (with a further 6 months option) of premises in Keys Road, Moorabbin to provide temporary administrative offices during the development period at an annual rental of \$60,000. An allocation of \$100,000 from the budget for the development of the Moorabbin Reserve has been made towards the cost of relocating SFNL and SMJFL for up to 24 months and the funding of the monthly rental of the Keys Road Premises (net of SFNL and SMJFLs contribution) is being met from this.

Additional funds from the development budget were also allocated and applied to cover moving and like costs.

### b. Equipment lease commitments

Minimum rental commitments on Office Equipment:

	2016 \$	2015 \$
Due within 1 year	4,200	4,200
Due between 1 and 5 years	2,200	6,400



# FINANCIAL REPORT FOR THE YEAR ENDED 31 OCTOBER 2016

## 11. Financial risk management

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

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

The league does not have any derivative financial instruments

### a. Interest rate risk

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

FINANCIAL INSTRUMENTS	FLOATING INTEREST RATE		NON-INTEREST BEARING		TOTAL CARRYING AMOUNT		AVERAGE INTEREST RATE	
	2016	2015	2016	2015	2016	2015	2016	2015
Assets								
Cash	392,979	296,190			392,979	296,190	0.71%	1.17%
Receivables			85,411	107,920	85,411	107,920		
Total financial assets	392,979	296,190	85,411	107,920	478,390	404,110		
Liabilities								
Payables			79,249	61,093	79,249	61,093		
Total financial liabilities			79,249	61,093	79,249	61,093		
Net financial assets	392,979	296,190	6,162	46,827	399,141	343,017		

### b. Net fair values

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

### c. Credit risk

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

## 11. Related party transactions

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

## STATEMENT BY MEMBERS OF THE BOARD

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

We, David Coutts and Dean Morrison 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 2016.



David Coutts  
Signed  
Dated: 18 November 2016



Dean Morrison  
Signed  
Dated: 18 November 2016

## 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 2016, 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.

### Boards' 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

### Auditors Responsibility

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

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

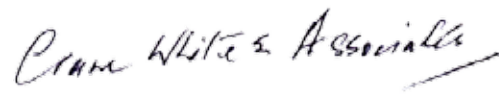
### INDEPENDENCE

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 2016 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  
18 November 2016  
2A Malcolm Road, Croydon North,  
Victoria, Australia



# FINANCIAL REPORT FOR THE YEAR ENDED 31 OCTOBER 2016

## INCOME AND EXPENDITURE STATEMENT FOR THE YEAR ENDED 31 OCTOBER 2016

GROSS MARGIN ON SALES AND PROVISION OF SERVICES	2016 \$	2015 \$
Sales of merchandise	45,922	28,904
Records and media	7,743	11,027
Club insurance	3,765	9,948
Umpiring	(7,216)	(6,928)
Finals	92,776	87,462
Functions	(16,743)	(17,115)
Club and member rebates	(18,012)	(18,150)
Interleague	(16,914)	(13,377)
AFL 9's	8,341	4,876
Netball	13,581	(9,485)
	113,243	77,162
Football affiliation fees	213,527	210,239
Sponsorship	153,720	118,823
Grants & subsidies	51,752	35,191
Interest received and receivable	3,494	3,846
Other	33,850	29,497
	569,586	474,758

ADMINISTRATION AND FINANCE COSTS	2016 \$	2015 \$
Audit fees	7,396	6,764
Bookkeeping	33,887	33,205
Cleaning	4,832	4,773
Club education and development	17,630	-
Computer expenses	3,603	2,562
Depreciation and amortisation	18,965	27,209
Doubtful debts provision	(656)	11,166
Electricity and gas	8,008	4,476
Insurance	1,912	1,775
Loss on disposal of property, plant and equipment	13,856	1,784
Office supplies	6,221	3,274
Promotion expenses	38,245	29,818
Personnel costs	352,604	305,109
Postage, printing and stationery	10,705	7,703
Rent – premises	4,206	3,700
Rental of office equipment	6,898	5,357
Telephone and communications	17,549	11,002
Web-site expenses	2,623	3,659
Other	9,586	6,874
	558,070	470,210
	11,516	4,548

## THE SFNL WERE PROUDLY SUPPORTED BY THE FOLLOWING PARTNERS IN 2016

### MAJOR PARTNERS



### OFFICIAL PARTNERS



### COMMUNITY PARTNERS







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MOORABBIN VIC 3189  
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