



ANNUAL REPORT



2021

2021 SANFL Highlights

SANFL delivered a successful **18-round home and away men's State League season** and **11-round Women's League season** under strict COVID-19 Management Plans at SANFL venues.

Across SA, participation returned to 2019 pre-COVID-19 levels, with SANFL recording almost

54,000 club registrations

for males and females across the State

Female football continues to grow with over

9,000 female club participants in SA

Over 14,000 boys and girls played in SANFL Juniors 

from under 7s through to under 17.5s, across 704 teams and 60 community clubs

3049 coaches were registered across SA

SANFL successfully delivered its inaugural season of the **Novita SANFL Wheelchair Football League in SA** with clubs – Central District, Norwood, Woodville-West Torrens and inaugural Premiers Sturt

Digital figures at a glance



Channel 7 broadcast games dominated viewing timeslots with an average market share of **30% for the SANFL minor rounds** and **44% for the SANFL finals.**

- 14,000** SANFL Digital Pass Subscriptions
- 109,985** Social Media Followers
- 5 Million** Social Media Impressions
- 73,000** SANFL App Users

South Adelaide's Bryce Gibbs (centre) and Woodville-West Torrens' James Tsitas (left) were crowned joint winners of the 2021 Magarey Medal, SANFL's highest individual honour. The Medal count returned as an event in the William Magarey Room at Adelaide Oval.



The SANFLW Best and Fairest Medal was won by West Adelaide's Lauren Young (right). At just 15 years of age, Young won all major awards in the League.

224,300 fans attended men's State League games including finals

22,956 fans attended the 2021 SANFL Statewide Super League Grand Final (87% of permitted stadium capacity)

Woodville-West Torrens Football Club created history, winning the club's **first back-to-back SANFL League Premierships.**



Glenelg Football Club, in its Centenary Year, **wins its first SANFLW premiership.**

SANFL West End State Team retains the Haydn Bunton Junior Cup after defeating the WAFL.



SANFL's commercial partners continued their support. We particularly acknowledge longstanding partner **Statewide Super** who will not be continuing as the State League Naming Rights Partner.



AFL Clubs Adelaide and Port Adelaide returned to the SANFL State League in 2021 after being unable to field teams in 2020 due to COVID-19 restrictions.



Major Partner West End continued its historic partnership with the SANFL despite the closure of Lion's brewery in SA. The great tradition of the SANFL Premiers' colours on the brewery chimney continues at a new location, the 42m-high Brickworks Kiln at Thebarton.



Chairman and CEO Report

Season 2021

In 2021, we were pleased to deliver largely uninterrupted SANFL football competitions and programs across South Australia.

As eastern states battled COVID-19 outbreaks, the leadership of the State Government, SA Health and SAPOL, combined with the efforts of all South Australians, ensured that we enjoyed relative freedom across the State throughout the year.

For SANFL, this meant we were able to conduct a successful 11-round SANFL Women's League season and a full 18-round Men's State League competition, culminating in a thrilling four-week Finals Series at Adelaide Oval. We congratulate Woodville West-Torrens' men's side for winning the first back-to-back premierships in club history and Women's League champions Glenelg, who won the club's first SANFLW premiership in its Centenary Year.

One thing the pandemic has reinforced is the connection and sense of community that football clubs provide, as we saw South Australians return to local football grounds across the State in great numbers in 2021.

Despite ongoing health restrictions, more than 234,000 fans attended SANFL Statewide Super League games across the season, including 22,956 (87% of permitted stadium capacity) at the 2021 Grand Final at Adelaide Oval on the October long weekend.

Community football also rebounded strongly in 2021, with all SANFL Affiliated Leagues delivering seasons and participation numbers generally returning to pre-COVID levels. Overall, SANFL recorded nearly 54,000 club registrations across the State, with female participation a particular highlight as we comfortably exceeded our post-COVID target figure for women's football registrations. Remarkably, there were 9,094 women and girls registered to play football at clubs across South Australia in 2021, which represents a 15 per cent increase on 2020 numbers and a 10 per cent rise from 2019.

2021 Highlights

Despite the ongoing challenges that we face as a League and a governing body, there were many highlights for SANFL in 2021, including:

- Channel 7 broadcast games dominating viewing timeslots, with SANFL Men's State League minor round games achieving 30 per cent market share and SANFL Finals Series matches an average of 44 per cent.
- 30% growth of the SANFL Digital Pass live streaming platform to 14,000 subscriptions in 2021.
- Adelaide and Port Adelaide returning to the SANFL State League in 2021 after being unable to field teams in 2020 due to AFL-imposed COVID-19 restrictions.
- SANFL Juniors recording further growth in participation numbers with 14,109 boys and girls, from under 7s through to under 17.5s, playing across 704 teams and 60 community clubs.



The Hon Rob Kerin
Chairman, South Australian Football Commission



Darren Chandler
Chief Executive Officer, SANFL

“AS WE CONTINUE TO EMERGE FROM COVID-19, SANFL IS MORE COMMITTED THAN EVER TO ENSURING MORE SOUTH AUSTRALIANS CAN SHARE IN THE LOVE OF FOOTY...”

- South Adelaide's Jason Horne-Francis' selection at pick number one in the 2021 AFL Draft, with a further 23 SANFL players selected by AFL/W clubs in 2021 in mid-season and national drafts.
- More than 3,000 coaches registered across SA, with 100 coaches completing Level 2 Accreditation. For the first time in Australia, a Level 2 Coaching Accreditation was offered to coaches of junior age groups.
- Successful delivery of the inaugural season of the Wheelchair Football League, with four SANFL Clubs – Central District, Norwood, Woodville-West Torrens and inaugural premiers Sturt represented.

These highlights further reinforce SANFL's position as the most professional and progressive state football governing body in Australia, driven by a common purpose of growing and maintaining the game at all levels.

As we continue to emerge from COVID-19, SANFL is more committed than ever to ensuring more South Australians can share in the love of footy by providing more pathways and opportunities for participation and continuing to build our elite talent programs and men's and women's State League competitions.

Financial Overview

SANFL continues to experience significant financial headwinds due to the impacts of COVID-19 on League revenues.

While the League recorded positive cash earnings of \$2.84m in 2021, this is not reflective of the underlying operating performance. The cash earnings result is mainly attributable to direct and indirect government support totalling \$4.60m which helped improve SANFL's net return from Adelaide Oval. Despite this government assistance, net stadium return was 30% below pre-COVID levels after SANFL paid its 50% contribution toward the stadium's operating costs.

In response to COVID-19, SANFL also enacted a range of measures that were necessary to ensure the sustainability of all levels of South Australian football, and which also contributed to the positive cash earnings result. These measures included continuing to operate at a lower cost structure and reducing distributions to State League clubs by 40% when compared with pre-COVID levels. Many SANFL staff who were stood down in 2020 also did not return in a full-time capacity until January 2021, which is reflected in the 2021 cash earnings result.

Following the \$2.92m cash loss that the League recorded in 2020, this year's positive cash result means SANFL has effectively recorded an even cash position over the past two seasons, which reflects both the impacts of COVID-19 on revenues and the importance of government support and cost reduction measures enacted to ensure SANFL's long term viability.

In light of the positive cash result for 2021, SANFL made the decision to pay down the remainder of its \$3.74m bank debt, which is reflective of the prudent financial management that has seen the League pay down \$37m in debt over the past seven years.

Looking ahead, uncertainty remains with regard to stadium revenues. Accordingly, SANFL is budgeting for a \$1m loss in 2022, highlighting the continued challenges that the League faces following the cessation of government support measures.

Our Partners

SANFL acknowledges the continued support from our committed and engaged commercial partners, who are integral to our success.

In particular, we would like to thank Statewide Super and Chief Executive Officer Tony D'Alessandro for their support of SANFL over the past five years after it was announced that they would not be continuing as State League Naming Rights Partner beyond 2021.

Statewide Super has partnered with the SANFL since 2016, holding the naming rights to SANFLW since the competition's inception in 2017 and the men's State League competition since 2019. They have also been SANFL's Naming Rights Partner of the Mini-League competition and the Community Football Volunteer of the Year program. Pleasingly, in 2022 we welcome a new naming rights partner in Hostplus, the national industry superannuation fund for the hospitality, tourism, recreation and sports industries. We would like to acknowledge Hostplus Chief Executive Officer David Elia and look forward to working alongside his team. With Hostplus to merge with Statewide Super in 2022, the new partnership certainly augers well for the future of football in this State and is great recognition of our State League competitions as the best in the nation.

SANFL would also like to acknowledge the continuation of its historic partnership with West End despite the closure of the Thebarton brewery. In conjunction with the West Torrens Council, SANFL and Lion have ensured the great tradition of painting the brewery chimney with the SANFL Premiers' colours continues at the landmark 42metre-high Brickworks Kiln in Torrensville.

We also acknowledge and thank our Premier Partners – Channel 7, Torrens University, Coca-Cola Europacific Partners, Kia, AAMI, SA Power Networks, Think! Road Safety, Simon Alexander Jewellers, National Pharmacies, Burley and Ausco.

Socio-Economic Report

In 2021, the League commissioned its first report into the socio-economic contributions of SANFL Clubs to better understand and demonstrate the value of football to South Australia.

The report contained many highlights for SANFL. It found that each of the eight State League Clubs contribute an average of \$9.9 million to the South Australian economy annually, equating to a total economic contribution of around \$80 million. Importantly, of the \$9.9 million contributed by each Club, \$4.7 million was attributable to direct club expenditure such as social activities, events, food and beverage, player and coaching payments, staff wages, match expenses and player development.

The report also detailed the significant social benefits our Clubs provide, with each supporting an average of 39.2 full-time equivalent jobs and delivering more than \$36,000 in annual physical and mental health benefits by contributing toward the prevention of chronic disease and mental illness.

The significant role participants, supporters and volunteers play in the economic contribution of SANFL Clubs was also a key feature of the report. It found that each club has an average of 47 volunteers who provide an equivalent labour contribution in excess of \$200,000 and a total of more than 9,000 volunteer hours across the eight Clubs. Club members and spectators contributed an average of \$1.5 million per club through expenditure on memberships, tickets, merchandise, fundraising and events.

Facilities

In highlighting the significant benefits of South Australian football, the socio-economic report also underlined the need for continued investment in our Clubs to support further growth of the game and increased levels of participation across the board.

Facilities remain one of the key challenges facing SANFL in continuing to grow the game, as many SANFL Clubs have received little investment in recent decades. With greater numbers of teams and more players, football grounds and associated facilities such as changerooms are becoming increasingly stretched. Additionally, the increased number of female players also requires investment in upgraded facilities at many grounds across the State.

In 2021, SANFL progressed several key facilities projects for the future of our game. In partnership with the City of Holdfast Bay and State Government, the Glenelg Football Club completed the development of new AFL compliant unisex changerooms at ACH Group Stadium to enable increased female participation and provide the ground with the capacity to host state and national events. Following successful funding applications, work will soon commence on new female changeroom facilities at Central District, North Adelaide and Woodville-West Torrens Football Clubs, further supporting our female participants. Another significant project included match compliant lighting at Maughan Thiem Kia Oval for Woodville-West Torrens, unlocking opportunity for night matches.

Community Clubs across the State saw a significant number of facility upgrades including changerooms, lights and club rooms. Improvements will support the growing number of female participants in competitions and ensure all members have safe and inclusive environments.

Such investments are critical to ensuring our Clubs can continue to deliver and build upon the socio-economic benefits of football and to support continued growth in participation at all levels across South Australia.

SANFL is committed to working with clubs, government and councils to appropriately plan and deliver upgrades that ensure that our State can continue to realise the significant social and economic benefits football delivers.

Tributes

In November 2021, SANFL and the entire football community mourned the passing of a true South Australian football legend, Russell Ebert OAM. Russell was a champion of the game in our state, leaving an indelible mark through his on-field brilliance as the only player to win four Magarey Medals. An inaugural member of the Australian Football Hall of Fame, Russell played 392 games for Port Adelaide, earned three premierships medals and six best-and-fairests. He was an inaugural inductee into the SA Football Hall of Fame in 2002.

Russell also made a significant contribution at SANFL as coach of the SA Teal Cup team throughout the 1990s and in his role at the League driving football in secondary schools. In addition, his work at Port Adelaide Football Club and in the community rivalled his achievements on the field.

SANFL also mourned the passing in 2021 of fellow SA Football Hall of Fame Member Brian Faehse. Awarded SANFL Player Life Membership in 1956, Brian played 222 League games for

Acknowledgements

We would like to acknowledge and thank longstanding Central District Chief Executive Officer Kris Grant who retired after 44 years in the role. Kris' service and devotion to both the Central District Football Club and the SANFL League competition is to be commended and he will leave a lasting legacy at the club he has supported and loved over this period. His leadership, ability to secure high quality coaches, players and volunteers together with his tremendous passion for the club saw it enjoy great success during the 2000s with an incredible nine League Premierships. We wish Kris all the very best for his retirement.

In 2021, we also farewelled our General Manager Commercial, Neal Matotek, after 11 years of outstanding service with the League. Neal joined SANFL in 2010 and was instrumental in driving change for football across the State on many levels through countless key projects such as the move to Adelaide Oval, multiple Adelaide Oval Reviews with the AFL Clubs, SACA Commercial Rights negotiations, C&G West Lakes Development Project and the redevelopment of the Mosaic Hotel. A highly respected member of our organisation, Neal's experience, passion, dedication and commitment to the League will be greatly missed. We wish Neal all the very best in his new role with Westminster School as its Director of Corporate Services.

Finally, SANFL and the SA Football Commission would like to acknowledge the continued dedication of all SANFL team members, League Directors, Chairpersons, Club CEOs, Club staff and all football volunteers. Your commitment over the past two years has been unwavering, even in the face of great uncertainty and personal sacrifice. We take confidence in knowing that our game is in good hands under your stewardship, which is grounded in a shared love of footy.

As we look ahead, SANFL remains committed to achieving our strategic goals and continuing to chart our recovery from COVID-19. We take confidence from the past year, which saw a relative return to normality as all SANFL Affiliated Leagues were able to take to the park and we are optimistic for what 2022 holds. We are also hopeful for a return of full capacity crowds at Adelaide Oval for the upcoming AFL season – a vital source of revenue for SANFL that will be key to rebuilding a strong financial base that will enable us to further increase our focus on strategic investments to grow the game at all levels.

The Hon Rob Kerin
Chairman,
SA Football Commission



Darren Chandler
Chief Executive Officer,
SANFL



West Adelaide from 1944 to 1956, including the 1947 premiership. An inaugural inductee to the Hall of Fame in 2002, Brian's service to the League included acting as a Tribunal Commissioner from 1964 to 1978 while he also thrived on representing his State as a player on 19 occasions.

In 2021, we also honoured the late Gordon Schwartz OAM, also an SA Football Hall of Fame Member (Media), who sadly passed away in March. Inducted in 2002, Gordon was an outstanding media contributor throughout his distinguished career which spanned more than 30 years across print, radio and television. Covering his first league match for The Sunday Advertiser in 1954 (Glenelg v Norwood at Glenelg Oval), by 1986, a year before his retirement, he had covered 1,000 SANFL football matches.

We also pay tribute to the following Player Life Members who passed away in the 2020-21 year:

- **Bob Schmidt** (South Adelaide)
- **Barry Norsworthy** (Central District)
- **Peter Aish** (Norwood)

It was also with great sadness that we acknowledge the passing in November 2021 of SACA Chief Executive Keith Bradshaw. Keith was highly respected as a leading sports administrator in this State, a progressive and true leader. Keith made a significant contribution to the growth and development of cricket in South Australia and the success of the game at both the elite and grassroots level.



Vale Russell Ebert OAM.

SA Football Commission



Rob Kerin
Chairman



Philip Gallagher
Deputy Chairman



Janet Finlay
Commissioner



Nicole Haack
Commissioner



Peter Lindner
Commissioner



Luke McCabe
Commissioner



Bill Moody
Commissioner



Louise Small
Commissioner



Tom Zorich
Commissioner



Darren Chandler
Chief Executive Officer



Matt Duldig
General Manager
Football



Neal Matotek
General Manager
Commercial



James Bayer
Chief Financial Officer

League Directors



David Cavenett
Central
District



Peter Carey
Glenelg



Malcolm Ellis
North
Adelaide



Paul Di Iulio
Norwood



Peter Alexander
APM
South Adelaide



Jason Kilic
Sturt



Murray Forbes
West Adelaide



David Couzner
Woodville-
West Torrens



Brad Busch
Community
Football

Football Operations

The ongoing impacts of the COVID-19 pandemic saw the SANFL Football Operations department make decisions and relevant adjustments to ensure the successful completion of the 2021 season for all competitions, whilst ensuring the health and safety of all players, officials, volunteers and the community remained a priority. While many challenges were presented, the collaboration and cooperation between the SANFL and all Clubs led to fantastic seasons in all grades with many highlights including:

- West Adelaide's Lauren Young winning the SANFLW Best & Fairest, Powerade Breakthrough Player and Coaches Award at the age of 15;
- Female footy frenzy at Adelaide Oval on Easter Saturday will all four Round 6 matches played at Adelaide Oval;
- Over 2,000 paying attendees at Thebarton Oval for the SANFL Statewide Super Women's League Grand Final between Glenelg and West Adelaide;
- West End SA State Team defeating WA by 53 points at Adelaide Oval before the Port Adelaide v Western Bulldogs AFL match;
- James Tsitas and Bryce Gibbs tying for the Magarey Medal;
- The first ever Friday night SANFL Preliminary Final at Adelaide Oval between Glenelg and South Adelaide. In addition, the performance in this match of South Adelaide star and eventual number 1 AFL Draft pick, Jason Horne-Francis;
- The Eagles winning back-to-back premierships for the first time in their history and Jack Hayes, now listed with St Kilda, winning the Jack Oatey Medal as best on ground in the decider.

SANFL Crowds

Attendances at SANFL matches in 2021 were impacted by State Government restrictions on crowd capacities at sporting events executed under a Covid Management Plan, which was the case with all SANFL League matches. Despite this, attendances at SANFL minor round matches were relatively healthy and increased on 2020 numbers. The average minor round crowd for 2021 was 2,043 per game.



COVID-19 Impacts

Whilst relatively protected from the disastrous impacts of COVID-19 seen in the eastern states, the short lockdown in South Australia in July did require some adjustments to the SANFL fixture as well as the Grand Final date. The lockdown meant the season was pushed back by two weeks with the Grand Final played in what was once the traditional SANFL Grand Final weekend slot of the first weekend in October, a week after the AFL Grand Final. Other challenges included navigating the AFL's rolling fixture releases, which at one stage were down to weekly updates. This caused a reset in the method of SANFL fixturing, with the decision made mid-season to lock in the remainder of the SANFL fixture barring some flexibility required for broadcast matches. The agility and cooperation of all clubs, staff and players ensured this was executed with great professionalism and empathy for the ever-evolving situation.

Staffing

The staff structure of the SANFL Football Operations department extends beyond the operations of the State Leagues, also incorporating the SANFL Juniors team, Coaching department and, as of December 2021, an Indigenous Liaison Officer role for all of football in South Australia.

The SANFL Juniors team has also had some staff changes with a new Manager and three new co-ordinators to lead the largest junior football competition in the country from 2022 and beyond.

The Coaching team, led by State Coaching Manager Dave Reynolds, also has added a further AFL-funded resource that will ensure SANFL's coaching programs remain the gold standard at all levels well into the future.



TOTAL PARTICIPATION 242,433

Program Participants 172,696	Competition Participants 69,737	93% GROWTH*
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*From 2020, when a number of regional leagues did not play due to the COVID-19 pandemic.

CLUB FOOTBALL

Community Clubs 250	Community Teams 2,284	Club Participants 53,735
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FEMALE FOOTBALL

Female Club Participants 9,094	% of All Club Participants 15%	Dedicated Club Teams 331
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SCHOOL HOLIDAY PROGRAMS 1,885

NAB AFL AUSKICK

Total Participants 9,597	Auskick Centres 309	NAB AFL Auskick Girls Participation 20%
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Accredited Coaches 3,049
Registered Umpires 2,435

Social Football (AFL9s) Participation 576
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SANFL Schools Participants 1,428
SANFL Schools Teams 119

Sporting Schools Participants (Primary and Secondary) 10,430



SANFL Statewide Super League

SANFL's Men's League competition continued to enhance its reputation as the best State League in Australia as it remained agile throughout the 2021 season.

Welcoming back AFL-aligned teams Adelaide and Port Adelaide after a one-year absence due to COVID-19, the SANFL Statewide Super League was able to negotiate a statewide lockdown in late July/early August without missing any scheduled matches.

As clubs and players adapted to the rolling fixture throughout the season, fans were treated to an exceptional standard of football as some of the State's biggest names lined up in 2021.

Triple Hawthorn premiership forward Paul Puopolo returned to Norwood while former Carlton and Adelaide star Bryce Gibbs had an outstanding season for South Adelaide, culminating in him sharing the Magarey Medal with the Eagles' James Tsitas.

Woodville-West Torrens' forward line was electric as delisted Crow Tyson Stengle was a regular on the highlight reel en route to helping his team win back-to-back premierships.

A couple of firsts unfolded in 2021 as two Anzac Day Grand Final rematches took place – with 2019 combatants Glenelg and Port playing at the Bay on Anzac Eve before 2020 Grand Finalists, the Eagles and North Adelaide, locked horns at Oval Avenue.

As a result, two Bob Quinn Medals were awarded for the first time in one year – Glenelg's Liam McBean and the Eagles' Sam Rowland adjudged best afield in their respective matches.

The Crows and Magpies also created history when they played an historic SANFL Showdown as a curtain-raiser to an AFL Showdown at Adelaide Oval in Round 16.

Woodville-West Torrens claimed back-to-back premierships for the first time in club history with a statement-making 67-point victory against Glenelg in the Grand Final at Adelaide Oval.

Becoming the first team since Norwood in 2014 to win the premiership from the



2021 SANFL Statewide Super League winners, Woodville-West Torrens FC.

Second Semi-Final, the Eagles were far more efficient entering their inside 50m arc in the first half in front of a crowd of 22,956.

This enabled the team of dual premiership coach Jade Sheedy to take charge early in the contest, with elusive forwards Tyson Stengle and the Menzel brothers – Daniel and Troy – booting two goals each before the main change.

With Jack Oatey Medallist Jack Hayes dominant around the ground, the Eagles were irresistible, even without the supreme ball use of veteran Matthew Goldsworthy, who was unavailable after rupturing the tendon in his hamstring in the Second Semi-Final.

Hayes finished with 27 of a possible 27 votes to claim the award for best afield, finishing with 26 disposals, nine marks and seven clearances in a standout display.

The Menzel brothers, who crossed to the Eagles from Central during the off-season,

had a huge part to play in the result, kicking seven goals between them as the Tigers managed just four for the match.

Former Crow Riley Knight (27 disposals, 10 clearances and eight tackles), Essendon recruit Kobe Mutch (26 disposals, 11 tackles and two goals) and hard-running Jimmy Toumpas (26 disposals) also played stirring roles in the Eagles' memorable win.

EAGLES	5.2	6.2	10.5	15.9	(99)
GLENELG	2.2	2.3	3.4	4.8	(32)
BEST					
Eagles	Hayes, Knight, Mutch, Redden, Toumpas, D. Menzel.				
Glenelg	Snook, Landt, Partington.				
GOALS					
Eagles	D. Menzel 4, Stengle, T. Menzel 3, Mutch 2, Hayes, Poole, Comitogianni.				
Glenelg	Motlop, Hosie, Turner, Allen.				
JACK OATEY MEDAL					
Eagles	Jack Hayes				



SANFL Reserves

Glenelg secured its first Reserves premiership in a decade with a hard-fought 50-point win against Central District in the 2021 Grand Final at Adelaide Oval.

Despite dominating every statistical category except inside 50s, and the scoreboard, for the entire contest, the Tigers were only able to shrug off the persistent Dogs midway through the final term.

With 2019 League premiership player Jonty Scharenberg (33 disposals, eight clearances) edging out influential teammate Brodie Newman for the Bob Lee Medal as best afield, the minor premier made the most of its 10-point buffer at the final change.

Wingman Tom Condon, Jackson Edwards and Kyle Crompton were all strong contributors as Glenelg claimed its first Reserves flag since 2011, under first-year coach Joel Tucker.

The brave Bulldogs, who had made their way to the title-decider from fifth spot, were unable to stem the tide after looking the better team for large periods of the first half.

Billy Iles was Central's leading disposal-winner with 18 while key backman Wyatt Patterson defended valiantly with 13 disposals.



2021 SANFL Reserves winners, Glenelg FC.

GLENELG	3.2 3.3 7.6 14.10 (94)
CENTRAL	3.0 5.2 6.2 7.2 (44)
BEST	
Glenelg	Scharenberg, Newman, Condon, Crompton, Edwards, Wanganeen-Milera.
Central	Cannizzaro, Linke, Iles, Grubb, Patterson.
GOALS	
Glenelg	Newman 4, Leck, Yates 2, Wanganeen-Milera, Chandler, Condon, Crompton, Edwards, Holder.
Central	Kennedy, Linke, Grubb, Cowham, Cannizzaro, Tippins, Richard
BOB LEE MEDAL	
Glenelg	Jonty Scharenberg

West End State Team



2021 Haydn Bunton Junior Cup winners, SANFL State Team.

A spirited third-term surge ensured the West End State Team would retain the Haydn Bunton Junior Cup with a 53-point win against the WAFL at Adelaide Oval in May.

Despite leading at every change, it wasn't until the Croweaters kicked three goals in three minutes that they looked headed for victory after keeping the Sandgropers in the contest with costly turnovers.

As South Adelaide's Matthew Broadbent claimed the Fos Williams Medal as SANFL's best player with 29 disposals, the eye-catching flurry would end up sparking the hosts into action as they booted eight goals in the fourth term to level the win-loss ledger at 48 apiece.

The visitors reduced the margin to just 13 points when WAFL leading goal kicker Tyler Keitel kicked his third goal seven minutes after the main change.

But majors to South Adelaide's Eamon Wilkinson and Glenelg pair Liam McBean and Luke Reynolds in succession suddenly blew SA's advantage out to 31 points nearing the midway point of the third quarter.

Despite losing Norwood captain Matthew Nunn to a hamstring injury in the first term, SA's midfield got on top through the Eagles' Riley Knight (29 disposals), Glenelg's Luke Partington (23) and North's Campbell Combe (22).

Eagles veteran Matthew Goldsworthy was particularly constructive with his 21 disposals and 10 marks while fellow wise heads Broadbent and Gibbs (31 disposals and 13 marks) were the two most influential players on the ground.

SANFL	3.7 7.9 12.9 20.10 (130)
WAFL	1.6 4.7 5.11 11.11 (77)
GOALS	
SANFL	Reynolds 4, Stengle, McBean, Hayes 3, Hosie, Partington 2, Gibbs, Sutcliffe, Wilkinson
FOS WILLIAMS MEDAL	
South Adelaide	Matthew Broadbent



SANFL Statewide Super Women's League

SANFL's Women's competition continued to break new ground as it enjoyed an uninterrupted run in 2021.

After enduring a significant enforced break in 2020 due to the onset of COVID-19, the SANFL Statewide Super Women's League treated its players to an inaugural taste of Adelaide Oval.

All four matches on Easter Saturday were played in succession at the home of SA football, in what proved to be a feast of quality female football.

The first Women's League regional match was played between Central District and Sturt at Tanunda while an entry fee for fans was successfully introduced for the finals series.

Glenelg claimed its first SANFL Statewide Super Women's League premiership with

a 23-point win against West Adelaide at Thebarton Oval. Featuring in their first SANFLW title-decider in front of more than 2,000 fans, the Tigers sent an ominous signal when Jess Searle kicked the opening goal of the match within 24 seconds.

The Tigers' ferocious start set the tone as star midfielder Ebony Marinoff asserted herself on the contest with a magical first-term finish, en route to being the most influential player on the field.

Marinoff covered almost every inch of the turf in tallying 31 disposals, five clearances, five tackles and two goals to win the Best-on-Ground Medal.

West Adelaide's Lauren Young did a tremendous job of taking several telling intercept marks in defence but the 15-year-old's individual heroics weren't enough against the brilliant Bays.

While Young missed out on a coveted premiership medallion, she did build her trophy cabinet with the SANFLW Best and Fairest award, the Powerade Breakthrough Player Award and SANFLW Coaches Trophy.

GLENELG	2.1 4.2 4.5 5.10 (40)
WEST	0.1 2.2 2.5 2.5 (17)
BEST	
Glenelg	Marinoff, Gould, Searle, Tonon, Window, Packer.
West	Venning, Whiting, Davis, Ballard, Biddell.
GOALS	
Glenelg	Marinoff, Searle 2, Bates.
West	Biddell, Dargan.
BEST ON GROUND MEDAL	
Glenelg	Ebony Marinoff



2021 SANFL Statewide Super Women's League winners, Glenelg FC.



2021 SANFL Statewide Super Women's League season launch.



West Adelaide's Lauren Young.



U18 Torrens University Cup

The SANFL U18 Torrens University Cup managed to negotiate SA's statewide lockdown in late July/early August to complete a full season, culminating in the 2021 Grand Final returning to Adelaide Oval after being played at Thebarton in 2020.

Woodville-West Torrens celebrated its third U18 Torrens University Cup Grand Final win in four years after upsetting minor premier Glenelg by 17 points.

Despite being without star playmaker Jase Burgoyne, the Eagles started brightly to lead by nine points at the first change and 13 at half-time as State U17 captain Adam D'Aloia went on to claim the Alan Stewart Medal as best afield.

D'Aloia, still eligible to play Under-18s in 2022, was a strong influence for the Eagles through the midfield with 29 disposals,

eight clearances and a goal. Unlike the Second Semi-Final when the Eagles faded in the second half to lose to the Tigers by 52 points, this time Shane Reardon's charges held firm whilst playing a team-orientated, direct style of football.

The Eagles' load was spread evenly through the centre square as William Neumann had 21 disposals, Blair had 19 and Charlie Adams, Dustin Launer, Mattaes Phillipou and Brock Thomson each had 18.

Sam Nicholls booted three goals for the premiers as Lukac, Blair, and Jay Watson kicked a pair each.

Glenelg, seeking its first U18 premiership since 2016, had Harrison Kaeslar lead the way with 29 disposals while Lewis Rayson had 27 and Hunter Window 25.

EAGLES	4.3 8.3 10.5 13.8 (86)
GLENELG	3.0 6.2 7.6 10.9 (69)
BEST	
Eagles	D'Aloia, Neumann, O'Reilly, Nicholls, Williams, Adams.
Glenelg	Kaeslar, Beecken, Parish, Tunkin, Ryan, Harding.
GOALS	
Eagles	Nicholls 3, Blair, Lukac, Watson 2, Mair, Cooke, Phillipou, D'Aloia.
Glenelg	Harding 3, Wiseman, Brougham, Trevena, Tunkin, Stagg, Ryan, Ridgway.
ALAN STEWART MEDAL	
Woodville-West Torrens	Adam D'Aloia

U16 Torrens University Cup

The SANFL U16 Torrens University Cup made a successful return in 2021 after being cancelled at Round 2 in 2020 due to the COVID-19 outbreak.

South Adelaide stormed to its maiden Under-16 Torrens University Cup and first piece of silverware in 26 years after defeating Glenelg by 53 points in the 2021 Grand Final at Flinders University Stadium.

The Panthers, without a flag in any men's grade since their under-17s saluted in 1995, overcame the Tigers with a second-half explosion.

In-form South vice-captain Tom Schirmer (15 possessions, one goal, 26 hitouts and a game-high five clearances) was crowned best-on-ground, impressing with his deft ruckwork, bullocking centre-square efforts and strength around the ground.

He was supported in the clinches by Jace Daris (20 disposals) and skipper Tom Wheaton (16), while Jack Delean (15 touches, three goals) and Ryan Pearson (15 disposals, two goals) kept the scoreboard rolling as the Panthers fashioned a decisive 47-32 inside-50s advantage.

Overwhelmed after half-time but far from disgraced in their pursuit of an unprecedented fifth successive premiership, the Tigers were well served by Lucas Camporeale (22 disposals) – the son of 1995 AFL premiership winner and Carlton great Scott Camporeale – and Ridgway (19 touches, two goals, eight tackles).

SOUTH	3.3 4.4 10.6 16.8 (104)
GLENELG	2.1 5.4 6.4 7.9 (51)
BEST	
South	Schirmer, Wheaton, Pearsons, Daris, Schroder, Rodrigues.
Glenelg	Jones, Thiele, Ridgway, L. Camporeale, Ryan.
GOALS	
South	Delean 3, Agnew, Hargrave, Pearsons 2, Oliver, Wheaton, Schirmer, Barrett, Hoeck, Churchill, Heinze.
Glenelg	Ridgway, Altus 2, Francis, McShane, Dutton.
BEST ON GROUND MEDAL	
South Adelaide	Tom Schirmer

The Advertiser

2021 The Advertiser SANFL Team of the Year

Minor premier Glenelg had as many as six players selected in the 2021 The Advertiser SANFL Team of the Year. First year Tigers coach Brett Hand was chosen as the team's mentor after losing just one match during the minor round.

Based on performances throughout the minor round, The Advertiser SANFL Team of the Year was selected by SANFL's Matthew Duldig, Sean Toohey, Zac Milbank, and Daniel Joyce, The Advertiser's Andrew Capel and Peter Cornwall, and Channel 7's Mark Soderstrom.

FORWARDS: Tyson Stengle (Eagles), Liam McBean (Glenelg), Daniel Menzel (Eagles)

HALF FORWARDS: Richard Douglas (Norwood), Jack Hayes (Eagles), Luke Partington (Glenelg)

CENTRE: Matthew Allen (Glenelg), James Tsitas (Eagles), Riley Knight (Eagles)

HALF BACKS: Kyle Presbury (Central), Joey Haines (South), Matthew Broadbent (South)

BACKS: Casey Voss (Sturt), Chris Curran (Glenelg), Alex Spina (North)

FIRST RUCK: Kieran Strachan (Adelaide), Bryce Gibbs (South), Campbell Combe (North)

INTERCHANGE: Matthew Snook (Glenelg), Tom Lewis (Sturt), James Battersby (Sturt), Brett Turner (Glenelg)

COACH: Brett Hand (Glenelg)

CAPTAIN: Chris Curran (Glenelg)

VICE CAPTAIN: Alex Spina (North)



2021 Ken Farmer Medallist and The Advertiser SANFL Team of the Year full forward, Liam McBean.

2021 The Advertiser SANFLW Team of the Year

Minor premier Norwood had a strong influence on the 2021 The Advertiser SANFLW Team of the Year, with five players selected in the elite group of stars. Redlegs' mentor Mat Creeper was awarded Coach of the Year honours after his team lost just two minor round games.

Based on performance across the minor round, the 2021 The Advertiser SANFLW Team of the Year was selected by SANFL's Matt Duldig, Robbie Neill, Daniel Joyce, Sean Toohey, and Zac Milbank as well as Messenger Sports Reporter Daniela Abbracciavento.

FORWARDS: Rosette Zerella (Norwood), Chantelle Reynolds (Central), Shineah Goody (Eagles)

HALF FORWARDS: Zoe Venning (West), Katelyn Rosenzweig (Central), Jade Halfpenny (Norwood)

CENTRE: Erica Greet (North), Lauren Young (West), Gypsy Schirmer (South)

HALF BACKS: Brooke Tonon (Glenelg), Sharnie Whiting (West), Morgan Johnston (Norwood)

BACKS: Ellie Kellock (Glenelg), Kristi Harvey (North), Amelie Borg (North)

FIRST RUCK: Leah Cutting (Norwood), Jessica Bates (Glenelg), Izzy Kuiper (Sturt)

INTERCHANGE: Sophie Armitstead (Norwood), Shelby Smith (Central), Nicole Campbell (South), Alisha Gepp (Sturt)

COACH: Mat Creeper (Norwood)

CAPTAIN: Ellie Kellock (Glenelg, pictured right)

VICE CAPTAIN: Sophie Armitstead (Norwood)





Talent - Female Programs

In 2021, the AFL adjusted age groups for National Championship matches from U18 to U19 to capture players unable to compete in 2020.

South Australia's U19 team, coached by Magarey Medallist Tim Weatherald, played three matches – defeating Western

Australia before losing narrowly to Victoria Country and the Allies.

Emerging 15-year-old talent Lauren Young, from West Adelaide, was awarded SA's MVP award for the tournament.

Eight South Australians tested at the AFLW Combine in Adelaide in July, with

Norwood's Leah Cutting and Sturt's Zoe Prowse performing strongly before being selected by AFLW clubs later in the year.

Other highlights included the playing of U17 SANFL State Futures games for selectors to gain early insight into the talent available for selection in the 2022 U18 National Championships.

A five-game series in August and September rewarded the best talent at U14 and U16 level while the senior stars of SANFLW showcased their skills in the annual SANFLW All-Stars match.



(Above) 2021 SA U19 State Team.

GAME 1 - MARCH 28

Flinders University Stadium, Noarlunga

SA 1.1 2.2 2.2 3.5 (23)

WA 0.2 1.3 1.5 2.5 (17)

BEST

SA Zoe Prowse, Brooke Tonon, Laitiah Huynh, Madison Lane, Jade Halfpenny, Alana Lishmund

GOALS

SA Lauren Clifton, Gypsy Schirmer, Keeley Kustermann

GAME 2 - APRIL 12

Avalon Airport Oval, Werribee

VIC 1.3 2.5 4.5 5.6 (36)

SA 2.0 3-0 3.2 3.3 (21)

BEST

SA Lauren Young, Zoe Venning, Laitiah Huynh, Tamsyn Morriss, Madison Lane, Tahlita Buethke

GOALS

SA Lauren Breguet, Lauren Clifton, Jade Halfpenny

GAME 3 - APRIL 17

Trevor Barker Oval, Sandringham

ALLIES 3.1 3.4 3.4 3.8 (26)

SA 1.0 1.2 1.2 3.2 (20)

BEST

SA Lauren Young, Zoe Prowse, Gypsy Schirmer, Alex Ballard, Amelie Borg, Laitiah Huynh

GOALS

SA Alex Ballard, Zoe Venning, Lauren Young

(Left) SA's Lauren Breguet (left) and Laitiah Huynh celebrate a goal.



Talent - Male Programs

SANFL U19 Talent Hub

As many as 50 players took part in two four-day camps with a focus on athlete education to provide further development both on and off the field. Players were given a clear outline on what is expected at State level as well as being challenged to maintain higher-level training intensity and purpose when they return to their SANFL club programs. This fed into the Torrens University SA U19 team's National Championship campaign, which included four matches.

Woodville-West Torrens' Max Litster was adjudged SA's best player, winning the John Halbert MVP Medal while also claiming the Players' Award. Glenelg's Lewis Rayson, also a vice-captain, won the Ron Coleman Best Team Man trophy.

South Australia had six players selected in the NAB AFL Academy – South Adelaide pair Jason Horne-Francis and Matt Roberts, Glenelg's Nasiah Wanganeen-Milera, Norwood's Cooper Murley, North's Blayne O'Loughlin and the Eagles' Jase Burgoyne.

The South Australian AFL Combine was held at University of SA campus in Mawson Lakes on October 16, with Central District's Leek Aler setting a new record of 107cm for the Running Vertical Jump.

U19 NAB AFL National Championship Results

GAME 1 - AUGUST 28

Lathlain Park, Perth

WA 3.2 5.6 8.12 9.13 (67)

SA 0.2 2.5 2.5 5.8 (38)

BEST

SA Litster, Adams, Steene, Wanganeen-Milera, Becker, Roberts

GOALS

SA Stagg, Roberts, Draper, Horne-Francis, Becker



SA U19 player Shay Linke in action against WA at Thebarton Oval

GAME 2 - SEPTEMBER 25

Optus Stadium, Perth (AFL Grand Final day)

WA 2.4 5.5 6.9 8.11 (59)

SA 0.2 3.2 5.4 8.6 (54)

BEST

SA O'Loughlin, D'Aloia, Dudley, Litster, Kennedy, Liddy

GOALS

SA Dudley 3, Owens 2, Jackson, Lemmey, Steene

GAME 3 - APRIL 17

Adelaide Oval, Adelaide

SA 3.2 7.2 14.4 19.10 (124)

ALLIES 0.2 2.5 2.7 4.8 (32)

BEST

SA D'Aloia, Kennedy, Ferres, Roberts, Becker, Lord

GOALS

SA Stagg, Ferres, Becker 3, Calvett, Harrison, Lemmey 2, Roberts, D'Aloia, Cooke, Jackson.

GAME 4 - OCTOBER 10

Thebarton Oval, Adelaide

WA 2.6 4.7 7.11 9.14 (68)

SA 2.0 4.1 7.2 9.4 (58)

BEST

SA Adams, Litster, Roberts, Cooke, Linke, O'Loughlin.

GOALS

SA Cooke 4, Whitelum, Stagg, Ferres, Burgoyne, Lemmey.

U17 NAB AFL National Championships

Coached by SANFL's Julian Farkas, the Torrens University SA U17 team played two matches against Western Australia after having the U17 National Championships, scheduled for the Gold Coast in July, cancelled due to COVID-19.

GAME 1 - JUNE 20

Hisense Stadium, Adelaide

SA 3.2 4.4 6.6 8.8 (56)

WA 0.4 2.7 4.7 7.11 (53)

BEST

SA D'Aloia, Sadler, Walls, Delean, Patton, Michalanney

GOALS

SA Delean 3, Keeler 2, Slade, Phillipou, Barnett

GAME 2 - OCTOBER 10

Thebarton Oval, Adelaide

WA 1.5 3.7 6.11 8.15 (63)

SA SA 1.0 3.1 4.4 8.8 (56)

BEST

SA Delean, Michalanney, Weckert, Ryan, Tuck, Patton

GOALS

SA Delean 4, Tuck 2, Ryan, Magor.

SANFL Talent Pathways

Other talent programs conducted in 2021 included the Centre of Excellence Testing of 45 U18 players at each club at the start of the season and the U17 Youth Carnival which was held in the April and July school holidays to accommodate regional players.

AFL Draft

South Adelaide's Jason Horne-Francis became the first South Australian player in 15 years to be selected at pick No.1 in an AFL National Draft.

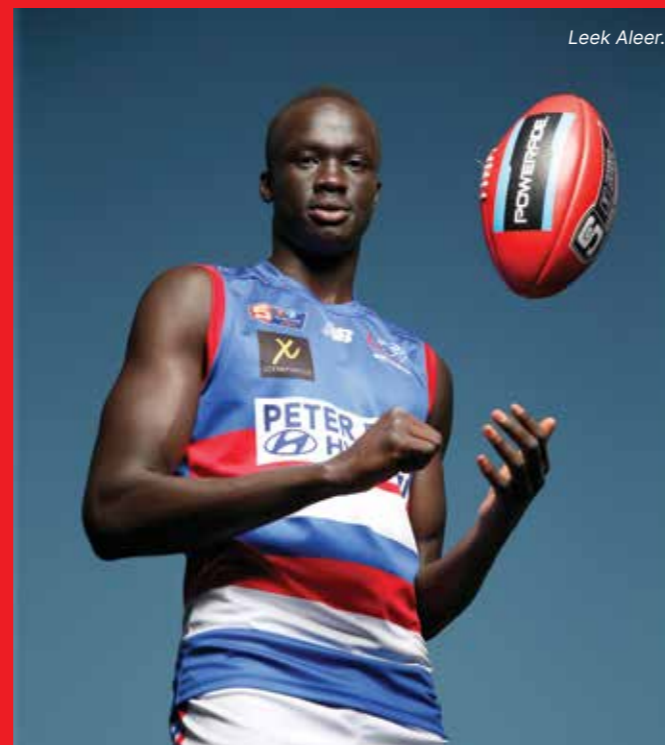
Chosen by North Melbourne with the opening selection of the 2021 NAB AFL Draft, the dynamic Panthers' utility was the first South Australian since Bryce Gibbs was picked at No.1 by Carlton in 2006.

The athletic 18-year-old is one of six South Australians to be rated at the top of their AFL Draft class – joining Martin Leslie (1986), Richard Louder (1987), Clive Waterhouse (1995), Adam Cooney (2003) and Gibbs.

SANFL had 12 players in total selected in the 2021 AFL Draft, with Glenelg's Nasiah Wanganeen-Milera (No.11 to St Kilda) and Central District's Leek Aleer (No.15 to GWS) joining Horne-Francis in the first round selections.



Nasiah Wanganeen.



Leek Aleer.



Jason Horne-Francis.



AFLW Draft

Three South Australians were selected by Adelaide in the 2021 NAB AFLW Draft, headed by versatile Sturt ruck Zoe Prowse.

Prowse, a member of the AFLW Academy, was the first Croweater to have her name called at pick No.17.

Glenelg premiership defender Brooke Tonon, originally from Mount Gambier, was the next SANFLW player to be selected by the Crows, at Pick No.20, followed by West Adelaide's Abbie Ballard, originating from the Mallee town of Coomandook, at pick No.34.



Zoe Prowse.



Brooke Tonon.



Abbie Ballard.

AFL MID-SEASON DRAFT

- 3 Collingwood**
Ash Johnson (Sturt)

- 13 Port Adelaide**
Jed McEntee (Sturt)

- 17 Hawthorn**
Jackson Callow (Norwood)

- 21 St Kilda**
Cooper Sharman (Woodville-West Torrens)

AFL NATIONAL DRAFT

- 1 North Melbourne**
Jason Horne-Francis (South Adelaide)

- 11 St Kilda**
Nasiah Wanganeen-Milera (Glenelg)

- 15 GWS**
Leek Aleer (Central District)

- 32 Geelong**
James Willis (North Adelaide)

- 34 Sydney**
Matthew Roberts (South Adelaide)

- 45 Collingwood**
Arlo Draper (South Adelaide)

- 46 Essendon**
Alastair Lord (Norwood)

- 49 Collingwood**
Cooper Murley (Norwood)

- 51 St Kilda**
Oscar Adams (Glenelg)

- 52 Collingwood**
Harvey Harrison (North Adelaide)

- 55 Port Adelaide**
Hugh Jackson (North Adelaide)

- 60 Port Adelaide**
Jase Burgoyne (Woodville-West Torrens)

AFL ROOKIE DRAFT

- 15 Western Bulldogs**
Charlie Parker (Sturt)

AFL FREE AGENT SIGNINGS

- Port Adelaide**
Sam Skinner (South Adelaide)

- Geelong**
Tyson Stengle (Woodville-West Torrens)

AFLW DRAFT

- 17 Adelaide**
Zoe Prowse (Sturt)

- 20 Adelaide**
Brooke Tonon (Glenelg)

- 34 Adelaide**
Abbie Ballard (West Adelaide)

AFLW FREE AGENT SIGNINGS

- St Kilda**
Leah Cutting (Norwood)

- Carlton**
Jess Good (Sturt)

Community Football

Community football navigated its way through another year of unprecedented challenges.

Eyre Peninsula restructure

In February, the merger of the Central Eyre Football & Netball Club (FNC) and the Wudinna United FNC to become the Central Eyre United FNC reopened discussions across the region regarding the continued viability of the Mid West Football League.

As a result of these discussions, a number of changes were proposed prompting a restructure across the region and resulting in the dissolution of the Mid West Football League.

The Far West Football League subsequently rebranded to become the Western Eyre Football League and welcomed both Wirrulla FNC and the West Coast Hawks FNC.

Eastern Eyre Football League accepted the newly-formed Central Eyre Storm FNC, while remaining Mid West Clubs - Western Districts and Elliston - formally aligned their interests to move into the Great Flinders Football League.

Whilst this was a challenging time for club and league volunteers, the football community rallied to implement these significant competition changes before the start of the season. The work ethic of so many to realign football and netball in such a short time had never been seen before in South Australia.

The Eyre Peninsula community embraced this new era of football and netball, enjoying the carnival atmosphere at games with record crowds in attendance.

Navigating COVID-19

State lockdowns due to COVID-19 again impacted football scheduling throughout the season. Whilst clubs and leagues had grown accustomed to implementing change on short notice, border restrictions and emerging COVID-19 hot spots caused considerable difficulties for league administrators and club volunteers,

particularly as Leagues entered finals series.

Both Western Border and Mallee football leagues attempted to best accommodate their Victorian based clubs as border bubbles altered, while Spencer Gulf FL and Western Eyre FL were forced to postpone finals matches within hours of the start time due to emerging COVID-19 exposure sites in their communities.

SANFL again spent the year working in partnership with SA Health to support COVID-19 Management Plan approvals, protocol development and implementation and issuing of critical advice to Leagues and Clubs as exposure sites arose.

Although some seasons were shortened and matches abandoned due to lockdown, all Community Football Leagues completed their competitions by the end of September, awarding Grand Finalists and Best and Fairest winners across all grades.

Participation

Community Football set the target of "Rebooting Football" back to 2019 participation levels. Community Club participation attracted 53,735 participants for the season, reaching an astonishing 99 per cent of the 2019 level, even with COVID-19 continuing to impact competitions.

The female participation trajectory persisted with an additional 2700 female players this season, making up over 15 per cent of the playing body at clubs across junior, youth and senior teams.

Events

Key events returned to the Community Football calendar including Club Development Day, League Forums in February and July, and the highly successful SA Country Football Championships in Victor Harbor.

The Community Football Volunteer Awards have undergone a transformation, being moved to a gala event in November at Adelaide Oval, delivered in collaboration with Game Development and Coaching volunteer awards. The purpose is to further highlight the value of volunteers to our sport, incorporate recognition of umpires into the awards and provide volunteers

with a rewarding experience at Adelaide Oval via a more formal celebration.

Salary cap and APPS

At the request of Community Football Leagues, the Salary Cap and Allocated Player Points Systems underwent an independent review. Each zone provided a nominee for the Review Committee, which met over several months to identify challenges in regional areas and opportunities to better support clubs with player recruitment and retention.

Regional Support

SANFL continued to implement Regional Hubs with the appointment of a Football Operations Coordinator for the Mallee, Murray and Riverland Region. This was the fourth regionally-based SANFL role to be delivered under the new model with an aim to support leagues and club volunteers with improved governance, club development, commercial and competition management initiatives.

The SANFL Mid North and Yorke Regional Council was also established this year as a flow on from the appointment of a Football Operations Coordinator in that region in 2020.

The Eyre Peninsula restructure triggered a number of other regions to consider their competition models with the growing challenges of population and volunteer decline, junior to youth and senior transition issues and succession planning across umpiring panels, clubs and leagues.

Following a meeting of SANFL and all club delegates in June, the SANFL Limestone Coast Regional Council initiated a full review of their region via consultation with all clubs and leagues from the Kowree Naracoorte Tatiara, Western Border and Mid South East Football Leagues.

SANFL Community Football also met with all clubs from Mallee, Riverland and River Murray Football Leagues in September to discuss challenges in their region. These discussions have transitioned to implementation of a Regional Council to develop strategic initiatives that will support competition and club restructures, grow umpiring panels and identify junior pathway opportunities.

Community Football

SANFL Statewide Super Volunteer Of The Year

With more than five years of outstanding service across a vast array of roles at the North Gambier Football Club and surrounding Leagues, Steph Contin was a fitting winner of the 2021 Statewide Super Volunteer of the Year Award.

Announced as the winner at a presentation ceremony at Adelaide Oval before the SANFL Statewide Super League Grand Final, Steph featured alongside seven fellow finalists, all recognised for their outstanding contribution to their local football clubs in 2021.

A mother of six, Steph is a committee member for the North Gambier Football Club, as well as being a league delegate, player, coach and Auskick coordinator.

Steph performs many roles at both her home club and in delegate and executive roles across three leagues: Western Border FL, Western Border Junior FL and the Limestone Coast Women's League. Secretary for the North Gambier Football Club, Steph ensures all administrative requirements are met such as player registrations, transfers, adherence to COVID-19 guidelines, creating apparel

designs as well as the weekly washing of guernseys.

As a result of her outstanding contribution, Steph also was the recipient of the national 2021 AFL Community Football Volunteer of the Year.

Club Development Day

The 2021 SANFL Club Development Day was held on Saturday 20 February at Adelaide Oval.

More than 150 club and league administrators attended the event, representing 70 Community Football clubs - 30 per cent from regional South Australia.

Attendees heard from Breakthrough Mental Health Foundation about the importance of having the conversation in regards to dealing with mental health, an issue impacting every football club in the wake of COVID-19.

Volunteer engagement was also a key focus at the forum, with expert Mike Feszczak providing invaluable insight into understanding the needs, barriers and expectations of volunteers, volunteer managers and volunteer-involved organisations.

Education seminars on Play HQ, Auskick, Coach Behaviour, COVID-Safe protocols, Financial Management and applying for facilities grants also were conducted.

Play HQ

SANFL Community Football has supported the introduction of new electronic administration system Play HQ through the establishment of an online portal inclusive of training resources and FAQs.

SANFL is conducting live training sessions for league and club volunteers while also posting recorded sessions online to view on demand.

2021 SA Country Championships

The Think! Road Safety SA Country Football Championships is an event that showcases, supports and celebrates country football, with a vision of football leaving lasting legacies in communities. Close to 300 talented community footballers from country South Australia represented six zone teams across the men's and women's carnivals.

Supported by the City of Victor Harbor, the 2021 event was held in the Southern Zone across Victor Harbor and Encounter Bay Football Clubs on the weekend of July 10-11.

Southern Districts won its first Men's SA Country Championships title in six years when it defeated reigning champion Central by 43 points in the Grand Final, and Northern won its first Women's SA Country Championship with a thrilling four-point win against Murray South East in the Grand Final at Victor Harbor Oval.

A SANFL Statewide Super League regional match between South Adelaide and Adelaide was also held in conjunction with the event at Victor Harbor Oval on the Saturday afternoon.

With 5,000 spectators enjoying the footy across the weekend, and accommodation for over 500 people booked across the region - the estimated economic impact of the event was \$1.2m.



2021 Statewide Super Volunteer of the Year, Steph Contin (left) with David Shipway AM.

SA Country Championship Results

Men's Results

Final Standings

1. Southern Districts
2. Central
3. Eyre Peninsula
4. Northern
5. Murray South East
6. Eastern

Don McSweeney Medal (Player of the Championships)

– Jordan Fuller (Northern)

Bill Murdoch Medal (Coach of the Championships)

– Scott Wendelborn (Southern Districts)

Best U21 Player

– Bailey Marshman (Southern Districts)

Leading Goalkicker

– Tobin Cox (Murray South East) 11 goals

Umpire of the Championships

– Hudson Noack

Men's Team of the Championships

F: Tobin Cox (MSE), Sidney Masters (EP), Marc Purcell (N)

HF: Tyler Andrews (C), Shane Ballantyne (C), Coby Helyar (SD)

C: Jordan Fuller (N), Kriston Thompson (N), Ryley Maitland (EP)

HB: Sam Tharaldsen (SD), Patrick White (C), Aseri Raikiwasa (EP)

B: Sam Pfeiffer (C), Bradley Crabb (MSE), Brad Bryant (MSE)

R: Callum Tonkin (SD), Cohen Pettitt (SD), Brett Ellis (SD)

INT: Cameron Hutchens (SD), Daniel Schoell (E), Marc Borholm (C), Matt Walton (SD), Troy Parker-Boers (E), Marc Fuller (N)

Women's Results

Final Standings

1. Northern
2. Murray South East
3. Southern Districts
4. Eyre Peninsula
5. Central
6. Eastern

Women's Player of the Championships

– Ella Little (Murray South East) and Dakota Williams (Central)

Best Under 21 Player

– Ella Little (Murray South East) and Dakota Williams (Central)

Coach of the Championships

– Phil Neal and Anthony Tidball (Northern)

Leading Goal Kicker

– Nikki Phillips (Northern) 6 goals

Umpire of the Championships

– Wayne Graham

Women's Team of the Championships

F: Nikki Phillips (N), Timeka Cox (N), Lillian Bornholdt (C)

HF: Caitlin Ross (SD), Ella Little (MSE), Sophie Palmer (N)

C: Melanie Bateman (MSE), Georgia Penniford (SD), Layla Rogers (SD)

HB: Kendall Howell (EP), Tegan Nottle (C), Madelyn Zacher (EP)

B: Joanne Witt (E), Rebecca Deer (N), Paris Ralph (N)

R: Rachel Searle (SD), Alexandra Mason (EP), Dakota Williams (C)

INT: Sheridan Howell (EP), Amy Shapley (E), Annabel Mould (MSE), Neave Delaney (MSE)



(Top) 2021 Men's SA Country Champions - Southern District.



(Left) 2021 Women's SA Country Champions - Northern.

Community Football League Results

LEAGUE	GRAND FINAL SCORES	MAIL MEDALLIST
Adelaide Footy League - Division 1	Prince Alfred 13.13.91 d Payneham NU 8.4. 52	Jack Trengove (Prince Alfred OC)
Adelaide Footy League - Division 2	Old Ignatians 12.9.81 d Glenunga 7.5.47	Henry Papatolis (PHOS Camden)
Adelaide Footy League - Division 3	North Haven 13.10.88 d Gaza 9.13.67	Mark Rose (North Haven)
Adelaide Plains Football League	Two Wells 9.14. 68 d Balaklava 9.10. 64	Luke Barnett (Two Wells)
Barossa Light and Gawler Football Association	South Gawler 15.5.95 d Willaston 14.5.89	Harrison Elbrow (Willaston)
Eastern Eyre Football League	Ports 9.9.63 d Kimba Districts 8.7.55	Ryley Maitland (Kimba Districts)
Far North Football League	Hornridge 9.9.63 d Olympic Dam 6.6.42	Jack Rigden (Hornridge)
Great Flinders Football League	United Yeelanna 6.1.46 d Cummins Kapinnie 6.7.43	Matthew Williams (Elliston Districts)
Great Southern Football League	Willunga 13.5.83 d Langhorne Creek 4.12.36	Brett Ellis (McLaren)
Hills Football League SA	Hahndorf 9.12.66 d Uraidla 9.4.58	Jackson Hooper (Bridgewater Callington)
Hills Football League SA - Country	Kersbrook 14.9.93 d Meadows 4.9.33	Luke Watson (Meadows) & Sam Hanna (Gumeracha)
Kangaroo Island Football League	Wisanger 12.13.85 d Western Districts 8.12.60	Ed Colley (Dudley United)
Kowree Naracoorte Tatiara Football League	Mundulla 9.8.62 d Padthaway 6.8.44	Mark Quinn (Border Districts)
Mallee Football League	Border Downs Tintinara 10.10.70 d Pinnaroo 8.13.61	Nathan Brown (Karoonda)
Mid South Eastern Football League	Port MacDonnell 9.15.69 d Kalangadoo 6.10.46	Joseph Ferguson-Lane (Hatherleigh)
North Eastern Football League	Brinkworth Spalding Redhill 11.11.77 d Riverton Saddleworth Marrabel 6.6.42	Matthew Longbottom (Brinkworth Spalding Redhill)
Northern Areas Football Association	Broughton.Mundoora 7.8.50 d Orreroo 12.7.79	Aleksander Kangur (Orreroo)
Port Lincoln Football League	Marble Range 5.13.43 d Wayback 5.10.40	Jordan Clements (Marble Range)
River Murray Football League	Jervois 14.5.89 d Imperial 5.8.38	Blake Tabe (Mannum)
Riverland Football League	Renmark 9.9.63 d Waikerie 4.5.29	Tim Woolford (Renmark) Bradley Walkley (Sedan Cambrai) - Independent
Southern Football League	Flagstaff Hill 12.11.83 d Morphet Vale 2.5.17	Robert Irra (Reynella)
Spencer Gulf Football League	Proprietary/Risdon 10.79.79 d Solomontown 10.5.65	Jonathon Hayes (Solomontown)
Western Border Football League	Millicent 12.11.83 d South Gambier 7.6.48	Clint Gallio (Millicent)
Western Eyre Football League	West Coast Hawks 14.15.99 d Western United Football Club 3.3.21	Dom Denton (Thevenard)
Whyalla Football League	Central Whyalla 15.7.97 d Weeroona Bay 9.7.61	Steve Jackson (Weeroona Bay)
Yorke Peninsula Football League	CMS Crows 13.2.80 d Moonta 11.13.79	Murphy Short (CMS Crows)
Adelaide Footy League - Womens Division 1	Morphettville Park 8.3.51 d Payneham NU 2.6.18	Celestine Dona (Morphettville Park)
Adelaide Footy League - Womens Division 1 Reserves	Morphettville Park 6.4.40 d SMOSH West Lakes 0.3.3	Kelly Rourke & Jasmine Harrison (SMOSH West Lakes)
Barossa Light & Gawler Football Assoc. - Women	Gawler Central 4.5.29 d Willaston 2.1.13	Shelby Smith (Gawler Central)
Great Southern Football League - Women	Willunga 2.6.18 d McLaren 1.3.9	Demi Sharp (Mount Compass)
Hills Football League SA - Women	Mt Lofty 4.7.31 d Uraidla 1.1.7	Rachel Plummer (Uraidla)
Southern Football League - Women	Flagstaff Hill 2.2.14 d Reynella 0.1.1	Emily Brockhurst (Flagstaff Hill)

Indigenous Programs

SANFL APY League

The 2021 SANFL APY League competition returned after a season impacted by COVID-19 in 2020. Not without its challenges, the season commenced on April 17 with a triple-header at the home of football on the APY Lands in Ernabella.

Teams from Mutitjulu, Pipalyatjara, Amata, Central Swans, Murputja, Fregon, Pukatja, Wintjalangu, Mimili and Indulkana were once again represented throughout the 2021 season, demonstrating the commitment from communities to continue supporting the competition.

The season spanned 14 minor rounds, with each team playing 12 games over a 17-week period between April and August before the top three teams in the East and West divisions competed in a three-week finals campaign. Fregon capped an

incredible season after winning both the Football and Softball premierships, the first time Fregon has won a Football premiership in the history of the competition and the last remaining team to achieve the feat.

Concerns remain around spectator and player behaviour within the competition. A review of governance together with behaviour expectations is underway in the leadup to the 2022 season.

The 2022 season will create an opportunity for a new staff member to take over the delivery component of the SANFL APY League, with Shawn Ford overseeing the competition management in addition to his new role as Country Football Manager.

SANFL will be introducing a delegates model to fall in line with the Community Football framework with every club represented to assist with governance.

Further to this, an independent sports board will be established to ensure the correct decisions are being made in the best interests of the APY Lands communities.

Don McSweeney Cup

The Don McSweeney Cup was impacted by COVID-19 in July with Northern Territory borders closing just 24 hours before the APY Thunder were due to travel to Adelaide. SANFL continued to monitor the situation and every effort was made to reschedule the event, however too many challenges surfaced and the decision was made to cancel the 2021 event with a view to resuming in 2022.

SANFL Programs

Schools

The SANFL Schools Competition is metropolitan based and aimed at providing a fun, safe, inclusive, and introductory environment for primary school children. Following stakeholder feedback from the prior year, the 2021 competition occurred across five centralised venues, consisting of 125 teams and more than 1400 participants. In 2021, the 12-round competition introduced eligibility to use Office for Recreation, Sport and Racing (ORSR) sports voucher, with teams and participants provided with equipment, apparel and merchandise.

Sporting Schools is a \$320 million Australian Government initiative designed to help schools increase children's participation in sport and connect them with community sport opportunities. In 2021, SANFL delivered 92 Sporting School programs to over 10,000 primary and secondary school participants throughout South Australia. This result has exceeded all previous achievements, reflecting a streamlined program offering and increased promotion within schools.

The AFL School Ambassador program also contributed to SANFL's achievements, with outstanding ambassadors recognised at the 2021 SANFL Community Volunteers Night.

Multicultural

While SANFL's Multicultural programs were postponed in 2020 due to the COVID-19 pandemic, SANFL was proud to have successfully established an annual Bachar Houli Cup.

In 2021, three schools, 16 teams and nearly 200 primary school students participated in a fun-first carnival, hosted at the Central District Football Club. In the weeks leading up to the Bachar Houli Cup, SANFL Game Development staff worked closely with AFL School Ambassadors to promote football to children from multicultural backgrounds, with a series of clinics conducted in schools across Adelaide.

The carnival provided children and parents with an opportunity to develop their knowledge and skills of Australian Football, giving them greater confidence in their next step into a NAB AFL Auskick Centre, SANFL Schools team or their local community club.

SANFL remains committed to expanding participation and connection throughout diverse communities, helping to build the enjoyment of football.

Iftar Dinner

Supporting SANFL's vision to connect communities through the enjoyment of football, the Iftar Dinner successfully returned to Adelaide Oval in 2021.

The Iftar Dinner is an important cultural opportunity for SANFL to acknowledge and engage with the Muslim community, whilst breaking the Ramadan fast as the sun is setting.

In addition to building cultural connections, the evening provides a great opportunity to acknowledge programs such as the Bachar Houli Cup and Welcome to Australian Rules Football, which provides new participants with an introduction to our great game.



2021 SANFL APY League players (also above).



2021 Bachar Houli Cup participants.

SANFL Programs

Disability

Novita SANFL Wheelchair Football League

In 2021, SANFL launched the Novita SANFL Wheelchair Football League to create a regular, sustainable program primarily focused on enabling people with a physical disability to get active and connect with the football community. A total of 35 players were drafted into four SANFL Clubs: Central District, Norwood, Sturt and Woodville-West Torrens.

Teams had players, both male and female, with and without disability, and an age range spanning eight to 61 years. All matches were livestreamed to allow all club supporters, family and friends to watch the competition if they could not attend due to COVID-19 restrictions.

The Grand Final was attended by more than 200 people, including the Premier, The Hon. Steven Marshall, who presented inaugural premiers Sturt with the winning trophy.

The success of the competition was recognised by winning the Active Inclusion Award at the 2021 South Australian Sport Awards.



SANFL APM Inclusive League

2021 marked the 30th season of the Inclusive League competition which saw 142 players with a disability play across five community clubs. Eastern Park narrowly defeated Kenilworth in the Grand Final by one point to claim their fifth title in as many years.

The SANFL APM Inclusive League continues to play an important role for people with disability and their social inclusion at community football clubs.



Auskick

In 2021, NAB AFL Auskick registrations rebounded in South Australia to a stable position with 9597 participants following a difficult 2020 season as a result of COVID-19. This represented a 40% increase on 2020. In July, a seven-day statewide lockdown caused significant disruption, resulting in the majority of Term 3 programs being postponed for two weeks.

Approximately 350 Auskick programs, running for 8-10 weeks, were delivered across the state in club, school or community settings with coordinators and parent volunteers continuing to dedicate countless hours of their time to make these programs successful. A strong relationship



continued between SANFL and the AFL to ensure all Auskick centres were resourced with appropriate equipment, programs widely promoted and volunteers given appropriate training and education to ensure the quality of experience remained a priority.

2021 was the first season the administration platform for the NAB AFL Auskick program changed from SportsTG to PlayHQ, creating greater efficiency and functionality for all stakeholders.

Next Step

SANFL's September School Holiday coaching clinic was a resounding success as it returned to Adelaide Oval in 2021. Offering children aged 5-14 with a unique opportunity to hone their skills at the home of SA football, the program sold out with a maximum of 450 participants.

Participants were taken through a range of fun and skill-building drills, with the chance to kick a goal on Adelaide Oval a popular highlight. As part of registration, each participant received a boot bag, football, personalised guernsey and footy cards. Encouragingly, 96 per cent of respondents to a follow-up survey indicated they would return in 2022.

ECH Walking Footy

In Spring 2021, SANFL & ECH Walking Footy made a successful return following the impact of COVID-19, with a six-week competition hosted at AFL Max. The competition kicked off on October 26, with a mix of previous and new participants. Community connection, low-impact exercise and social interaction are the primary objectives of Walking Footy, providing a great opportunity for participants to enhance their physical and mental fitness while enjoying a coffee after the game.

In partnership with ECH, SANFL will continue to develop Walking Footy with plans to expand the competition in 2022, providing more participants aged over 50 with an opportunity to engage with our game.



Inaugural Novita SANFL Wheelchair Football League Premiers - Sturt.



National Pharmacies SANFL Juniors



The National Pharmacies SANFL Juniors Competition continues to thrive after an increase in participants for the 2021 season.

Proud to be the largest junior Australian Football competition in the nation, SANFL Juniors was also able to remain agile in negotiating South Australia's statewide lockdown due to COVID-19 in late July/early August.

After a two-week hiatus, in line with all football leagues across the state, play resumed leading into the finals series which allowed the season to be completed and premiership teams to be crowned.

More than 14,100 players donned a guernsey in 2021, up from the total of 12,232 in 2020. Of these, 10,943 were

male and 3,166 female as boys and girls took to the field in age groups ranging from U7 through to U17.5.

This growth was also reflected in a rise in team and club participation with the number of teams increasing from 640 in 2020 to 704 in 2021. Clubs represented in the competition rose from 50 in 2020 to 60 in 2021.

The success and continued growth of National Pharmacies SANFL Juniors would not be possible without the tremendous work of all the dedicated club volunteers and 400-plus umpires, many of whom are also still SANFL Juniors players themselves and umpire in the younger grades.



Action from the 2021 National Pharmacies SANFL Juniors Competition.



National Pharmacies SANFL Juniors Results



COMPETITION	PREMIERS	MEDALLIST
U12 Division 1 Central	SMOSH West Lakes	Laurence Andriani (SMOSH West Lakes)
U12 Division 1 North East	Athelstone	Joshua Henry (Fitzroy)
U12 Division 2 North East	Gepps Cross	Atticus Hanisch (Gaza)
U12 Division 3 North East	Payneham NU	Cody Bourne (Para Hills)
U12 Division 1 South West	Goodwood Saints	Luca Bordignon (Lockleys)
U12 Division 2 South West	Morphettville Park	Bailey Wright (Brighton)
U12 Division 3 South West	Woodville South	Hayden Grieger (Woodville South)
U13 Division 1 Central	Unley	Khye Maddern (Port District)
U13 Division 1 North East	Broadview	Jack Gordon (Salisbury)
U13 Division 2 North East	Salisbury West	Bailey Thompson (Eastern Park)
U13 Division 1 South West	Goodwood Saints	Daniel Annese (Flinders Park)
U13 Division 2 South West	Mitcham	Angus Mills (Mitcham)
U13 Division 3 South West	Glenunga	Angas Moyse (Unley)
U13 Girls Division 1 Central	Henley	Polly Turner (Hectorville)
U13 Girls Division 1 North East	Houghton	Indiana Nelson (Houghton Districts)
U13 Girls Division 1 South West	Goodwood Saints	Mia Krueger (Morphettville Park)
U13 Girls Division 2 South West	Glenunga	Jasmine Tu (Adelaide Junior Bulldogs - combined team with Gepps Cross)
U13 Girls Division 2 South West	Glenunga	Mikaela Wilson (Brighton)
U14 Boys Division 1	SMOSH West Lakes	Lachlan Sands (SMOSH West Lakes)
U14 Boys Division 2	Edwardstown	Matthew LeRay (Golden Grove)
U14 Boys Division 3	Mitcham	Angus Taylor (Broadview)
U14 Boys Division 4	Henley	Liam Smith (Para Hills)
U14 Boys Division 5	Reynella	Milan Roka (Happy Valley)
U15 Boys Division 1	Brighton	Charlie McAuliffe (Plympton)
U15 Boys Division 2	Mitcham	Ned Atkinson (Edwardstown)
U15 Boys Division 3	SMOSH West Lakes	Declan Walshaw (SMOSH West Lakes)
U15 Boys Division 4	Golden Grove	Max Farrugia (Fitzroy)
U15 Girls Division 1	Golden Grove	India Rasheed (Glenunga)
U15 Girls Division 2	Goodwood Saints	Ella Maxwell (Flinders Park)
U15 Girls Division 2	Goodwood Saints	Chloe Tonkin (Goodwood)
U15 Girls Division 3	Mt Lofty	Matilda Wilmore (Plympton)
U15 Girls Division 4	Houghton	Charlotte Riggs (Angle Vale)
U16 Boys Division 1	Brighton	Padrick O'Donoghue (Goodwood)
U16 Boys Division 2	Plympton	Byron Pickett (Port District)
U16 Boys Division 3	Marion	Elijah Luke (Marion)
U16 Boys Division 4	Payneham NU	Bailey Domanski (Seaton)
U16 Girls Division 1	Tea Tree Gully	Annabelle Harris (Lockleys)
U17.5 Boys Division 1	Phantoms	Jedd Ryan (Goodwood)
U17.5 Boys Division 2	SMOSH West Lakes	Jeffrey Gonjoran (Brighton)
U17.5 Boys Division 3	Broadview	Tom Morgan (Fitzroy)
U17.5 Girls Division 1	Henley	Georgia Mckee (Glenunga)
U17.5 Girls Division 2	Hope Valley	Sadie Minshall (Henley)
U17.5 Girls Division 2	Hope Valley	Chelsea Rundle (SMOSH West Lakes)

(Top) Glenelg's new Ausco changerooms facility.
(Bottom) Western Districts Sports Club welcomes the AFL Community Relief Fund announcement.



Facilities

Developing infrastructure, particularly to meet expanding participation in female football, was a strong focus for SANFL in 2021.

The key infrastructure priorities in 2021 were:

- To provide Club and LGA support as well as advocacy to various infrastructure funding programs.
- Strategic planning – development of the new SANFL Infrastructure Plan, SANFL State League Facility Framework and the commissioning of the Socio-Economic Contribution of SANFL Clubs Report.
- Planning and advocating for SANFL club venue improvements and, in particular, identification of secondary venues for clubs to meet demands of the SANFL expansion.
- Supporting bushfire affected clubs, particularly Western Districts Sports Club located on Kangaroo Island.

Projects completed in 2021

A number of exciting projects were completed in 2021 with new player and official changeroom facilities developed to support the growing number of female participants at clubs.

- Norwood Oval
- Summit Sport and Recreation Park
- Henley Football Club
- Eastern Parade
- Glenelg Oval
- Foxfield Oval
- Kalangadoo Football Club

Funding Programs

The establishment of the revised sports infrastructure funding program resulted in a State Government investment of \$44m and was split over 2020-21 and 2021-22.

Round 1 Infrastructure grants allocated

State Government investment

\$24.3m

Football outcomes

\$8.9m of funding toward football projects

Total project value for football outcomes

\$22m

Key football projects funded in Round 1 included:

- Broadview Oval - \$1.5m
- Alberton Oval - \$1.5m
- Minlaton Oval - \$445,400

Round 2 Infrastructure grants submitted

SANFL supported 43 football applications with a total project cost of \$37.1m, demonstrating a high demand for investment required across metropolitan and regional clubs. Successful applicants were announced in early 2022, with more than 50% of allocated funding going to projects benefiting football.

Impact of Investment on Facilities

The table below illustrates the increase in sporting club venues now with inclusive changerooms.

VENUES WITH UNISEX CHANGEROOMS	
2018	17
NOV 2019	27
NOV 2021	50*

* This equates to just under 20% of venues equipped with unisex change facilities, illustrating that a huge need remains.

Strategic Development

The new SANFL Infrastructure Plan 2021-2031 will guide our infrastructure priorities for the next 10 years. Key pillars are:

- Welcoming facilities which cater for our diverse football community.
- Growing capacity via improved ovals and venue infrastructure.
- Planning for growth to ensure facilities meet participation requirements.

- Building partnerships with partner sports and all levels of government.
- State level venues support talent and competition growth.

The plan illustrates priorities across the 12 regions and sets targets to drive delivery of outcomes.

AFL Community Relief Fund (CRF)

Over the past 18 months, SANFL has supported and advocated for the clubs of Kangaroo Island Football League, particularly Western Districts Sports Club, by preparing funding applications, coordinating with other state sporting organisations, State and Local Government and presenting to the AFL CRF Governance Committee.

In May 2021, the AFL announced a contribution of a further \$1.14m to the Western Districts Sports Club to support the rebuild of their now larger community facility, valued at \$4.1m. This brings the total AFL investment at Western Districts to \$1.47m following a previous investment of \$324,000 in April 2020.

Ausco Modular is constructing the changeroom components of the build and is scheduled to commence installation on site in December 2021.

Support for clubs in the Kangaroo Island and Adelaide Hills regions continues with applications to the CRF for volunteer training courses and refurbishment of facilities damaged through intense use by emergency services. Oval remediation projects have continued in both regions over the past 12 months and are now nearing completion.

Umpiring

(Below) SANFL Umpires line up for the national anthem ahead of the 2021 SANFL Statewide Super League Grand Final.



Season 2021 marked several significant achievements for the SANFL Umpiring department, highlighted by an umpiring style aimed at making SANFL football an attractive brand to watch.

A continued tightening of the Holding the Ball rule and the Last Disposal Out of Bounds enforcement also continued to help our game as a spectacle.

SANFL umpiring continues to keep the game flowing where possible with the aim of maximising scoring.

There was no better example of this than the 2021 SANFL Statewide Super League Grand Final.

SANFL Grand Final Team

FIELD

Corey Bowen, Mitch Harris, and Tom Bryce

BOUNDARY

Sam Royans, Brayden Theil, Isaac Fishlock, and Ben Williams

GOAL

Rhys Negerman and Matthew Cummins

2021 Umpiring Highlights

- Long-serving AFL Boundary Umpire Mark Thomson and AFL Goal Umpire Steven Axon announced their retirements after long and rewarding careers.
- Boundary Umpire Matt Konetschka officiated in his fourth AFL Grand Final and was joined by Steven Axon in his third Grand Final.
- SANFL Umpiring Centre of Excellence, headed by Talent Manager Garry Wyld, continued developing young umpires destined for SANFL and AFL roles.
- Continued growth of umpiring panels to provide competent junior umpires across all grades as SANFL Juniors continues to expand.

2021 SA AFL Umpires

FIELD

Curtis Deboy, Craig Fleer, Eleni Glouftsis, Leigh Haussen & Jamie Broadbent.

BOUNDARY

Chris Bull, Jason Moore, Mark Thomson, Matt Konetschka & Sean Burton.

GOAL

Steven Axon, Peter Challen & Daniel Hoskin.

Craig Fleer, Leigh Haussen and Eleni Glouftsis are returning to South Australia for the 2022 season after being based in Victoria.

2021 Umpiring Awards

The following prestigious awards were presented at the 2021 Golden Whistle Awards in November.

- Golden Whistle (Best Field Umpire) – Mitchell Harris
- Silver Whistle (Best Boundary Umpire) – Sam Royans
- Goal Umpire Award – Matthew Cummins

Most Improved Awards

- Field Umpire – Sam Morgan
- Boundary Umpire – Patrick Cannard
- Goal Umpire – Thomas Fahey
- Mark Posa Award (Most Outstanding Young Talent) – Georgia Henderson (Goal Umpire)
- Andrew Vickers Medallion (Coaches Award) – Aaron Bennett (Field Umpire)
- David Elliott Award (Outstanding Service to Umpiring) – Miles Wilson (Sports Trainer)

Coaching



Season 2021 was a success for the coaching department despite it being a challenging year for coach development due to the impact of COVID-19.

With all Community Football competitions returning to action, South Australia had 3,049 accredited coaches across the state.

In February and March, 96 coaches attended the Level 2 Coaching Accreditation Course. This included junior (U8-U12) coaches for the very first time through the inaugural Junior Coach Level 2 Accreditation Course. This was the first Level 2 course conducted in Australia for junior coaches.

SANFL had another successful year with the SA Female Coaching Academy, its fourth year of the program. Fourteen female coaches from eight SANFL clubs were involved, working across two separate programs. Female coaches from SANFLW programs coached the SANFLW All Stars teams and the female coaches from the Talent Shield U17 programs coached the U17 Futures sides. The coaches learned from each other, collaborated ideas and were mentored by AFLW Crows assistant coach Narelle Smith and

SANFL State Coaching Manager Dave Reynolds.

It was also a productive year developing the Club Coach Coordinator program – providing support, guidance and development to community coaches from within Community Clubs. More than 50 clubs across the state benefited from Club Coach Coordinators while introducing Club Coach Coordinator Education Workshops to reach best practice for the role.

SANFL piloted Coach Development structures in the South East region, setting up casual Coach Developers across both the Kowree Naracoorte Tatiara Football League and Mid South East Football League to develop youth coaches. The Club Coach Coordinator program was also introduced in the Western Border Football League, with all five SA-based clubs taking positive steps to implement the role for the start of the 2022 off-season.

SANFL coaches at the 2021 SANFL Statewide Super League Finals Launch. (From left) – Jarrad Wright (South Adelaide), Brett Hand (Glenelg), Jacob Surjan (North Adelaide), Jade Rawlings (Norwood), Jade Sheedy (Woodville-West Torrens)



Integrity and Compliance

As with all departments in the football sphere, COVID-19 continued to present challenges for the Integrity and Compliance department for 2021. One of those challenges was the ability to provide all playing groups at the SANFL clubs with a solid grounding of information and education. The face-to-face sessions unfortunately could not be delivered in 2020 but with the easing of some COVID-19 restrictions at the beginning of 2021, SANFL was able to recommence these sessions.

The education sessions are delivered to all SANFL Competitions, from the U18 Centre of Excellence Squads through to our SANFL Women's and Men's senior squads. The delivery of these education sessions is one of the key components of the Integrity and Compliance Department, aimed at maintaining the integrity of our competitions.

The education presented to players and officials focuses on anti-doping (performance enhancing), illicit drugs, gambling, match

fixing/wagering risk, vilification, social responsibility and health and wellbeing. Approximately 20 sessions were delivered throughout February and early March with more than 1250 players and officials provided with education.

Community Football - New Investigation Model

The SANFL is committed to ensuring Community Football Clubs comply with the SANFL Community Football Rules and Regulations, in particular Regulation 31 which provides direction for Clubs regarding Player Payments. This commitment is evident by the approved expansion of investigation resources. A new investigation framework was implemented in late 2021 with five Integrity Officers employed on a casual basis by SANFL to work directly under the SANFL Integrity and Compliance Manager. These investigators will have far-reaching capability across the entire state and all Community Football leagues and clubs.

Commercial Operations

West Lakes Development

In 2014, SANFL executed an agreement with Commercial & General for the sale and development of the Football Park land at West Lakes. Contractually the acquisition of land by Commercial & General is to be completed by 2027.

The development is now 65% completed and is tracking ahead of schedule. Approximately 330 homes have been handed over and there are over 650 people living at the WEST development.

The proceeds from the sale of land are being used to reduce SANFL's debt, reduce SANFL club debt and establish a Future Fund for football. The proceeds from the Future Fund will primarily be used to invest in facilities for the growth of football in South Australia.

Mosaic Hotel

In its first full year of trading after the successful redevelopment, the Mosaic Hotel performed reasonably well given the varying degrees of COVID-19 related restrictions that were imposed. In particular, the level 4 restrictions and state-wide lockdown in July 2021 severely

impacted the momentum of patronage and trade, even more so for a growing business trying to establish itself in its first year of operation.

Despite its challenges, the Mosaic Hotel is becoming a destination for the residents of the western suburbs and new community living at the WEST development. Patrons who were known to SANFL from the Checkside Tavern days, and many new customers, are enjoying the high standard of food and beverage on offer. The hotel also grew its successful events business and has received excellent customer feedback on the quality of food not usually seen on a traditional pub menu.

Adelaide Oval Football Memberships

The Adelaide Oval Football Membership provides members access to all

Port Adelaide and Adelaide AFL games at Adelaide Oval. This exclusive product, which is capped at 8,000 members, is a key revenue stream for SANFL and was previously managed by the Adelaide Oval Stadium Management Authority as SANFL's agent.

As of March 2021, SANFL brought the management of this membership product in-house and now has full responsibility of the marketing, promotion, communication, and customer service to the membership base.



The Mosaic Hotel

Commercial Operations

Thebarton Oval

In December 2019, a deed of assignment was executed to transfer the head lease of Thebarton Oval from the Adelaide Football League to SANFL. This historic move will see Thebarton Oval become the home of football in South Australia, and headquarters for SANFL talent programs with the construction of a new facility.

In November 2020, the development of a new talent facility achieved another milestone, with the South Australian Office for Recreation, Sport and Racing granting SANFL \$5m towards the project. This takes the total project funding to \$11m, with \$6m already being committed from the Department of the Prime Minister and Cabinet. In addition there is a commitment from the City of West Torrens to invest a further \$6m into the precinct.

SANFL has appointed Walter Brooke as the architect along with a group of specialist consultants to achieve a great facility for talented footballers in South Australia to reach their potential.

Marketing and Events

Despite a challenging year due to the ever-changing COVID-19 situation, SANFL was able to adapt to drive membership, match attendances, Digital Pass sales and the digital consumption of SANFL content. Remarkably, SANFL Club memberships have grown by 10 per cent over the past two years (YoY compared to 2019 pre-COVID-19 levels). Between 2020 and 2021, memberships increased by 4.4%.

The strategic marketing mix of radio, print, outdoor and digital was underpinned by strong, brand centric collateral that focused on SANFL's unique position in the football landscape and strong sense of community.

SANFL events were adapted as required around COVID-19 restrictions. The SANFL Women's Best & Fairest returned as a cocktail event in the Ian McLachlan Room at Adelaide Oval, while a reduced number of guests attended the 2021 Magarey Medal event. The traditional black tie Magarey Medal dinner also was broadcast on 7Mate.

Despite a reduced capacity at Adelaide Oval, 22,956 SANFL spectators attended the 2021 SANFL Statewide Super League Grand Final on October 3. The match day was a highly successful event and included the traditional pre-match SANFL Grand Final luncheon for more than 400 guests in the William Magarey Room.

A new addition to the events list was the National Pharmacies SANFL Juniors Season Launch, held at AFL Max in April and attended by junior players, parents and SANFL men's and women's League players.

Among other events delivered during the year were the Iftar Dinner celebrating the Muslim faith and the Country Football Championships official dinner in Victor Harbor.

Importantly, all of these SANFL events enabled the organisation to re-engage and showcase its programs and competitions to football fans, the community and commercial partners alike.



Digital Growth

SANFL's digital platforms continued to see impressive growth through 2021. Facebook still remains as the largest platform for audience size and impressions, however Instagram is beginning to become the source of SANFL content for a crucial, younger audience.

Collectively, SANFL's social media channels generated more than 49.1 million impressions and saw total audience size grow by 12,000 followers to approximately 110,000 across Facebook, Twitter, Instagram and LinkedIn (98,400 in 2020).

SANFL's website and app continued to be the place to view SANFL content, match stats and highlights, together generating over 8.8 million sessions.

Active SANFL App users reached 72,700 in 2021 and is expected to grow in 2022.



SANFL's social media channels continue to grow audience size and engagement levels.

Commercial Operations



Media

SANFL continued to gain significant positive media coverage throughout 2021 across print, television, radio and online, underpinned by a focus on building and enhancing media relations. The continuing broadcast partnership with Channel 7 ensured regular SANFL content on Seven News, with a weekly SANFL segment presented by John Casey and other stories featuring in News and Sport throughout the year. In addition, key SANFL events were well supported with live cross coverage by Seven News.

The partnership with SEN included broadcasting of a match of the week across the minor round of the Statewide Super League, as well as the return of the National Pharmacies SANFL Juniors show on Sunday mornings hosted by former Crows AFLW player Courtney Cramey.

An expanded partnership with The Advertiser, featuring weekly live streamed matches across SANFLW, U18 and U16 Torrens University Cup, SANFL League and Reserves, also provided outstanding coverage for these competitions both online and in the print edition of The Advertiser. For the first time, The Advertiser also live streamed every match from the Country Championships.

Captains Media Calls and Finals

Every television network and The Advertiser attended Captains media calls to launch the Statewide Super League season, as well as all Finals Series weekly media pressers. SANFL Grand Final week (September 27-October 5) saw online coverage equal to an Advertising Value Equivalent (AVE) totalling \$6.61 million, peaking at \$1.96 million the day of the official Grand Final media conference and \$2.25 million post Grand Final.

All Finals Series matches were broadcast by radio partner SEN as well as ABC Grandstand, with Fiveaa and Triple M also broadcasting the Grand Final, thereby ensuring content across each of these stations throughout the Finals.

Football Budget

The iconic SANFL Football Budget also made a welcome return in 2021, albeit in a reduced 20-page format. More than 18,600 copies were sold by SANFL Clubs on match day across the minor round and over 3,000 at Adelaide Oval for the Finals Series.

AFL Draft

Due to State border closures, SANFL also managed all media for the AFL Combine and NAB AFL Draft on behalf of the AFL in October and November. Local and national media interest in number one Draft pick Jason Horne-Francis (South Adelaide) provided outstanding national coverage for SANFL.

Media Accreditation

The department managed the accreditation for approximately 250 media for the SANFL men's League and SANFLW, including Channel 7 broadcast crew, journalists and photographers, as well as managing media across all events throughout the year.

COVID-19 Communications

With the rolling AFL fixture and regular updates to SANFL match programming due to the COVID-19 pandemic, regular communication with key stakeholders, especially fans, was crucial. A collaborative approach to communications with all SANFL Clubs and Adelaide and Port Adelaide football clubs was essential, ensuring consistency of messaging.



People and Culture

(Left) SANFL's Stadium Showdown AFL 9's team. (Right) The Amazing Race team challenge.



2021 Workforce Overview

Still facing the unprecedented challenges of the COVID-19 pandemic, the commencement of the 2021 financial year continued to impact our workforce. For the first quarter a significant portion of SANFL's operations workforce continued under modified conditions as part of cost saving strategies. This was to ensure maximum job retention and sustainability of employment throughout the remainder of the year.

Despite many of the challenges, both financial and emotional as a result of workforce disruption, SANFL was able to maintain a level of stability and commence a full return of a football programs and workforce operations.

With head count numbers reaching 71 permanent staff at the close of the year (63 SANFL Operations; 8 Mosaic Hotel), SANFL recognises the outstanding dedication, resilience, and hard work of the team to ensure the return of football in SA to full operations in 2021. It is with great pride that the team again was able to lead the way nationally in COVID-19 management and resource development in the sports industry, demonstrating how football could adapt well to such a challenging environment.

CEO Appointment

SANFL undertook a robust recruitment campaign, led by SA Football Commission Chairman The Hon. Rob Kerin, Philip Gallagher and Louise Small, to appoint a

new CEO at the start of the 2021 financial year. With the national and local job market ripe with talent seeking new opportunities, interest in the role was exciting and competitive. The appointment of Darren Chandler not only secured SANFL's commercial and football program interests into the future but was a wonderful outcome for employment and development pathways through SANFL. Darren's time with SANFL initially commenced in his younger years as a Game Development Officer, before eventually moving into middle management. He went on to be CEO at Glenelg FC, a role he held for seven years, before holding key executive roles at SANFL and Adelaide Oval from 2009.

Proud to Work for SANFL

SANFL's workforce demonstrated immense pride to work for the organisation throughout 2021. The mid-year engagement survey resulted in a 91% favourable response to "I am proud to work for SANFL".

Rebuilding the Team in 2021

SANFL seeks to build its people capability and engagement through living the organisational values daily: AUTHENTIC, PROGRESSIVE, TEAM FIRST and FUN. The latter two are identified as key pillars to nurturing resilience among staff and it was important to focus on team building and embedding passion as part of Team SANFL. Some great team building initiatives were undertaken in 2021 to enable staff to reconnect with one other, including an Amazing Race challenge around the

Adelaide CBD which focused on team problem solving, strategy and ingenuity. SANFL also reconnected with its Adelaide Oval 'neighbours', AOSMA and SACA, in a Stadium Showdown sports competition held over four months. The three organisations competed in AFL9s, cricket, basketball, and table tennis, with SANFL winning the inaugural Trophy.

People Development

SANFL's partnership with Torrens University Australia also continues to support outstanding workforce capability outcomes with the SANFL education scholarship program. This year we supported seven employees in undertaking their Masters Business Administration (MBA).

History of Indigenous Football

SANFL is honoured to govern the game of Australian Football in South Australia and believe connection to the game's history and the traditional owners of the land in which it is played, the Aboriginal and Torres Strait Islander people, is of great importance.

We commenced a cultural awareness journey in 2021, which began with a presentation from Dr Sean Gorman, AFL Senior Policy Advisor, and Tanya Hosch, AFL Executive General Manager Inclusion & Social Policy, on the history of indigenous football. This provided an opportunity for SANFL staff members to gain a greater understanding of the indigenous community and the role Australian Football has played over the journey.

Corporate Partners

SANFL's corporate partners play a vital role in supporting the organisation's vision of connecting communities through the enjoyment of footy. Without them, SANFL could not deliver such a wide breadth of programs and competitions with far-reaching impacts on South Australian lives and communities.

SANFL acknowledges the incredible support of **Statewide Super** as the outgoing Naming Rights Partner of the SANFL men's and women's State League competitions. Statewide Super has partnered with the SANFL since 2016, holding the naming rights to the SANFL Statewide Super Women's League since the competition's inception in 2017. In 2019, Statewide Super increased its commitment to SANFL by extending its partnership to the men's State League competition. Statewide Super's investment into football was a game changer, particularly in the growth and development of women's football, with their investment being a springboard for the phenomenal growth of female football. SANFL thanks them sincerely for their passion and contribution to football in South Australia.

The 2022 season will mark the start of a new naming rights partnership between SANFL and **Hostplus**, one of Australia's largest superannuation funds. The partnership will see Hostplus have the naming rights for both the SANFL Women's and Men's Leagues until at least the end of 2023. SANFL is thrilled to have such a respected national brand as Hostplus on board for both its elite men's and women's competitions. It is a tremendous boost for SANFL football and recognition of its State League competitions as the best in the nation.

SANFL's historic partnership with its Major Partner, **West End**, dates back to 1954, making it one of the longest sporting partnerships in SA, and one of which both organisations are immensely proud. The major partnership not only provides significant financial support to SANFL, but also to SANFL Clubs. In 2021, the final kegs came off the production line at Adelaide's historic West End Brewery, ending more than 160 years of making beer on the site. However West End's commitment to the 40-year tradition of painting the chimney continued, albeit at a new location at the Brickwork Markets in Torrensville. West End has reaffirmed its commitment to SANFL with confirmation of a partnership extension until at least the end of 2024.

AAMI is synonymous with football and footy fans in South Australia and is a strong supporter of our game across men's, women's and community football. SANFL acknowledges AAMI's outstanding contribution to grassroots football in South Australia.

SANFL was pleased to welcome **Kia Motors Australia** in late 2019 as a Premier Partner, and in 2020 we saw the integration of Kia vehicles into the SANFL fleet. Since then, SANFL's community football, game development and commercial teams have driven the Kia fleet over one million kilometers to deliver football throughout South Australia.

SANFL also recognises the tremendous support of **National Pharmacies** as Naming Rights Partner for the ever-expanding SANFL Juniors competition - now boasting over 14,000 participants in some 700 junior teams across 60 community clubs. The support of National Pharmacies underpins the resources required to enable SANFL to deliver the largest junior football competition in the nation.

SA Power Networks again powered up with SANFL to support the roll out the valuable Female Development Pathways program, a personal wellbeing and development program aimed to equip players with the tools to support their wellbeing, mental health and personal growth.



Simon Alexander Jewellers is a partnership that for the past two years has seen every SANFLW premiership player and the senior premiership coach presented with a custom-made premiership ring. Simon Alexander is committed to supporting SANFL, giving great recognition to women's football in SA.

SANFL acknowledges Broadcast Partner **Channel 7** for its ongoing support that has helped SANFL promote the competition and deliver men's State League football into 700,000 homes through live broadcast across South Australia in 2021.

The **THINK! Road Safety** campaign is an initiative of the State Government and is the Major Partner of SANFL Community Football. Think! Road Safety plays a pivotal role in connecting communities across regional South Australia. The campaign aims to help change the attitudes and behaviors of young football players towards road safety and SANFL is extremely proud to support this vital campaign through road safety education and awareness.

Torrens University Australia has partnered with SANFL since 2017 as Naming Rights Partner of the under 16s and U18s competitions. In 2018, Torrens University announced the extension of its naming rights partnership to SANFL's U16s and 18s state teams. Torrens University also offers SANFL players and staff the opportunity to undertake a Bachelor of Business Sport Management degree, while SANFL welcomes Torrens University students to undertake placements within SANFL. In 2022 SANFL will welcome the first full time employee from Torrens University, having completed a Bachelor of Business (Sport Management) as well as a Graduate Certificate in Global Project Management.

To meet the challenges of rising participation right across SA, accelerated by the exceptional growth of female football, construction firm **Ausco Modular** and SANFL continue to partner to create appropriate changerooms and quality, inclusive designs which meet all requirements of AFL facilities guidelines.

Long-term Premier Partner **Coca Cola Europacific Partners** continued to support the SANFL State League competitions in 2021 through its sponsorship of the Powerade Breakthrough Player, the most outstanding rising talent in the SANFL men's and women's leagues. CCEP's ongoing commitment to SANFL and grassroots football ensures the continuation of the Powerade Breakthrough Player Award in the future.

Burley has a rich history in Australian footy, dating back to 1907, and is a longstanding partner of SANFL as official ball and apparel supplier. We thank Burley for its ongoing support of the League.

SANFL also acknowledges the tremendous support and commitment in 2021 from all other Partners:



Award Winners: Men's



2021 Magarey Medallists James Tsitas (left) and Bryce Gibbs.

Magarey Medal

South Adelaide midfielder Bryce Gibbs and Woodville-West Torrens ball magnet James Tsitas were crowned joint winners of the 2021 Magarey Medal.

Highly-credentialed Panther Gibbs and Eagles ball-magnet Tsitas polled 21 votes, to be the first players to share SANFL's prestigious individual award in nine years.

In what proved to be an enthralling count, three players – Gibbs, Tsitas and Glenelg's Matthew Snook – were a chance to win with one round to be counted.

Tsitas, who failed to attract a vote in Round 19, was joined on 21 by Gibbs, who was awarded two in the Panthers' final minor round win against West Adelaide.

Snook, who polled two votes in Round 19, finished joint runner-up with Eagles star Jack Hayes, who drew level with Snook on 20 votes when he was adjudged best afield in his team's final minor round win against Central District.

The winners of the past two Magarey Medals – North Adelaide's Campbell Combe (2020) and Glenelg's Luke Partington (2019) – finished equal third with 17 votes each.

It is the 15th occasion multiple players have won the Magarey Medal and 13th that joint winners have been honoured, with South's Joel Cross and Central's Brad Symes the most recent in 2012.

Leaderboard

- Bryce Gibbs (South) 21
- James Tsitas (Eagles) 21
- Jack Hayes (Eagles) 20
- Matthew Snook (Glenelg) 20
- Campbell Combe (North) 17
- Luke Partington (Glenelg) 17

R.O. Shearman Medal

North Adelaide midfielder Campbell Combe edged out Glenelg's Luke Partington to win his first R.O. Shearman Medal.

The 2020 Magarey Medallist polled 77 votes, two ahead of Partington, who missed the final two rounds with a hamstring strain.

Averaging 26 disposals, six clearances and 10 tackles, the 26-year-old backed up his stunning campaign last year by continuing to earn the respect of SANFL's coaches in 2021.

Magarey Medal winners James Tsitas (72) and Bryce Gibbs (71) were the other players to surpass 70 votes.



2021 R. O. Shearman Medallist Campbell

Voted on a 5-4-3-2-1 basis by the SANFL coaches during the minor round, the R. O. Shearman Medal voting, including leaderboard, appears weekly on the SANFL website.

The medal is named after five-time Sturt premiership player and SA Football Hall of Fame member Bob Shearman.

Leaderboard

- Campbell Combe (North) 77
- Luke Partington (Glenelg) 75
- James Tsitas (Eagles) 72
- Bryce Gibbs (South) 71

Ken Farmer Medal

Glenelg's Liam McBean became the first player in more than a decade to win three consecutive Ken Farmer Medals after topping the Statewide Super League goal kicking list in 2021.

After winning the award in 2019 and sharing it with Eagle James Rowe in 2020, the Tigers' premiership forward became the first spearhead since Sturt's Brant Chambers (2007-09) to win three in a row.

Award Winners: Men's

Booting a career-high 51 goals, the 27-year-old kicked at least five goals on four occasions including seven against Central District in Round 17.

McBean's prolific ability to hit the scoreboard was also highlighted by him not registering a goal in just two of his 18 games in 2021.

Leaderboard

- Liam McBean (Glenelg) 51
- Lewis Hender (North) 36
- Tyson Stengle (Eagles) 35

Jack Oatey Medal

Woodville-West Torrens superstar Jack Hayes streaked to victory in winning the Jack Oatey Medal, polling 27 of a possible 27 votes in an outstanding SANFL Statewide Super League Grand Final display.

The most dominant figure in the SANFL Statewide Super League, Hayes put his imprint on his side claiming back-to-back premierships for the first time with his influential play in attack and around the ground.

The 2021 West End State captain finished with an imposing stats sheet of 26 disposals, nine marks, seven clearances and three tackles while also hitting the scoreboard with 1.2.

Powerade Breakthrough Player Men's Award

Strongly-built Sturt midfielder Tom Lewis won the 2021 Powerade Breakthrough Player Award.

A member of the 2021 The Advertiser SANFL Team of the Year, the 21-year-old posted an outstanding season for the Double Blues in averaging 22 disposals, six clearances and a competition-leading 10 tackles per game.

Originally from the Meningie Football Club, the long-kicking left-footer relished the extra responsibility thrust upon him in the centre square, having only played 10 games in 2020.

He is the first Sturt player to win the Powerade Breakthrough Player Award since premiership utility Jarrod Lienert in 2016.

Reserves Magarey Medal

West Adelaide midfielder Ed Allan won the 2021 Reserves Magarey Medal despite playing just 12 matches.

In his second season with the Bloods after being recruited from Sturt, Allan polled 17 votes.

The hard-running Allan attracted maximum votes in three matches, two coming in a strong finish to the season which yielded 11 votes from his final five matches.

Featuring in six League games in 2021, the 22-year-old was regularly under the umpires' watch while averaging 26.5 disposals and five clearances while playing in the Reserves.

The left-footer is the first West Adelaide player to win the Reserves Magarey Medal since Nick Homburg shared it with Central District's Travis Schiller in 2013.

Leaderboard

- Ed Allan (West Adelaide) 17
- Kyle Crompton (Glenelg) 15
- Tom Condon (Glenelg) 14

McCallum Tomkins Medal

Glenelg captain Hugh Stagg blitzed the field in winning the 2021 U18 McCallum Tomkins Medal.

Polling a huge haul of 28 votes, the strongly-built Tigers utility finished well clear of runner-up Hugh Jackson (North) on 19 and third-placed Dustin Launer (Eagles) on 17.

Originally from PHOS Camden FC, the 18-year-old attracted the attention of the umpires in 10 of his 14 matches this season, which included eight best-on-ground performances.

Averaging 24 disposals and kicking 24 goals for the season, Stagg – who also played four Reserves matches this year – finished the season like a steam train to poll three votes in Round 13, 15, 16, and 17.

Stagg became the first Glenelg player to win the McCallum Tomkins Medal since it became a combined award in 2009 for the start of the U18 competition.

Leaderboard

- Hugh Stagg (Glenelg) 28
- Hugh Jackson (North) 19
- Dustin Launer (Eagles) 17

U18 Torrens University Cup MVP

Prolific West Adelaide midfielder Cade Kennedy was rewarded for his consistency after being named the 2021 Torrens University Cup MVP.

The 18-year-old, originally from Mitcham FC, was a significant influence on the Bloods finishing third in the U18 Torrens University Cup this year, averaging 27 disposals, six marks, five tackles, four clearances and six inside 50s.



2021 Jack Oatey Medallist, Jack Hayes.



2021 Reserves Magarey Medallist, Ed Allan.



2021 McCallum Tomkins Medallist, Hugh Stagg.

Award Winners: Women's



2021 Best and Fairest winner, Lauren Young.

SANFL Statewide Super League Best and Fairest

West Adelaide rookie Lauren Young scooped the SANFLW awards pool after being crowned the 2021 SANFL Statewide Super Women's League Best and Fairest.

Polling a total of 18 votes, Young held a one vote advantage over Glenelg's Jessica Bates and Central's Shelby Smith heading into the final home-and-away fixture of Round 11.

The Henley High School student was then able to stretch her final margin to four with a first preference in the Bloods' thrilling one-point win against South Adelaide.

Young polled a total of five first preferences, banking one in her first SANFLW League game against Norwood in Round 1, the same match she earned her Powerade Breakthrough Player nomination.

Now the third West Adelaide player to win the SANFLW Best and Fairest Award, Young joined the Martin sisters – Hannah (2018) and Rachelle (2020) – in being recognised as the competition's best.

Leaderboard

- Lauren Young (West) 18



2021 SANFLW Best Player in a Grand Final, Ebony Marinoff.

- Shelby Smith (Central) 14
- Jessica Bates (Glenelg) 14
- Leah Cutting (Norwood) 13
- Nicole Campbell (South) 10

SANFLW KIA Coaches Award

A near perfect score in Round 11 ensured West Adelaide's Lauren Young would seal victory in the race for the 2021 Kia Coaches Award.

Polling nine of a possible 10 votes in the Bloods' final minor round match against South Adelaide, Young edged out Sturt's Izzy Kuiper by just two votes to earn the ultimate respect of the SANFLW coaches.

Joining Rachelle Martin, in 2020, as the only West players to win the Kia Coaches Award, the 15-year-old attracted votes from the coaches in every game except Rounds 5 and 7.

Leaderboard

- Lauren Young (West) 52
- Izzy Kuiper (Sturt) 50
- Jessica Bates (Glenelg) 49
- Shelby Smith (Central) 47



2021 AAMI Leading Goal Kicker, Chantel Reynolds.

AAMI Leading Goal Kicker Award

Central District's Chantel Reynolds doubled her tally of career goals in one season while claiming the AAMI Leading Goal Kicker Award.

The 29-year-old had kicked seven goals in two seasons leading into 2021 but booted a total of 14 across the minor round to head the list of the best forwards in the Statewide Super Women's League.

Recruited from Angle Vale, Reynolds posted two hauls of three goals – in Round 1 against the Eagles and Round 5 against West Adelaide.

Reynolds is the first Bulldogs player to top the SANFLW Goal Kicking list, joining current teammate Katelyn Rosenzweig, who won the award in 2018 playing for North Adelaide.

Leaderboard

- Chantelle Reynolds (Central) 14
- Rosette Zerella (Norwood) 12
- Katelyn Rosenzweig (Central) 11
- Jorja Hooper (South) 11

Award Winners: Women's

Best Player in the SANFLW Grand Final

Glenelg midfielder Ebony Marinoff became the first Tiger to win the medal as best player in the SANFL Statewide Super League Grand Final as her team claimed its inaugural premiership.

The star left-footer asserted herself on the contest with a magical first-term goal en route to being the most influential player on the field.

Marinoff covered almost every inch of the turf in tallying 31 disposals, five clearances, five tackles and two goals to prove her class in the most important game of the year.

Powerade Breakthrough Player Women's Award

West Adelaide's Lauren Young won the 2021 SANFLW Powerade Breakthrough Player Award after

her standout inaugural season.

Aged just 15, Young played every game in 2021, featuring in the Bloods' best players in seven of her 11 appearances while helping her side book a berth in the Statewide Super Women's League Grand Final.

Named in the centre of the 2021 The Advertiser SANFLW Team of the Year, the Plympton FC teenager received her nomination for a stunning performance in Round 1.

Despite it being her SANFLW debut, Young displayed incredible maturity and game-breaking ability when she chalked up a game-high 25 disposals and applied eight tackles.

The Statewide Super SA U19 representative – one of three Powerade nominees from Westies – also took several telling intercept marks in defence, snaring nine in total against Norwood at The Parade.

Stanley H. Lewis Trophy

Glenelg secured its 10th Stanley H. Lewis Trophy and second in three years as SANFL's best performing club in 2021.

In the first year points have been awarded for Women's and U16 matches, Glenelg finished with a significant tally of 4125, more than 1000 ahead of runner-up Woodville-West Torrens with 2875.

With their Statewide Super League, Reserves and Under-18 teams finishing minor premier, the Tigers were also fuelled by the success of their Women's side, which claimed an inaugural SANFLW premiership.

Norwood tallied 2625 to round out the top three, edging out South Adelaide on 2525 in fourth and fifth-placed North Adelaide on 2375.

Glenelg last won the Stanley H. Lewis Trophy in 2019, with other successes coming in 1969, 1973, 1975, 1976, 1981, 1990, 2009 and 2010.

The Trophy, named after past SANFL Chairman Stanley Heathcote Lewis, has been awarded since 1962 to the club which has displayed excellence across all grades of football.

Points are awarded for each win across the minor round, with 100 points allocated for a Men's and Women's League victory, 50 points for the Reserves and Under-18s and 25 points for the Under-16s.

In the event of a draw, half of the points allocated for a win in that grade are awarded to each club involved.

Leaderboard

- Glenelg 4125
- Eagles 2875
- Norwood 2625
- South Adelaide 2525
- North Adelaide 2375

Life Membership

SANFL wishes to acknowledge the following players and umpires who qualified for Life Membership in 2021 with a total of 200 SANFL League and State Representative games:

Player Life Member

- Jarrod Allmond (WWTFC / NAFC)
- Jonathon Beech (WAFC / AFC)
- Jace Bode (SFC / NFC / PAFC)
- Joel Cross (SAFC)
- Patrick Giuffreda (WWTFC)
- Jarrod Schiller (CDFC)
- Luke Thompson (WWTFC / AFC)

Umpire Life Member

- Rowan Hundertmark (Field Umpire)
- Matthew Zacher (Boundary Umpire)
- Tim Bryant (Boundary Umpire)
- Peter Challen (Goal Umpire)



2021 Life Members, Jarrod Schiller (top) and Luke Thompson (bottom).



SANFL History Centre

It was another challenging COVID-19 year but despite that, much was achieved.

The enthusiastic group of knowledgeable and outstanding volunteers continue to upload data, research some unusual topics and photos, and plan for the 2022 SANFL Exhibition which will be held in the State Library of SA, from June 3 to October 16.

Preparation for the 145 years of SANFL Exhibition is well under way. Five years since the 2017 Exhibition, this one will be much more digital.

It was with great delight that the History Centre was able to announce a major partner for the Exhibition - Meals on Wheels SA. The History Centre is also very grateful for numerous other sponsors of what will be a major exhibition.

SANFL will also partner with the National Wine Centre and the Migration Museum for the Exhibition and there will be some updates at Adelaide Oval.

Two areas in State Library have been set aside for digitised content to be shown at the Exhibition and that will attract an interested audience.

Following the Exhibition, there will be discussions about the next steps for using this considerable and valuable content. It is planned to have all content listed in one central database for easier tracking and therefore more efficient use.

The Digitisation Project is finally nearing completion. Some Western Australia Football Commission items were sent to WA, and there are many items which have been sent to the National Film and Sound Archives. Items that have been digitised are being discarded in a responsible way.

Lucidea, the excellent online cataloguing system, supported by the AFL, continues to provide more diverse options for data entry, and it is a catalyst for other SANFL clubs and other sporting organisations to document their memorabilia.

The commitment to digitise the Football Budgets from 1914, is slowly moving forward. This will be a useful record for both SANFL and the State Library. There are also several areas where volunteers are correcting information that was previously not accurate or incomplete.

Despite 2021 challenges, the e-newsletters have continued, with thanks to Michelangelo Rucci, and one Historians' meeting has occurred (thanks to Norwood FC).

The SANFL History Centre continues to attract more successful grants from the History Trust of SA, which certainly enable us to do more. This will continue into 2022.

Very special thanks to the History Centre volunteers, the SANFL History Committee and especially Manager Chris Halbert for their dedication and support.

Financial Overview

	2021	2020
Cash Earnings	\$2,840,923	(\$2,918,242)
Statutory Profit/(Loss) per Annual Report	\$8,134,912	(\$1,370,531)
Net Assets	\$102,568,029	\$99,170,591
Secured Debt	\$2,150	\$3,742,300

Cash Earnings

SANFL uses cash earnings as its key operating measure – as this is the cash generated from operations. SANFL's cash earnings result for 2021 was \$2.84m compared to the 2020 result of negative \$2.92m. These results follow a cash loss of \$1.51m in 2019, resulting in a cumulative cash loss over the three-year period of \$1.59m.

The cash earnings result of \$2.84m is mainly attributable to COVID-19 related state and federal government support. This support, received directly and indirectly via the Adelaide Oval stadium return, totalled

\$4.60m including job keeper, payroll tax relief, reduction in government rent paid by Adelaide Oval and assistance with SANFL's sinking fund contribution to Adelaide Oval. Without this support SANFL would have had another significant cash deficit following the \$2.92m loss in 2020.

The stadium returns from Adelaide Oval remained severely impacted by COVID-19, even with government support. After SANFL's contribution toward 50% of the stadium operating costs, the net return was 30% below pre-COVID-19 levels. AFL game day crowds remained softer, with two games being relocated interstate. Adelaide

Oval revenue is still heavily impacted with minimal non-game day functions and events and no international concerts to help off-set operating expenses.

To manage the ongoing reduction in revenue, many of SANFL's reduced workforce did not return to work in a full-time capacity until January 2021 following being stood down in March a year earlier. SANFL also reduced distributions paid to State League clubs by 40% compared to pre-COVID-19 levels.

The cash surplus was used to reduce SANFL debt from \$3.74m to \$2,150.

Statutory Results

The statutory profit of \$8.13 million is not reflective of SANFL's underlying operating performance as it includes a number of large non-cash balance sheet adjustments as outlined in the table below. The table reconciles the reported statutory profit back to cash earnings.

RECONCILIATION OF STATUTORY PROFIT TO CASH EARNINGS	2021	2020
Statutory profit per annual report	\$8,134,912	(\$1,370,531)
ADJUSTED FOR NON-CASH ITEMS:		
Less revaluation of balance sheet items measured at NPV – Note 1	(\$4,523,388)	(\$3,163,999)
Add depreciation, amortisation and asset write-downs – Note 2	\$1,690,874	\$1,553,407
Add the equity accounted decrease in investment in AOSMA – Note 3	\$250,835	\$1,555,877
Add other non-cash adjustments	(\$36,452)	\$472,458
Statutory profit excluding non-cash adjustments	\$5,516,781	(\$952,788)
Less Football Development Grants paid to State League Clubs	(\$2,560,040)	(\$1,882,944)
Less capital purchases	(\$115,818)	(\$82,510)
Cash Earnings	\$2,840,923	(\$2,918,242)

Note 1 – SANFL has a number of balance sheet items that are valued at net present value or market value. These assets must be revalued each year with the change in value impacting SANFL's statutory profit. These revaluations have no impact on SANFL's cash earnings and are therefore excluded in the above reconciliation.

Note 2 – SANFL has depreciation and amortisation charges against intangible assets. These charges are added back as there is no cash earnings impact.

Note 3 – As the 50% joint venture shareholder of AOSMA, SANFL equity accounts this investment and therefore recognises in its statutory result 50% of any movements in the net equity of AOSMA. This can fluctuate on an annual basis.

Looking ahead to 2022

SANFL is budgeting a cash loss in 2022 as it is expected that the government support received in 2021 will no longer exist. SANFL has used conservative assumptions with regards to its return from Adelaide Oval, given the current conditions and the uncertainty with capacity and fans willingness to get back to AFL games. AOSMA are not planning any international major events until 2023 and therefore are solely relying on their functions and events business to rebound significantly to help offset operating costs.

SANFL will continue to operate at a lower cost structure and the distributions to State League clubs remain 40% lower than pre-COVID-19 levels.

Financial Overview

Statement of Financial Position

As at 31 October 2021

	2021	2020
ASSETS		
Cash and cash equivalents	5,558,545	275,108
Trade and other receivables	3,634,064	5,040,773
Inventories	70,077	76,630
Property divestment receivable	5,599,500	5,462,500
Other assets	54,040	177,545
Total current assets	14,916,226	11,032,556
Trade and other receivables	6,026,930	6,576,712
Property, plant and equipment	77,098,368	77,848,087
Property divestment receivable	8,900,500	10,637,500
Equity accounted investments	9,357,929	9,608,764
Total non-current assets	101,383,727	104,671,063
Total assets	116,299,953	115,703,619
LIABILITIES		
Trade and other payables	4,807,165	4,289,545
Loans and borrowings	276,724	338,900
Employee benefits	982,221	1,081,999
Contract liabilities	6,805,086	5,966,046
Total current liabilities	12,871,196	11,676,490
Trade and other payables	-	274,719
Loans and borrowings	633,104	4,349,025
Employee benefits	227,624	232,794
Total non-current liabilities	860,728	4,856,538
Total liabilities	13,731,924	16,533,028
NET ASSETS	102,568,029	99,170,591
Equity		
Accumulated surplus	102,568,029	99,170,591
Total equity	102,568,029	99,170,591

Financial Overview

Statement of Profit or Loss and Other Comprehensive Income

For the year ended 31 October 2021

	2021	2020
Revenue	33,458,969	18,783,409
Cost of sales	(678,571)	(230,406)
Catering & licenced club expenses	(3,091,470)	(1,652,306)
Share of profit/(loss) in equity accounted investee	(250,835)	(1,555,877)
Depreciation	(1,690,950)	(1,553,409)
Other expenses from football operations and administration	(25,353,059)	(19,424,259)
Total expenses from football operations and administration	(27,294,844)	(22,533,545)
Results from operating activities	2,394,084	(5,632,848)
Finance income	5,803,859	4,434,544
Finance expense	(63,031)	(172,227)
Net finance income	5,740,828	4,262,317
Profit / (Loss) from operations	8,134,912	(1,370,531)
Total comprehensive profit / (loss) for the year	8,134,912	(1,370,531)



A panoramic view of Adelaide Oval on 2021 SANFL Grand Final day.

2021 Novita SANFL Wheelchair Football League season launch.



SANFL

Sturt's Zoe Prowse, pick No. 17 in the AFL Draft



No. 1 pick in the 2021 AFL Draft, South Adelaide's Jason Horne-Francis.



SANFL Players Stand Against Racism – In Round 17, all SANFL players agreed to hold a moment of unity against racism. Before the start of each match, players and umpires stood arm-in-arm in solidarity, in a statement to put an end to racism.



Dual Magarey Medallist Joel Cross called time on his glittering League career in 2021, the South Adelaide star earning SANFL Player Life Membership.



2021



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