



2023 ANNUAL REPORT



ACKNOWLEDGEMENT OF COUNTRY

SANFL CELEBRATES THE LANDS THROUGHOUT SOUTH AUSTRALIA ON WHICH WE ARE PRIVILEGED TO PLAY OUR GREAT GAME. WE PAY RESPECT TO ALL FIRST NATIONS PEOPLES, PAST AND PRESENT, AND THANK THEM FOR THEIR GENEROSITY AS CUSTODIANS OF COUNTRY.

WE RECOGNISE THE PROFOUND CONTRIBUTION FIRST NATIONS PLAYERS, COACHES, AND OFFICIALS HAVE MADE TO OUR GAME, WE CELEBRATE THEIR HERITAGE AND CULTURE AND SUPPORT THEIR CONTINUED SPIRITUAL CONNECTION TO COUNTRY. WE VALUE THEIR GUIDANCE IN OUR ENDEAVOUR TO CONNECT COMMUNITIES THROUGH THE ENJOYMENT OF FOOTBALL.



Cover: An emotive Lachie Hosie from Glenelg during the 2023 Grand Final in which he is awarded the Jack Oatey Medal. Image: David Mariuz
Triumphant Central District players get around Caitlen Teague after her goal just moments before the final siren of the 2023 SANFLW Grand Final.
Image: Cory Sutton

Above: Glenelg wins the Hostplus SANFL League Premiership.

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2023 HIGHLIGHTS

33,049 **FANS**
ATTENDED
HOSTPLUS
SANFL LEAGUE
GRAND FINAL

GLENELG WINS ITS 6TH
HOSTPLUS SANFL
MEN'S LEAGUE
PREMIERSHIP

3,228 **FANS**
ATTENDED
HOSTPLUS
SANFLW
GRAND FINAL

**CENTRAL
DISTRICT** WINS 1ST
HOSTPLUS
SANFLW
PREMIERSHIP

12% **INCREASE IN**
MEN'S LEAGUE
AVERAGE CROWD
ATTENDANCES
IN 2023

**SANFL WEST END
STATE TEAM DEFEATS
WAFL FOR FOURTH
CONSECUTIVE YEAR**

\$8M **FUNDING PROGRAM
FOR FOOTY CLUBS**
DELIVERED BY
STATE GOVERNMENT,
SANFL & AFL

**SA WINS SECOND
CONSECUTIVE U18 GIRLS AFL
NATIONAL CHAMPIONSHIPS
AND INAUGURAL U16 GIRLS AFL
NATIONAL CHAMPIONSHIPS**

3 YEARS **AFL GATHER
ROUND STAYS
IN SOUTH
AUSTRALIA
UNTIL 2026**

20 **SA PLAYERS
RECRUITED INTO
THE AFL/AFLW
IN 2023**

**STURT CLAIMS HISTORIC
HAT-TRICK OF NOVITA SANFL
WHEELCHAIR FOOTBALL
LEAGUE PREMIERSHIPS**

**HARRY
GRANT** MAGAREY
MEDALLIST

**PIPER
WINDOW** SANFLW BEST
AND FAIREST

PARTICIPATION



63,892 **TOTAL
PARTICIPANTS**

3,462 **REGISTERED
COACHES**

52,080 **REGISTERED
PLAYERS**

262 **FEMALE
COACHES**

43,373 **MALE CLUB
PLAYERS**

2,485 **REGISTERED
UMPIRES**
23% GREATER
THAN 2022

8,652 **FEMALE CLUB
PLAYERS**

11,867 **RECORD AFL
AUSKICK
NUMBERS
IN SA**

12,567 **NATIONAL
PHARMACIES
SANFL JUNIORS
PARTICIPANTS**

CHAIRMAN & CEO REPORT

THE STRENGTH OF THE SANFL IS OUR PEOPLE, OUR CLUBS AND CORPORATE PARTNERS, OUR FANS AND OUR COMBINED PASSION TO BRING COMMUNITIES TOGETHER THROUGH THE LOVE OF FOOTBALL.

2023 marked a watershed moment in the League’s efforts to deliver new initiatives which showcase the unifying power of football and inspire more people to be part of our national game.

All eyes were on Adelaide in April for the inaugural Gather Round, marking the first time a full round of AFL was held in one city and bringing tens of thousands of visitors to the State.

Through a range of events to engage with participants and key stakeholders across the state, SANFL played an invaluable role with the AFL and State Government to ensure this ground-breaking festival of football was a resounding success that will have a lasting impact on our game at all levels across South Australia.

With the event locked in until 2026, we are excited about building on this opportunity and the Leagues’ tireless focus to further connect players, fans, coaches and drive greater investment in facilities and infrastructure in SA to grow participation.

We extend our immense gratitude to the SANFL Clubs, volunteers, administrators, corporate sponsors and our staff for helping us achieve another successful season of the SANFL Women’s and Men’s State League competitions.

Crowds across the season were significantly higher than the previous year reflecting the strength of the local competition and the strategy by the League and our partners to elevate matchday experiences through activations and off-field activities.

SANFL congratulates the Glenelg Football Club for capping off a stellar home-and-away season winning both the Men’s State League and Reserves titles at Adelaide Oval.

In June, a record crowd also witnessed Central District claim its first Women’s State League premiership in a dramatic finale at Prospect Oval against League pacesetter South Adelaide.

Prudent financial management remained a focus of the Commission and our executive and we are pleased to report improved cash earnings in a year when we also pursued new opportunities to generate and invest funds for community football.

HIGHLIGHTS

Whether it’s through our marquee League competitions, our Multicultural Programs, our APM Inclusive League for adults with intellectual disability, the Novita SANFL Wheelchair Football League, the SANFL APY League and our affiliated community football leagues across the state – SANFL is working harder than ever to ensure footy is accessible and enjoyed by more people.

In 2023, we embarked on new initiatives to grow participation, increase funding into community football, attract bigger matchday audiences and take football to more corners of the state than ever before.

We’re pleased to share a snapshot of some highlights of a bumper year for SANFL and our partners.

- 33,049 fans attended the 2023 Hostplus SANFL League Grand Final which featured the biggest ever festival of events for a season decider.
- Peak TV audience of 100,000 viewers tuned into the Channel 7 Grand Final broadcast on Seven and 7Plus.
- Channel 7’s SANFL season coverage attracted 40% average audience share and average crowd attendance was up a healthy 12 per cent on 2022.
- Hostplus SANFLW Grand Final attracted 34% commercial audience share.
- 63,892 total football participants (club and Auskick).
- A record number of Auskick participants – 11,867 learning the fundamentals of our game.
- More than 12,500 male and female juniors participated in National Pharmacies SANFL Juniors.
- Positive cash earnings of \$1.078m
- Launched X-Golf/Hey Caddy West Lakes with all revenue to be reinvested into grassroots football.
- 2485 registered umpires, 23% higher than 2022
- Sturt Football Club claimed a historic hat-trick of Novita SANFL Wheelchair Football League premierships.

- SA won a second consecutive U18 Girls AFL National Championships title.
- SA won the inaugural U16 Girls AFL National Championships.
- Launched our inaugural Reconciliation Action Plan reaffirming our commitment to recognising, welcoming, understanding and respecting First Nations Peoples and their communities.
- The State Government, SANFL and AFL team up to deliver an \$8 million facility funding program to benefit footy clubs.
- Clubs affected by the River Murray Flood Event received over \$100k from the AFL Community Relief Fund, facilitated by SANFL.

FINANCIAL PERFORMANCE

SANFL continues to be financially prudent when managing its operations, while investing strategically and supporting our SANFL and community clubs.

Cash earnings of \$1.078m – compared to \$1.022m in 2022 – were mainly attributable to improved stadium returns from Adelaide Oval, while maintaining effective cost controls across the business. While stadium revenue continues to rebound, rising costs have resulted in returns remaining lower than pre-Covid-19 levels.

On the back of a very successful AFL Gather Round and commitment for the event to be in Adelaide for the next three years, SANFL has committed \$1m from 2023 cash earnings to the SA Football Facilities Fund along with a \$7m co-investment from the State Government and AFL.

We would like to acknowledge the AFL for increasing funding for Game Development back to pre-Covid-19 levels and we look forward to further strategic investment in the coming years.



The Hon Rob Kerin Chairman, South Australian Football Commission (right) and Darren Chandler CEO, SANFL.

PARTICIPATION

It was another excellent year in springboarding football participation in South Australia off the back of Covid-19, with participation again cause for celebration across many levels of our competitions and programs.

We remain the most participated sport in the State, with junior and senior club registrations at over 52,000.

In an encouraging sign for the future of our game, Auskick registrations hit a record 11,867 in 2023, 7 per cent higher than 2022 and surpassing pre-Covid-19 levels. In addition, SA comfortably led the nation in Auskick and 5 to 9 years player registrations on a per capita basis, with 18 per cent of the population (18,600) in that age bracket participating in footy. Contributing to this result were the growing number of girls, and children from multicultural backgrounds, in Auskick.

We are also pleased to have maintained almost 3500 registered coaches across the state, including 262 females. Umpire numbers also continue on an upward

trend with 2485 registered umpires, 23 per cent more than in 2022, including an extraordinary rise in umpire numbers for National Pharmacies SANFL Juniors. An intensive recruitment strategy saw an additional 427 new umpires officiating in SANFL Juniors in 2023, taking the total to 756 – more than double from 2022.

PARTNERSHIPS & EVENTS

Just like the fortunes of a football team, SANFL’s on and off-the-field success relies on teamwork and partnering with companies and organisations who value the power of football to entertain, inspire, educate and connect communities.

We particularly acknowledge Hostplus who marked its second season as naming rights partner of our elite men’s and women’s competitions by extending their partnership by another year through to 2024.

The backing of one of Australia’s largest superannuation funds, and the 2023 SuperRatings Fund of the Year, is crucial in helping us grow the game and certainly puts our league on solid footing.

Traditions are important to SANFL’s history and there is none more unique in Australian sport than West End’s partnership with SANFL. We look forward to celebrating 70 years of this alliance in 2024.

We were also thrilled to extend our partnerships with National Pharmacies, DIT, Kia and AAMI as Premier Partners and thank all other Premier Partners: Powerade, Channel 7, TopSport, Coles, McDonalds, Ausco, Torrens University Australia, Burley and SA Power Networks.

We also rekindled our partnership with Sherrin who, after more than 30 years, will return in 2024 as the official match ball partner across all competitions in a multi-year sponsorship.

The 2023 Hostplus SANFL League Grand Final Day at Adelaide Oval was a successful celebration of all of football in SA and attended by 33,049 spectators - the biggest crowd since pre-Covid-19.

CHAIRMAN AND
CEO REPORT

INFRASTRUCTURE

Investment in facilities remains a key priority for SANFL as we strive for a truly inclusive environment for all participants.

There is a critical need to cater for increasing capacity at existing venues by improving the quality of ovals, lighting and infrastructure – and identifying opportunities for new ovals to support the increasing number of female teams and meet the projected significant increase in players across competitions and new programs in coming years.

In late 2023, the SANFL, the State Government and AFL announced a joint \$8m Football Facilities Fund to support the continued growth of the game as part of South Australia’s legacy as host of the AFL Gather Round. Across SANFL Clubs and Community Football in 2023, we were pleased to see a number of notable projects delivered and facility upgrades underway and we look forward to further projects being turbo-charged as a result of this Fund.

We congratulate Sturt Football Club on winning the 2023 SANFL Community Football Facility of the Year for the Jack Oatey Stand redevelopment. In addition, we celebrated:

- North Adelaide completing a \$1.5 million upgrade of changerooms and function centre at Prospect Oval.
- Unlocking of additional oval capacity Cardijn College (South Adelaide) and Playford International College (Central District) in our quest to ensure every SANFL Club has a second oval.
- Completion of new player and umpire change rooms at Woodville-West Torrens.

TRIBUTES

2023 marked the passing of another great of our game, South Australian Football Hall of Fame inductee Geof Motley OAM.

The 1964 Magarey Medallist played in a record nine premierships with Port Adelaide while lining up in 250 games from 1953 to 1966.

Motley was a key member in Port Adelaide’s six SANFL grand final wins in succession from 1954 to 1959. The sixth was as the club’s captain-coach, a position the SANFL Player Life Member would hold for three seasons before continuing as captain through to his retirement in 1966.

Winner of four best-and-fairest awards at Port Adelaide, Motley was also a passionate



South Australian while donning the treasured red guernsey on 28 occasions, including the famous 1963 triumph against Victoria at the MCG.

In 2023, SANFL also mourned the passing of the following SA Football Hall of Fame Members:

Barrie Barbary: 1960 Magarey Medallist who played a total of 212 League games for North Adelaide and Woodville in a tremendous career from 1955 through to 1970. A SANFL Player Life Member in 1972, Barrie represented South Australia on 19 occasions.

Neville Hayes: An inaugural inductee in 2002, Neville played 217 League matches for Port Adelaide between 1953 and 1965. An eight-time premiership player for the Magpies, the reliable defender was a key member of the club’s six premierships in succession from 1954 to 1959.

We were also deeply saddened by the tragic deaths of 2022 Norwood premiership player Nicholas Lowden, much-loved and respected SA Girls U18 team manager and female football co-ordinator at Norwood Football Club, Ashleigh Young, and Birdwood Football

Club player and former Norwood junior Antonio Loiacono. Their deaths were a telling reminder of how precious life is, but also how football clubs provide comfort and support at the saddest and most difficult of times.

ACKNOWLEDGMENTS

The structure and success of football in SA is built around our clubs.

To all Club Chairs, League Directors, CEOs, boards, staff and the thousands of volunteers, we extend our immense thanks to each of you for your passionate stewardship of football in the State to inspire, excite and unite.

The foundations of our League continue to be strengthened through your collective efforts to maintain our competition as the premier state league in Australia.

To the SA Football Commission Members and SANFL staff, we sincerely thank each of you for your tireless work to ensure the sustainability of the competition and South Australian football so that more generations can enjoy this great game.

In particular, we acknowledge Tom Zorich who retired from the SA Football Commission in 2023 after 12 years – we thank Tom for his outstanding contribution to football in this State. Since 2011, Tom has been a highly respected Member of the SA Football Commission and contributor to the leadership of our game as Chair of numerous SANFL sub-committees.

On behalf of SANFL and the Commission, we sincerely thank Tom for his commitment to serving the League over this time.

And finally, we extend our huge appreciation to the players, coaches, umpires and fans, new and old, for supporting football throughout the season and we will continue to work to ensure our game remains accessible for all.



The Hon Rob Kerin
Chairman
SA Football
Commission

Darren Chandler
Chief Executive
Officer
SANFL

SA FOOTBALL COMMISSION AND SENIOR EXECUTIVE OFFICERS



The Hon. Rob Kerin
Chairman



Nicole Haack
Deputy Chair



Tom Zorich*
Deputy Chair



Janet Finlay
Commissioner



Luke McCabe*
Commissioner



Bill Moody
Commissioner



Louise Small
Commissioner



Peter Lindner
Commissioner



Luke Powell*
Commissioner



David Couzner*
Commissioner



Darren Chandler
Chief Executive Officer



Matt Duldig
Executive General Manager -
Football



James Bayer
Executive General Manager
- Finance & Business
Operations

*denotes part year.

LEAGUE DIRECTORS



Top L to R: David Cavenett
- Central District
David Whelan - Glenelg
Chris McSporran -
North Adelaide
Paul Di Iulio- Norwood
Grant Miles -
South Adelaide
Bottom L to R:
Jason Kilic - Sturt
John Kantilaftas-
West Adelaide
Christine Williams*-
Woodville-West Torrens
David Couzner* -
Woodville-West Torrens
Brad Busch -
Community Football

*denotes part year.



AFL GATHER ROUND

THE SANFL WORKED CLOSELY WITH THE SOUTH AUSTRALIA GOVERNMENT AND AFL TO ASSIST WITH SECURING AND DELIVERING THE INAUGURAL 2023 AFL GATHER ROUND.

An early commitment was made by the SANFL and the eight SANFL Clubs to not play State League football on the weekend of Gather Round, and this was followed by the Adelaide Football League and many regional leagues. This was important in securing the event, not only allowing a full focus on Gather Round, but to provide players, volunteers and everyone involved in community football across the State with an opportunity to support this historic weekend for Australian football.

Furthermore, SANFL committed its full workforce to support the event, with 110 staff members involved across the four days, and many involved for many weeks prior.

In addition to the large amount of work to help bring Gather Round to South Australia, SANFL, together with the SANFL Clubs, supported the major event through a range of initiatives to engage with participants and key stakeholders across the State.

The goal was to ensure the event was not just an overwhelming success for tourism and the football community, but to ensure it left a long-lasting legacy for the national game in South Australia.

In addition to the nine games of football played in SA, during Gather Round, two of which were at Norwood Football Club, SANFL with the support of the AFL, successfully delivered:

- 16 free clinics with AFL and SANFL players reaching over 3000 boys and girls. Gather Round Giveaway competition with 6000 entries from registered football participants with the chance to win over 20 'money can't buy' match day experiences and prizes.
- 16 AFL Captain's Runs and player appearances.
- The Gather Round Community Footy Roadshow – 21 days, 2,500km, 52 schools, 12 regional clubs, five community venues, 1600 footballs donated to clubs and 5000 fans reached right across the State.
- National Pharmacies SANFL Juniors season launch, attracting more than 2000 juniors to the Festival of Footy live site in Elder Park.

- Eight SANFL U16s and U18s matches played in front of national recruiters, showcasing SA elite boys' talent.
- Coach development workshops at SANFL venues connecting 400 community coaches with AFL head coaches.
- 50 Local Governments hosted at the inaugural Festival of Facilities forum and tour.
- Community Club Development Day attended by approximately 200 club and league volunteers, as well as live streamed across the nation.
- Half-time Auskick experiences for approximately 800 boys and girls.
- Umpire workshops and match day experiences connecting 500 community and junior umpires with elite AFL umpires.
- 500 AFL Gather Round branded kits to schools in metropolitan Adelaide.
- Creation of a new Ultimate Football Membership space at the David Hookes Bar in the Western Stand of Adelaide Oval for local and interstate attendees to enjoy.

The overwhelming success of AFL Gather Round in South Australia saw the major event secured by the State Government until at least 2026, providing an exciting and unprecedented opportunity to grow and invest in football right across the State, from participation to talent pathways to facilities funding.

Already, a key outcome of the 2023 Gather Round is the establishment of the Football Facilities Fund which has seen a combined investment from State Government, the AFL and SANFL totalling \$8 million over three years to support much-needed infrastructure projects at clubs right across SA.



21

MONEY CAN'T BUY EXPERIENCES FOR FANS

40+

LOCAL GOVERNMENTS ENGAGED WITH

52

SCHOOL VISITS

110

SANFL STAFF INVOLVED OVER 4000+ SHIFTS

800

AUSKICKERS PLAYED AT HALF TIME

2000+

NATIONAL PHARMACIES SANFL JUNIORS ATTENDED SEASON LAUNCH

10,000

FOOTIES GIVEN AWAY

32

CLINICS & CAPTAINS' RUNS HELD AT LEAGUE CLUBS

70+

COMMUNITY TOUCH POINTS

500

UMPIRES CONNECTED

400

COMMUNITY COACHES

300

CLUB FORUM ATTENDEES

SANFL TRIBUNAL AND MATCH REVIEW

The SANFL Match Review Panel assessed hundreds of incidents across all six State League competitions in 2023 with a breakdown of the charged offences per grade detailed below. The SANFL Tribunal sat on seven occasions in 2023 in relation to State League matters with further details of each hearing detailed in the tables below.

Incident	Count
Dangerous Tackle	113
Forceful front on contact	26
Striking	35
Rough conduct - High bump	30
Tripping	2
Misconduct	3
Rough conduct	13
Umpire abuse	2
Kneeing	3
Contact to face	1
Kicking	1

Competition	Count
League	97
Reserves	33
Under 18	44
Under 16	28
Women	27

TRIBUNAL OUTCOMES

Grade	Offence	Verdict	Sentence
Women	Contact to the Face	Guilty	3 matches
Women	Misconduct	Not Guilty	N/A
Men	Rough Conduct <i>High Bump</i>	Guilty	2 matches
Men	Forceful Front on Contact	Guilty	6 matches
Men	Striking	Guilty	3 matches
Men	Striking	Not Guilty	N/A
Men	Striking	Guilty <i>downgraded</i>	Fine and reprimand

FOOTBALL OPERATIONS

DEPARTMENT STRUCTURE

The Football Operations Team undertook a restructure at the end of 2022 with Community Football becoming part of the broader Football Operations Team. This provided greater access to internal support around competition management and providing a higher level of service to Leagues and Clubs in Community Football in South Australia. With this change taking effect from the start of 2023 onwards, the Football Operations Team now comprises State League Competition Management, SANFL Juniors, Coaching, First Nations Programs and Community Football.

STATE LEAGUES

The 2023 Hostplus SANFL Men’s and Women’s seasons were a huge success with an incredibly high standard of football. Reduced average margins and increases in attendance and broadcast figures, highlighted that the appetite for SANFL football is strong.

These measures, along with the West End State Team defeating Western Australia for the fourth consecutive time, highlights SANFL’s standing as the strongest State League competition for both men and women outside of the AFL and AFLW.

SANFL COMPETITION COMMITTEE

The SANFL Competition Committee serves as a guide around decision-making for the SA Football Commission and SANFL Executive on key aspects of the future direction of all SANFL competitions. The committee meets four to five times a year with representatives from a range of clubs and roles within SANFL.

In 2023, the SANFL Competition Committee comprised of: Matt Duldig (Chair, SANFL

Executive General Manager Football), Sean Toohey (SANFL Head of Football Operations), Daniel Joyce (Competitions Specialist – State Leagues), Luke Powell (Woodville-West Torrens CEO), Neill Sharpe (South Adelaide CEO), Justin Scripps (Glenelg CEO) and Darryl Wintle (North Adelaide Football Services Manager).

FIXTURES

With SANFL’s competitions at State League level continuing to grow, fixturing and satisfying the needs of all stakeholders is an ongoing challenge. SANFL works closely with Clubs and partners to ensure that the fixture appropriately elevates and promotes the competition.

Highlights of the 2023 fixture included:

- 10K at the Bay – Glenelg v Sturt fell just short of that target with almost 8,000 spectators on the King’s Birthday public holiday in what was a preview to the 2023 Hostplus SANFL League Grand Final.
- Four regional matches in Port Lincoln, Loxton, Nuriootpa and Murray Bridge, taking SANFL football to country areas where football is the lifeblood of these regional communities.
- Hostplus SANFLW Grand Final held at Prospect Oval between South Adelaide and Central District in front of a crowd of 3,228 and broadcast live and free on Channel 7 as Central District won with the last kick of the game.
- Underage boys’ competitions being played over the AFL Gather Round, providing our most talented young players valuable exposure to all 18 AFL clubs
- Underage boys’ competitions playing their Grand Finals on Adelaide Oval on SANFL Preliminary Final Day.



FIRST NATIONS PROGRAMS

The SANFL First Nations Programs were managed by former Port Adelaide, North Adelaide and Glenelg player Marlon Motlop with support from current Adelaide AFLW player, Danielle Ponter. The team delivered a hugely successful SANFL First Nations Dinner on 26 June, the week prior to NAIDOC Week.

Shelley Ware once again hosted the event and important discussions took place with a panel consisting of Dale Agius (Commissioner for First Nations Voice), Sally Scales (Chairperson of the APY Executive Board), Jeremy Johncock (Co-Chair of Reconciliation SA, AFC Aboriginal Programs Manager and former Sturt FC Player) and Frank Szekely (North Adelaide FC Player).

This led into the SANFL (Men’s) First Nations Round, which was spread over two weeks giving all Clubs the opportunity to celebrate the contribution of First Nations peoples to our game with a home game. The SANFLW First Nations Round was held on the weekend of 18 March, coinciding with National Close the Gap Day. All Clubs in both men’s and women’s competitions wore a specially designed guernsey, further connecting players to our First Nations heritage.



Bottom left: Almost 8000 spectators attended the Glenelg v Sturt match at Stratarama Stadium on the King’s Birthday holiday.
Above: Players in their unique SANFL First Nations Round guernseys.

INTEGRITY AND COMPLIANCE

ENSURING ALL SENIOR MEN’S, WOMEN’S AND JUNIOR SANFL PLAYERS RECEIVE THE APPROPRIATE EDUCATION AND TRAINING PRIOR TO THE START OF EACH SEASON IS ESSENTIAL.

In 2023, these educational units focused on updates to anti-doping (performance enhancing), illicit drugs, gambling, match fixing/wagering risk, vilification, social responsibility and health and wellbeing. This included the introduction of online learning for a portion of athletes.

The Investigation Model, implemented by the Integrity and Compliance department in 2022, was expanded in 2023. Increased investigation and guidance support across all SANFL competitions (League, Reserves, U18/16s, SANFL Juniors, Wheelchair Football, Inclusive League and all affiliated leagues) resulted in 34 investigations being managed throughout the 2023 season.

The SANFL Integrity Department, in collaboration with the AFL, adopted the National Guidelines for the Management of Prohibited Conduct Complaints (vilification) and introduced this to the SANFL competitions and several Community Football Leagues.

To date, the new framework has seen some successful Conciliation Hearing outcomes achieved. In order to be successful, all parties involved need to agree on the outcomes.

The Conciliation Hearings are managed by highly-trained specialist conciliators, allowing all parties involved to discuss the issue(s) at hand in a calm and respectful manner, develop their knowledge and understanding and then agree on positive outcomes moving forward.

In 2024, SANFL will continue to develop these strategies across the entire South Australian Football Community, upholding the integrity of our competitions.

SALARY CAP INVESTIGATIONS

After extensive investigation, a regional community club was charged for breaches of the Community Football Player Payments Regulations and was fined \$26,500, along with other sanctions involving loss of premiership points and Approved Player Points. The club cooperated with all aspects of the investigation and pleaded guilty to all charges and accepted the associated penalties. Another significant investigation has seen charges brought against a metropolitan club relating to breaches during the 2018 to 2022 seasons. These included sign-on payments and match payments which significantly exceeded the maximum allowable under the Player Payment Regulations. The club chose to challenge the charges with the matter set for a Tribunal Hearing with the Salary Cap Commissioner.



HOSTPLUS

SANFL LEAGUE



INTEREST IN THE HOSTPLUS SANFL LEAGUE CONTINUED TO BUILD IN 2023 AS GLENELG SECURED ITS SIXTH PREMIERSHIP IN FRONT OF THE HIGHEST GRAND FINAL CROWD POST COVID-19.

Attendances increased by 12 per cent across the competition's minor round before a healthy crowd of 33,049 watched the Tigers defeat Sturt for the first time in a title-decider at Adelaide Oval.

First-year Glenelg coach Darren Reeves steered his team to the minor premiership with an impressive 15-3 win-loss record before becoming just the second team since 2014 (Eagles in 2021) to win the premiership following a win in the Second Semi-Final.

Glenelg's firepower, desperation and fresh legs were all critical components in securing the premiership flag, by 24 points against the Double Blues.

With Ken Farmer Medallist Lachie Hosie landing the Jack Oatey Medal as best afield with six goals, the Tigers ran rampant as Corey Lyons (28 disposals) and Matt Snook (26 disposals) flexed their muscle at the clearances.

Amid challenging 27°C heat, the Bays led at every change as they kept Sturt goalless until Oliver Grivell kicked truly eight minutes into the second term.

Glenelg ultimately had far too much depth in the midfield as Brett Turner (20 disposals, six clearances), Cole Gerloff (18 disposals, one goal) and James Bell (19 disposals, one goal) all had an impact.

The Tigers' extreme level of contributors was illustrated by vice-captain and triple Ken Farmer Medallist Liam McBean not being required to kick a goal as veteran Luke Reynolds booted three valuable majors.

But it was Hosie's day as he booted his game-breaking haul in the first three quarters to set up the memorable victory, while polling 20 votes to join fellow Glenelg champion forwards Stephen Kernahan (1985) and Tony Hall (1986) in winning the Jack Oatey Medal.

Double Blues captain James Battersby was his tireless self as he tried to haul his side across the line, racking up 24 disposals, 11 clearances and nine tackles to be his side's best.



GRAND FINAL SCOREBOARD

Glenelg	4.3	7.5	12.7	13.8	(86)
Sturt	0.3	2.6	6.6	8.14	(62)

BEST Glenelg: Hosie, Lyons, Snook, Gerloff, Bell, Turner, Reynolds
Sturt: Battersby, Coombas, McFadyen, Slimming, Voss

GOALS Glenelg: Hosie 6, Reynolds 3, Allen, Bell, Gerloff, Lyons
Sturt: Mathews 2, Burrows, Coombas, Frederick, Grivell, Richards, Voss

JACK OATEY MEDAL Lachie Hosie (Glenelg)

Top left: Glenelg's Jack Oatey Medallist Lachie Hosie celebrates one of his game-breaking six goals in the Hostplus SANFL League Grand Final. Far left: Glenelg's Cole Gerloff soars for a memorable mark in the first term of the Hostplus SANFL League Grand Final. Above left: Newly-inducted Australian Football Hall of Fame member Bruce McAvaney OAM was SANFL's 2023 Grand Final ambassador. Top: Sturt players line up for the national anthem before the Hostplus SANFL League Grand Final. Above: Glenelg premiership captain Max Proud (left) and coach Darren Reeves hold aloft the Thomas Seymour Hill Trophy.

Above: Adelaide's Jack Madgen (left) and West Adelaide's Kaiden Brand with Barb Kerley (front) ahead of the inaugural Neil Kerley Tribute Match played at Murray Bridge.



HOSTPLUS SANFL WOMEN'S LEAGUE



THE HOSTPLUS SANFL WOMEN'S LEAGUE CONTINUED TO EVOLVE IN 2023 AS CENTRAL DISTRICT MADE ITS MAIDEN FINALS BERTH COUNT WITH AN HISTORIC PREMIERSHIP.

In front of a record crowd of 3228, the Bulldogs won a heart-stopping Grand Final by just three points against minor premier South Adelaide at Prospect Oval.

Central utility Caitlen Teague was the hero when she made the most of a 25m penalty after a free kick by booting the winning goal with just seconds remaining on the clock.

Bulldogs captain Shelby Smith was a fitting winner of the medal for best afield, collecting a game-high 20 disposals to go with 17 tackles and seven clearances.

Central's Elaine Grigg and Laitiah Huynh were also vital contributors late in the contest as coach Ben Hunt celebrated with his players in dramatic fashion after the final siren.

South Adelaide's Brooke Boileau and Caitlin Couch held their heads high by tallying

16 disposals each to lead the Panthers on the statistics sheet.

It was a thrilling finale to the seventh season of SANFLW action after Sturt had earlier nudged Glenelg out of the top four with victory in the final minor round contest.

But the Double Blues' run would end the following week with a loss to Norwood in the First Semi-Final, before the Redlegs ended their campaign with a defeat against the Bulldogs in the Preliminary Final.

In the second season of the Hostplus SANFLW Development League, South Adelaide trailed at every change in the title-decider before overcoming Norwood in the final term to record a seven-point win at The Parade. The final scores were South 3.7 (25) defeating Norwood 3.0 (18).



GRAND FINAL SCOREBOARD

Central	0.1	1.1	2.6	4.7	(31)
South	1.3	3.3	3.4	4.4	(28)

BEST Central: Smith, Teague, Wendland, Riggs, Rosenzweig
South: Moon, Couch, Boileau, Northcott, Pratt

GOALS Central: Evans, Huynh, Riggs, Teague
South: Northcott 2, Anderson, Hooper

BEST ON GROUND MEDAL
Shelby Smith (Central)

Top left: Central District's Caitlen Teague celebrates kicking the winning goal with teammate Elaine Grigg in the 2023 Hostplus SANFLW League Grand Final.

Far left: Grand Final captains Shelby Smith (Central) and Brianna Cleggett (South) before the coin toss with Her Excellency The Hon. Frances Adamson AC, Governor of SA and SANFL Patron.

Above left: Action from the 2023 Grand Final.

Above: West Adelaide's Lucy Boyd applies a tackle to Glenelg's Violet Patterson.

Top right: West Adelaide's Kelly Bartrop is chaired off after her 50th SANFLW match.

Above right: Retiring Norwood captain Ali Ferrall leads her team out to play.

2023 WEST END

STATE TEAM

THE WEST END STATE TEAM RETAINED THE HAYDN BUNTON JUNIOR CUP WITH A GRITTY 13-POINT WIN AGAINST THE WAFL AT ADELAIDE OVAL IN MAY.

Overcoming inaccuracy in front of goal and a sluggish start in the first term, the Croweaters strung together their fourth successive win against the Sandgropers with as many as 12 players making their senior State debut. Now boasting a 50-48 win-loss record against their Nullarbor rivals, SA was led by Fos Williams Medallist James Rowe, who racked up 26 disposals, 11 marks and a goal in an exceptional display of fine foot skills. Leading by the barest of margins at the final change, Jade Rawlings' charges booted an alarming eight behinds in a row before wingman Marty Frederick converted his 25m set shot after a free kick for too high.

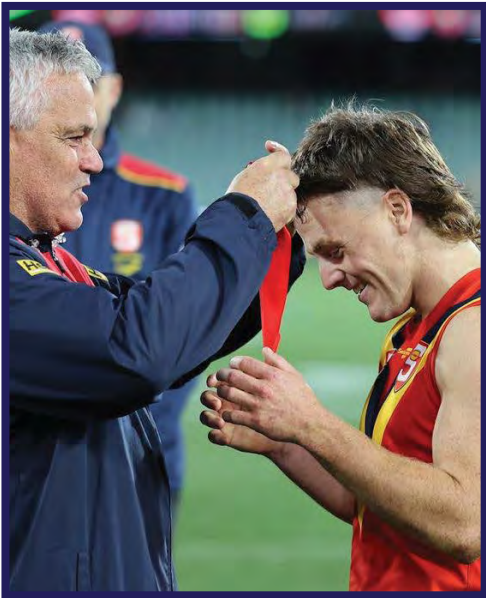
SA goalsneak Josh Hone then hit the post before bigman Connor Ballenden nailed his set shot from 45m out to seal the result for the hosts.

Glenelg's Darcy Bailey finished with a team-high 28 disposals and 10 marks while using the ball nicely by foot in defence for SA as he relished his first State game.

Prolific Eagles midfielder Mitch Hardie bolted out of the blocks early before tallying 25 disposals, 11 marks and seven tackles while Frederick came alive in the second half before registering 19 disposals, six marks and his vital last term major.



Top: Connor Ballenden celebrates after kicking the sealing goal for the West End State team.
Above: The victorious West End State team celebrates with coach Jade Rawlings (top left).
Top right: Liam McBean inspires his teammates after a goal.
Above right: James Rowe (right) receives the Fos Williams Medal from Fos' son, Mark Williams.



SCOREBOARD	
SA	3.2 6.6 6.9 8.16 (64)
WA	2.6 3.7 6.8 7.9 (51)
BEST	SA: Rowe, Bailey, Hardie, Frederick, Lewis, McBean
GOALS	SA: McBean 3, Ballenden 2, Frederick, Ramsey, Rowe

FOS WILLIAMS MEDAL
James Rowe (Woodville-West Torrens)

SANFL

RESERVES

GLENELG WON ITS SECOND SANFL RESERVES PREMIERSHIP IN THREE YEARS BY DEFEATING STURT BY 10 POINTS IN THE GRAND FINAL AT ADELAIDE OVAL.

Glenelg midfielder Reid Kuller was awarded the Bob Lee Medal as best on ground, gathering 20 disposals, six marks, nine tackles and four clearances.

Final-term goals kicked by Glenelg's Nick Leck and Sturt's Josh Rentsch had the game on a knife's edge with 10 minutes remaining, but a classy snap from Hunter Window edged the Bays ahead.

With the final siren fast approaching, a desperate goal-line lunge from Tiger defender Cooper Beecken prevented a certain Sturt goal before Leck kicked the sealer on the final siren for the black and gold.

For the minor premier Tigers – who finished with a 16-2 win-loss record – Jared Deep finished with 23 disposals and ten tackles, while Brady Searle accumulated 20 disposals, seven clearances and a goal.

Sturt midfielder Brad Jefferies worked tirelessly, winning 21 disposals and nine clearances, and Blues ruckman Hamish Allan won a game-high 34 hit-outs.



GRAND FINAL SCOREBOARD	
Glenelg	3.3 5.4 7.8 11.10 (76)
Sturt	2.1 6.2 9.3 10.6 (66)
BEST	Glenelg: Kuller, Deep, Searle, Beecken, Window, Walker, Leck Sturt: Breuer, Jefferies, Holt, Anderson, Allan
GOALS	Glenelg: Leck 3, Window, Kitschke 2, Chandler, Moore, Scott, Searle Sturt: Hein, Rentsch, Reschke 2, Bedford, Crane, Tabe, Wingard
BOB LEE MEDAL Reid Kuller (Glenelg)	



Top: Glenelg's Reid Kuller proudly displays his Reserves Premiership Medal and Bob Lee Medal.
Above: Glenelg players celebrate winning the 2023 Reserves Grand Final.

TEAM OF THE YEAR

TEAM OF THE YEAR



Minor premier Glenelg dominated selection in the 2023 The Advertiser SANFL Team of the Year with as many as six players, and first-year coach Darren Reeves, recognised for their outstanding form throughout the home-and-away season.

Reliable Tigers captain Max Proud was chosen as skipper of the elite line-up while South Adelaide's Keegan Brooksby is his deputy.

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, Football Budget editor Peter Cornwall, and Channel 7's John Casey.



Central District's breakthrough campaign was reflected in the 2023 The Advertiser SANFLW Team of the Year, with five Bulldogs and coach Ben Hunt selected in the elite line-up.

Inspirational Sturt captain Kate Harris was selected as the skipper while Woodville-West Torrens captain Annie Falkenberg is her deputy.

Based on performance across the minor round, the 2023 The Advertiser SANFLW Team of the Year was selected by SANFL's Robbie Neill, Daniel Joyce, Sean Toohey, Lucy Herde and Zac Milbank.

TORRENS UNIVERSITY
SANFL U18S



SOUTH ADELAIDE HUNG ON TO WIN ITS FIRST TORRENS UNIVERSITY SANFL U 18 PREMIERSHIP BY EDGING OUT STURT BY TWO POINTS IN A THRILLING TITLE-DECIDER AT ADELAIDE OVAL.

With star midfielder Sid Draper shining to win the Alan Stewart Medal as best afield, the Panthers just managed to hold off the Double Blues to win their first flag in this age group since claiming the 1994 U19 flag.

The match was played as the second-leg of a double-header after the Torrens University SANFL U16 Grand Final, on Hostplus SANFL League Preliminary Final day.

Leading by 11 points at three quarter-time, Mark Clayton’s charges were under pressure when Sturt’s Loch Rawlinson launched a 50m set shot which bounced through despite four players standing in the goal square.

And after three consecutive misses on goal, it wasn’t until a piece of Draper brilliance sparked the match-winning goal to Dakota Sterzl in the 19th minute of the final term.

Gathering the loose ball at half-back, Draper – who also made his Hostplus SANFL League

debut in 2023 – took three bounces through the corridor before passing the ball to Clay Shadforth, who handed off to Sterzl to goal on the run from 35m.

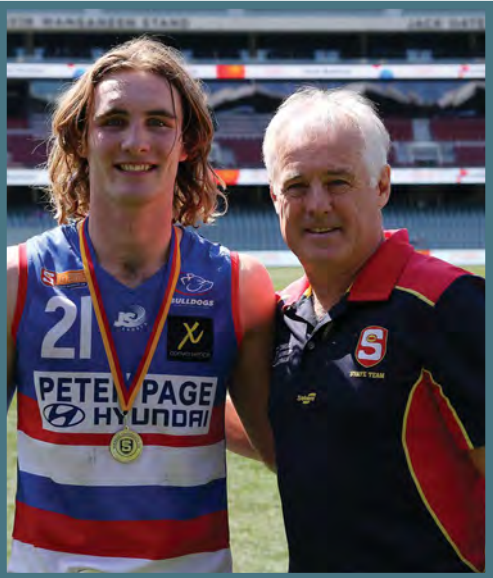
Draper collected 21 disposals, four clearances, three tackles and a goal while fellow midfielder Phoenix Hargrave was also an important contributor with 18 disposals, five clearances and a major.

Kangaroo Island product Zak Kier read the ball beautifully in the air to take 11 marks with his 17 disposals while key forward Noah Howes slotted three goals, including the first of the match in the opening minute.

Luca Slade, the son of Central premierships rover Matthew Slade, was Sturt’s highest disposal-winner with 25 possessions, six marks and three clearances while Ned Atkinson, the son of Magarey Medallist Brodie Atkinson, collected 19 disposals, five clearances and a goal.



Top right: Sturt's Sam Waltham soars for a big mark in the Torrens University SANFL U18 Grand Final.
Above: South Adelaide's Sid Draper is presented with the Alan Stewart Medal by Alan Stewart.
Above left: South Adelaide players celebrate winning the 2023 Torrens University SANFL U18 Grand Final.



GRAND FINAL SCOREBOARD
Central 3.3 4.4 7.5 9.7 (61)
Sturt 0.2 3.3 5.9 5.11 (41)

BEST ON GROUND MEDAL
Dyson Sharp (Central District)

TORRENS UNIVERSITY
SANFL U16S



CENTRAL DISTRICT DEFEATED STURT BY 20 POINTS AT ADELAIDE OVAL TO CLAIM THE CLUB’S FIRST TORRENS UNIVERSITY SANFL U16 PREMIERSHIP.

Bulldogs captain Dyson Sharp capped off a sensational season by being named best-on-ground after he gathered 27 disposals, six marks, five tackles and six clearances as his club won its first flag in that age group since the U17s saluted in 2004.

In perfect sunny conditions, both sides struggled for space in a highly-contested start, before Bulldog Jaden Pasin kicked the first goal of the day at the 11-minute mark.

A textbook crumb and snap from Angus Mills put Sturt ahead for the first time in the third term, but it was short-lived as goals to Kaleb White and Matthew Leray restored the Central advantage to eight points at the final change.

The Bulldogs’ backline continued to stand up by rebounding with precision and the likes of

Leray and Hayden Henke worked tirelessly to find space on the wings.

Aidan Schubert brought up his third to give the Bulldogs some more breathing space, and Dougie Cochrane’s set-shot goal all-but sealed the deal.

Central’s Joshua Reichelt used the ball efficiently from half-back and finished with a game-high 29 disposals, as the likes of Jack Gordon (22 disposals and nine marks), Cameron Nairn (21 disposals and 10 marks) and Henke (20 disposals and nine marks) stood tall throughout.

Ruck Blake Thredgold toiled valiantly for the Double Blues, winning 32 hit-outs and taking three contested marks and Jett Dahlitz worked hard for his 23 disposals and seven marks.



BEST
Central: Sharp, Reichelt, Hockley, Henke, McCarthy
Sturt: Thredgold, Barker, Wakelin, Dahlitz, Mennillo

GOALS
Central: Schubert 3, Cochrane, Leray, Jermaine Miller, Justin Miller, Pasin, White
Sturt: Wakelin 2, Davies, Mennillo, Mills

GRAND FINAL SCOREBOARD
South 3.3 6.5 9.6 10.11 (71)
Sturt 2.2 6.4 7.7 10.9 (69)

ALAN STEWART MEDAL
Sid Draper (South Adelaide)

BEST
South: Draper, Schroder, Kier, Duke, Howes
Sturt: McCourt, Rawlinson, Atkinson, Slade, Kelly

GOALS
South: Howes 3, Delean, Draper, Hargrave, Rodrigues, Shortridge, Sterzl, Wheaton
Sturt: Maher, Rawlinson 2, Adams, Atkinson, Gladigau, Mills, Slade, Waltham

MALE AWARD WINNERS



MAGAREY MEDAL

Central District midfielder Harry Grant surged ahead in the last round to win the 2023 Magarey Medal, becoming just the seventh Bulldog to earn SANFL's fairest and most brilliant individual award.

The resurgent ball magnet polled a total of 27 votes to edge in front of Norwood premiership rover Nik Rokahr on 24 and Sturt captain James Battersby on 23.

Holding on to a one-vote lead heading into the final minor round, Grant was forced to sweat as Rokahr polled two to initially join him on 24 votes.

But the 22-year-old received his fifth first preference in succession for his outstanding performance in Round 18, ensuring he would join fellow Central greats in John Platten, Gilbert McAdam and his coach, Paul Thomas, in winning a Magarey Medal.

Managing just five votes from the opening seven rounds, Grant steamrolled his way to victory on the back of eight first preferences as his prolific ball-winning captured the umpires' attention.

LEADERBOARD

Harry Grant (Central District) 27 votes
Nik Rokahr (Norwood) 24
James Battersby (Sturt) 23
Tom Lewis (Sturt) 21
Matt Allen (Glenelg) 20

R.O SHEARMAN MEDAL

Central District's Harry Grant is only the second Bulldog to win the R. O. Shearman Medal since the prestigious award's inception in 2000.

Joining fellow rover Marco Bello, who shared honours with Glenelg's Brett Backwell in 2003, Grant polled a total of 73 votes to edge in front of Eagle James Rowe in Round 18.

Voted on a 5-4-3-2-1 basis by the SANFL coaches during the minor round, the R. O Shearman Medal is named after five-time Sturt premiership player and SA Football Hall of Fame member Bob Shearman.

LEADERBOARD

Harry Grant (Central District) 73 votes
James Rowe (Woodville-West Torrens) 70
Keegan Brooksby (South Adelaide) 66
Harry Schoenberg (Adelaide) 62
Campbell Combe (North Adelaide) 61

KEN FARMER MEDAL

Entertaining Glenelg forward Lachie Hosie claimed the 2023 Ken Farmer Medal as the Hostplus SANFL League's leading goal-kicker at the end of the minor round.

Hosie, who boasted an 11-goal advantage before Round 18, cruised to the finish line with a total of 52 majors after kicking two against South Adelaide in the final minor round contest.

The 26-year-old joined teammate Liam McBean as one of four Tigers to be awarded the prestigious medal, together with Clint Alleway (2015) and Todd Grima (2010).

Runner-up in the Ken Farmer Medal race in 2022, Hosie kicked a goal in each of his 18 outings, with a season-best haul of six coming against Port Adelaide in Round 2.

LEADERBOARD

Lachie Hosie (Glenelg) 52 goals
Liam McBean (Glenelg) 43
Josh Hone (Sturt) 41
Luke Reynolds (Glenelg) 37
Lachlan Gollant (Adelaide) 37

POWERADE BREAKTHROUGH PLAYER MEN'S AWARD

Kobe Ryan became the first West Adelaide player to win the Powerade Breakthrough Player award since its inception 17 years ago.

The 19-year-old midfielder earned his nomination in Round 1 when he registered an impressive 27 disposals, seven marks and four clearances in the Bloods' narrow loss to North Adelaide.

Introduced in 2007, the Powerade Breakthrough Player is designed to recognise and reward the best emerging young talent in the Hostplus SANFL League.

To be eligible, players must be aged 23 and under as well as having played 10 Hostplus SANFL League games or less at the start of the year.



2023 SANFL Award Winners (L-R): Harry Grant (Central District), Phoenix Hargrave (South Adelaide), Kobe Ryan (West Adelaide). Far right top: Charlie Molan (Sturt). Far right bottom: Dyson Sharp (Central District).

RESERVES MAGAREY MEDAL

Sturt recruit Charlie Molan made an instant impression after becoming the first Double Blue in 30 years to win the Reserves Magarey Medal.

Arriving at Unley from VFL club Williamstown at the end of last year, the 20-year-old polled 19 votes to be the first Sturt player to win the Reserves Magarey Medal since Brendan Roberson in 1993.

Averaging 21 disposals, six tackles and five clearances in 2023, Molan was adjudged best afield by the umpires on four occasions in his 15 outings.

LEADERBOARD

Charlie Molan (Sturt) 19 votes
Luke Habel (Central) 16
Connor McLeod (Glenelg) 15
Cooper Rogers (South) 14
Archie Lovelock (Glenelg) 13

MCCALLUM TOMKINS MEDAL

North Adelaide midfielder Angus Tully claimed a thrilling win to earn the 2023 McCallum Tomkins Medal by just one vote.

The first Rooster since Harrison Magor in 2019 to land the SANFL U18 Best and Fairest

trophy, Tully averaged an impressive 24 disposals, six clearances and five inside 50s in his 15 outings.

Recruited from the Broadview Football Club, Tully is the fifth North Adelaide player – joining Magor, Boyd Woodcock, Dakota Nixon and Jonathon Hayes – to win the McCallum Tomkins Medal since its inception in 2009.

LEADERBOARD

Angus Tully (North) 21 votes
Phoenix Hargrave (South) 20
Tom Wheaton (South) 15
Trent Tattoli (Central) 15

TORRENS UNIVERSITY SANFL U18 MVP

South Adelaide's Phoenix Hargrave became his club's inaugural winner of the Torrens University U18 MVP Award since its inception in 2009.

Playing as a 'bottom-ager' in 2023, the 16-year-old averaged an impressive 23 disposals, five marks, five clearances and six inside 50s in his 18 appearances.

Originally from the Reynella Football Club, Hargrave was nominated for the award after his stunning performance in Round 3, which

yielded 22 disposals, eight clearances and seven inside 50s against the Eagles.

One player is nominated for the Award each round throughout the home-and-away season, with the overall winner selected by a panel of judges chaired by SANFL Head of Talent Brenton Phillips.

TORRENS UNIVERSITY SANFL U16 BEST AND FAIREST

Central District midfielder Dyson Sharp added to his bulging trophy cabinet after claiming the 2023 SANFL U16 Best and Fairest Medal.

Claiming SA's MVP Award and the Kevin Sheehan Medal at the AFL National Championships earlier in the year, the strongly-built 16-year-old attracted seven first preferences including a hot streak of five in succession from Rounds 6 to 10.

It was the second year the SANFL U16 Best and Fairest Medal was awarded, with South Adelaide's Benny Barrett winning the inaugural prize in 2022.

LEADERBOARD

Dyson Sharp (Central) 27 votes
Cameron Woods (South) 23
Charlie Dickeson (North) 22



HOSTPLUS SANFLW LEAGUE BEST AND FAIREST

Glenelg midfielder Piper Window was fittingly rewarded for her stunning season, winning the 2023 Hostplus SANFLW League Best and Fairest Award.

The third Tigers player to be crowned the competition's best alongside Courtney Gum in 2017 and Jessica Bates in 2022, Window also claimed honours in the Kia Coaches Award while being named ruck rover in The Advertiser SANFLW Team of the Year.

Bursting out of the blocks to poll 13 votes in the opening six games, the 17-year-old held on to win by attracting maximum votes in Rounds 10 and 11.

Starting her football journey with Morphettville Park Football Club, Window is the granddaughter of Central District's 1965 Magarey Medallist Gary Window and her brother Hunter Window played in the Tigers' 2023 Reserves Premiership.

LEADERBOARD
Piper Window (Glenelg) 19 votes
Zoe Venning (West) 17
Jessica Edwards (North) 13

SANFLW KIA COACHES AWARD

Glenelg's Piper Window added to her lengthening list of accolades by taking home the 2023 Kia Coaches Award.

Cruising to victory with 59 votes ahead of runner-up Tahlita Buethke (Norwood) on 44, Window earned the ultimate respect of the SANFLW coaches while also winning the 2023 SANFL Best and Fairest Award and being named in The Advertiser SANFLW Team of the Year.

Attracting votes in her first seven outings this season, the Bays' prolific ball-winner earned the highest praise of the SANFLW mentors by being named best afield with maximum votes in Round 2, Round 3 and Round 11.

LEADERBOARD
Piper Window (Glenelg) 59 votes
Tahlita Buethke (Norwood) 44
Shelby Smith (Central) 43
Jess Edwards (North) 43

AAMI LEADING GOALKICKER AWARD

Central District star Katelyn Rosenzweig completed a fairytale comeback from serious injury to win the 2023 AAMI Leading Goal Kicker Award.

Returning from a knee reconstruction, the Bulldogs' forward kicked a total of 21 goals across her 12 minor round matches.

The 22-year-old hit the scoreboard in 10 of her 12 minor round outings, including a season-best haul of four against Sturt in Round 8.

It was the second time Rosenzweig has won the SANFLW Leading Goal Kicker trophy, having also saluted in 2018 while playing with North Adelaide.

LEADERBOARD
Katelyn Rosenzweig (Central) 21 goals
Chelsea Packer (Glenelg) 16
Sky Jensen (North) 11

SA POWER NETWORKS LEADERSHIP AWARD

Sturt captain Kate Harris won the SA Power Networks Leadership Award after being nominated by the Double Blues for her outstanding team-first approach in 2023.

Introduced in 2021, the SA Power Networks Leadership Award recognises players for their off-field attitude as much as their on-field achievements.

Harris, who was also named captain of The Advertiser SANFLW Team of the Year, received a \$10,000 contribution toward her studies at Torrens University.

Top left: Glenelg's Piper Window shows off her kicking style.



POWERADE BREAKTHROUGH PLAYER WOMEN'S AWARD

Explosive Glenelg midfielder Piper Window won the 2023 SANFLW Powerade Breakthrough Player award after an exceptional individual campaign.

The Tigers' 2021 premiership player relished spending more time in the midfield, averaging an impressive 20 disposals, six clearances and four inside 50s in her 11 Hostplus SANFLW League outings.

Nominated for her stunning performance in Round 1, the 17-year-old set the tone for her relentless pressure by applying 17 tackles against West Adelaide, en route to averaging an impressive eight per game in 2023.

To be eligible for the SANFLW Powerade Breakthrough Player Award, players must be aged 21 and under at the start of the year.



Top right: Glenelg's Piper Window with her grandfather and Magarey Medallist, Gary Window.
 Middle right: Glenelg's Piper Window displays her 2023 SANFLW Best and Fairest Medal.
 Bottom left: Central's Katelyn Rosenzweig celebrates a goal en route to winning the AAMI Leading Goalkicker Award.
 Bottom right: Sturt captain Kate Harris won the SA Power Networks Leadership Award.



STANLEY H. LEWIS TROPHY

Glenelg secured its 11th Stanley H. Lewis Trophy and third in five years as SANFL's best performed club in 2023.

In the third year of points being awarded for Women's and U16 matches, the Bays finished with a significant tally of 3625, ahead of runner-up Sturt with 3475.

With their Hostplus SANFL League team winning its third minor premiership in five years, the Tigers' tally was also boosted by their Reserves finishing at the top of the table.

Glenelg most recently won the Stanley H. Lewis Trophy in 2021 with other successes coming in 1969, 1973, 1975, 1976, 1981, 1990, 2009, 2010 and 2019.

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.

LEADERBOARD
Glenelg 3625 points
Sturt 3475
Central 3275
South 2725
Norwood 2175

MALE

TALENT

SANFL U18 TALENT HUB

A 45-player squad was selected for the 2023 SANFL U18 Boys Talent Hub, which was involved in two four-day camps in December 2022 and January 2023.

This talent pathway program is aimed at accelerating the on and off field development and education of the most talented South Australian U18 players in preparation for the NAB AFL U18 National Championships.

The SANFL U18 Boys Hub has three key objectives:

- Expose SA's most talented players, who are turning 17 and 18 next year, to an elite high-performance program which focuses on the AFL National Academy curriculum including on and off field development and growth.
- Allow SA's U18 coaches and selectors an opportunity to see and assess the talent pool.
- Give players an opportunity to build strong relationships with each other and the State team staff.

U18 BOYS STATE PROGRAM

The Torrens University SA U18 Team finished third in Division One of the 2023 AFL National Championships after recording a 1-3 win-loss record.

Coached by Tony Bamford, the Croweaters registered a hard-fought 19-point win against Victoria Country whilst succumbing to the Allies, Western Australia and Victoria Metro.

Captain Will Patton, from West Adelaide, and South Adelaide midfielder Sid Draper were selected in the All-Australian team, with the latter also earning SA's MVP Award.

GAME 1 – THEBARTON OVAL

Allies	6.2	9.7	10.9	12.12	(84)
SA	2.0	3.0	7.1	11.2	(68)

BEST SA: Draper, Delean, Holt, Van Wyk, McAuliffe, McCabe

GOALS SA: Delean 4, Fawcett 2, Herbert, Moir, Holt, Gladigau, McShane

GAME 2 – THEBARTON OVAL

Vic M	3.3	8.7	13.12	15.16	(106)
SA	2.1	3.3	3.4	5.8	(38)

BEST SA: Draper, Slade, Rawlinson, Patton, McAuliffe, Holt

GOALS SA: Rawlinson 2, Slade, Dignan, Weckert



Left: SA U18 MVP Sid Draper. Right: SANFL Head of Talent Brenton Phillips with U18 Captain and All Australian Will Patton.

GAME 3 – IKON PARK, MELBOURNE

SA	3.1	8.1	12.3	15.4	(94)
Vic C	4.2	6.8	9.9	11.9	(75)

BEST SA: Ryan, Welsh, Delean, Goad, Draper, Hargrave

GOALS SA: Welsh 5, Delean 4, Moir 2, Montgomery, Hargrave, Luck, Goad

GAME 4 – OPTUS STADIUM, PERTH

WA	4.2	4.5	7.7	10.10	(70)
SA	2.1	4.2	4.4	6.6	(42)

BEST SA: Patton, Ryan, Draper, Rawlinson, Weckert, McCabe

GOALS SA: Welsh 2, McAuliffe, Hargrave, Delean, Rawlinson

2023 U18 BOYS AWARDS

MVP U20's Game – Will Patton (West Adelaide)
MVP Game 1 – Sid Draper (South Adelaide)
MVP Game 2 – Sid Draper (South Adelaide)
MVP Game 3 – Bodie Ryan (Glenelg)
MVP Game 4 – Will Patton (West Adelaide)
Best Team Man – Alex Holt (Sturt)
Player's Player award – Loch Rawlinson (Sturt)
Series MVP – Sid Draper (South Adelaide)

AFL U18 All-Australians

Sid Draper (South Adelaide)
Will Patton (West Adelaide)

AFL Academy Members

Members of the 2023 AFL Academy included Will Patton (West Adelaide), Kane McAuliffe (North Adelaide), Ashton Moir (Glenelg) and Jack Delean (South Adelaide). SANFL had a total of eight players invited to the AFL Combine in Melbourne and nine players invited to the State Combine in Adelaide.

U16 BOYS STATE PROGRAM

The Torrens University SA U16 Team finished third in Division One of the 2023 AFL National Championships after recording a 1-2 win-loss record.

Coached by Julian Farkas, the Croweaters enjoyed a memorable 73-point win against Victoria Country whilst also registering narrow losses to Western Australia (five points) and Victoria Metro (five points).



Captain Dyson Sharp, from Central District, was a standout performer across all three matches, not only earning South Australia's MVP but also the Kevin Sheehan Medal as the most outstanding player of the tournament.

Sharp, and fellow Bulldog Joshua Reichelt, also earned All-Australian selection.

GAME 1 – MINERAL RESOURCES PARK, PERTH

WA	3.2	5.8	6.10	9.11	(65)
SA	1.4	3.5	4.14	7.18	(60)

BEST SA: Sharp, Candy, Sands, Kelly, Oudshoorn-Bennier, Cook

GOALS SA: Cochrane 2, Sands, Prescott, Kellaway, Sharp, Thredgold

GAME 2 – HERITAGE BANK STADIUM, GOLD COAST

SA	3.3	7.7	11.9	12.12	(84)
Vic C	1.0	1.0	1.3	1.5	(11)

BEST SA: Sharp, Kelly, Schubert, Reichelt, Oudshoorn-Bennier, Kellaway

GOALS SA: Schubert 3, Nye, Sands, Oudshoorn-Bennier 2, Kelly, Cumming, Thredgold

GAME 3 – FRANKHAUSER RESERVE, SOUTHPORT

Vic M	3.2	7.5	7.8	9.10	(64)
SA	3.0	3.2	5.4	8.11	(59)

BEST SA: Sharp, Reichelt, Barker, Schubert, Candy, Woods

GOALS SA: Prescott, Schubert 2, Cochrane, Cumming, Oudshoorn-Bennier, Roberts-Thomson

2023 U16 BOYS AWARDS

MVP Game 1 - Dyson Sharp (Central District)
MVP Game 2 – Dyson Sharp (Central District)
MVP Game 3 – Dyson Sharp (Central District)
Best Team Man – Blake Oudshoorn-Bennier (North Adelaide)
Achievement Award – Logan Hughes (Woodville-West Torrens)
Series MVP – Dyson Sharp (Central District)
All Australians – Dyson Sharp (Central District), Joshua Reichelt (Central District)



U18 GIRLS STATE PROGRAM

The SA U18 Girls team successfully defended its crown when it claimed its second AFL U18 Girls National Championship in succession.

Coached by Jason Rivett, the team remained undefeated in their three matches against Western Australia, Queensland and Victoria Metro, ensuring it would claim historic back-to-back national titles.

GAME 1 – PENTANET STADIUM, JOONDALUP

SA	2.4	5.7	6.11	8.12	(60)
WA	0.1	1.1	2.1	4.1	(25)

BEST SA: Goody, Schunselaar, Boileau, J. Whittington-Charity, Ifould, Young

GOALS SA: Young 3, Rasheed, Anderson, Walsh, Ballard, Boileau

GAME 2 – AVALON AIRPORT OVAL, WERRIBEE

SA	2.2	6.4	9.6	13.8	(86)
Vic M	1.2	1.3	2.4	4.4	(28)

BEST SA: Rasheed, Ifould, Young, Window, J. Whittington-Charity, Riggs

GOALS SA: Young 5, Rasheed 2, Eaton, Anderson, Patterson, Window, Evans, Ballard

GAME 3 – ADELAIDE OVAL

SA	1.2	4.3	7.5	9.5	(59)
Qld	0.1	1.2	2.2	6.3	(39)



Top: SA U18 Girls after winning the national championships. Above left: All Australian and AFLW Academy Member Lauren Young. Above right: SA Under 16 Girls celebrate winning the national championships.

FEMALE

TALENT

The SA U16 Girls team created history when it won the first AFL U16 Girls National Championship, with victories against Western Australia and Victoria Metro.

Coached by Bek McMahon, the Croweaters dominated both contests while also having five players selected in the All-Australian team.

GAME 1 – ARDEN STREET OVAL, MELBOURNE

SA	1.2	4.3	5.4	8.5	(53)
Vic M	0.2	0.5	1.5	2.9	(21)

BEST SA: Hazelhurst, Thornquest, Charlton, Wilmore, Eaton, Baxter

GOALS SA: Wilmore, Maxwell 2, Tonkin, Eaton, Niemann, Taylor

GAME 2 – PENTANET STADIUM, JOONDALUP

SA	2.1	5.3	8.5	9.8	(62)
WA	2.1	3.2	4.2	5.3	(33)

BEST SA: Eaton, Tralaggan, Mackereth, Tonkin, Bessen, Tredwell

GOALS SA: Mackereth 4, Tredwell 2, Charlton, Maxwell, Niemann

2023 U16s Girls Awards

Sophie Eaton (Central District)
Game 1 MVP – Charli Hazelhurst (Norwood)
Game 2 MVP – Sophie Eaton (Central District)
Players' Player Award – Lily Baxter (South Adelaide)
Coaches Award – Holly Tralaggan (Central District)

AFL U16 All-Australian

Sophie Eaton (Central District)
Charli Hazelhurst (Norwood)
Chloe Tonkin (West Adelaide)
Stephanie Tredwell (West Adelaide)
Eloise Mackereth (Glenelg)
Coach – Bek McMahon



AFL DRAFT

SEVEN SOUTH AUSTRALIANS HAD THEIR NAME CALLED IN THE 2023 AFL DRAFT, WHILE A TOTAL OF 12 SANFL PLAYERS RECEIVED AN OPPORTUNITY TO PLAY AT AFL LEVEL.

There were two players in the AFL Rookie Draft, two in the Mid-Season Draft and Glenelg premiership defender Toby Pink signed by North Melbourne as a Delisted Free Agent.

Central District's Will McCabe, the son of dashing Hawks backman Luke McCabe who played 138 AFL games from 1995 to 2004, landed at Hawthorn as a father-son selection at Pick No. 19.

South Adelaide ruck Taylor Goad was the second South Australian selected, with North Melbourne snapping up the 207cm giant with pick No.20.

Glenelg forward Ashton Moir arrived at Carlton with the final pick of the opening round – No.29.

2023 AFL MID-SEASON DRAFT

- 4 Richmond - Matthew Coulthard (Glenelg)
- 7 Geelong – Mitch Hardie (Woodville-West Torrens)

2023 AFL DRAFT

- 19 Hawthorn – Will McCabe (Central District)
- 20 North Melbourne – Taylor Goad (South Adelaide)
- 29 Carlton – Ashton Moir (Glenelg)
- 40 Richmond – Kane McAuliffe (North Adelaide)
- 43 Richmond – Liam Fawcett (Central District)
- 46 Hawthorn – Bodie Ryan (Glenelg)
- 60 Fremantle – Jack Delean (South Adelaide)

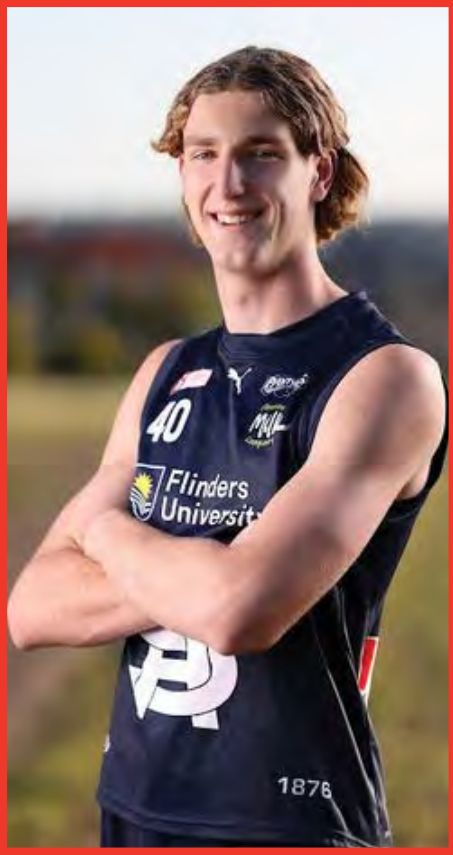
2023 AFL ROOKIE DRAFT

- 1 West Coast - Loch Rawlinson (Sturt)
- 18 Gold Coast – Will Rowlands (Norwood)

DELISTED FREE AGENT

North Melbourne - Toby Pink (Glenelg)

Top left: North Adelaide's Kane McAuliffe. Top right: South Adelaide's Taylor Goad. Middle left: Glenelg's Ashton Moir. Bottom: Central's Will McCabe is presented his Hawthorn guernsey by Hawks premiership great Michael Tuck.



AFLW DRAFT

FIVE SANFLW PLAYERS HAD THEIR DREAMS REALISED AFTER BEING SELECTED IN THE 2023 AFLW DRAFT.

Central District premiership speedster Elaine Grigg was the first SANFLW player to have her name called, by the Western Bulldogs at pick No.6.

Glenelg superstar Piper Window was the second Croweater to be selected, by Port Adelaide at pick No. 19.

South Adelaide then supplied a trio of talented players, led by prolific midfielder Brooke Boileau, who headed to Adelaide at pick No.22, developing defender Alissa Brook to Port at No.25 and winger Holly Ifould to Fremantle at pick No.49.

As many as four South Australians were already chosen by AFLW clubs, with Central District premiership player Caitlin Wendland heading to Brisbane as an Injury Replacement Player.

Earlier in December, Port Adelaide swooped on star South Australian trio Lauren Young (West Adelaide), Shineah Goody (Woodville-West Torrens) and Molly Brooksby (Norwood) under the AFLW's Expansion U18 Talent Pathway Period.

2023 AFLW DRAFT

- 6 Western Bulldogs – Elaine Grigg (Central District)
- 19 Port Adelaide – Piper Window (Glenelg)
- 22 Adelaide – Brooke Boileau (South Adelaide)
- 25 Port Adelaide – Alissa Brook (South Adelaide)
- 49 Fremantle – Holly Ifould (South Adelaide)

INJURY REPLACEMENT PLAYER

Brisbane – Caitlin Wendland (Central District)

AFLW EXPANSION U18 TALENT PATHWAY SELECTIONS

Port Adelaide – Lauren Young (West Adelaide)
Port Adelaide – Shineah Goody (Woodville-West Torrens)
Port Adelaide – Molly Brooksby (Norwood)



Top: Glenelg's Piper Window is presented her Port Adelaide guernsey by Port's Ashleigh Saint. Middle left: Central's Elaine Grigg completes the 2km time trial. Bottom left: South's Brooke Boileau leads the race for the ball. Above: Eagles' Shineah Goody tackles the 20m Sprint.

COMMUNITY FOOTBALL

RULES AND REGULATIONS

The Community Football Rules and Regulations saw significant changes in 2023.

SANFL adopted the new National Community Football Policy Handbook. As a result, Community Football restructured the Rules and Regulations to align with the AFL National Community Football Policy Handbook. Most of the changes have been implemented to assist volunteers in reading and interpreting the Regulations.

At the start of the year, two working groups were formed to review the Approved Player Point System and Player Payment Regulations. Both working groups provided recommendations to the Community Football Committee that were ultimately approved by the SA Football Commission. The purpose of the amendments was to encourage clubs to develop and retain local players, minimise player movement, and ensure player payments to be paid each match were at sustainable levels. It was decided that the total player payment limit for Community Football increase to \$3,275 among other key changes.

COMMUNITY FOOTBALL EVENTS

Community Football League Forums were held in March and November and the Think! Road Safety SA Country Football Championships were staged in the Barossa Valley in July. Club Development Day was conducted on the Saturday morning of AFL Gather Round, which saw more than 160 club representatives in attendance.

The third combined Community Football Volunteer Awards gala event was held in November at Adelaide Oval with more than

300 people in attendance. The annual event, which incorporates Game Development and Coaching volunteer awards, is valuable recognition of the tremendous contribution of dedicated volunteers at their local football club or league throughout the state.

ANNUAL STATE COUNTRY GAME

The South Australian State Country team travelled to Perth to play Western Australia on Saturday, July 23 in the curtain raiser to Fremantle versus Sydney at Optus Stadium.

The team of 23 players was led by head coach Rick Macgowan, assistant coaches Justin Ciccollella and Adam Klun and team manager and chairman of selectors Scott Duncan.

Unfortunately, despite South Australia having a strong third quarter and reducing the margin back to 18 points, Western Australia prevailed by 45 points.

South Australia leads the Nullarbor battles 7-3 since its inception in 2011.

Rory Taggart was South Australia's only multiple goalkicker with two majors. Sam Colquhoun, Zabien Parker-Boers, Matt Willson and Harlee Chandler were amongst the best for SA with Troy Blackwell named South Australia's best player and taking out the Barry Stringer Medal.

COMMUNITY FOOTBALL COMMITTEES

The SANFL Community Football department would like to thank the members of the Community Football Committee and the Country Zone Committee for their efforts throughout 2023. Both committees play a huge part in the governance of community football throughout the state.

COMMUNITY FOOTBALL COMMITTEE

Chair- Peter Lindner
Bill Moody
Scott Duncan
Bridey Lewis
Holly Cowan
Graeme Wandel
Brad Busch
Malcolm Pridham
Terry Connolly
Joanne Adler
Glenn Thompson

COUNTRY ZONE COMMITTEE

Glenelg - Scott Duncan
North Adelaide - Andrew Bowley
Norwood - Scott Clark
West Adelaide - Mark Wright
Sturt- Vacant
South Adelaide - Terry Corcoran
Woodville West Torrens - Graeme Wandel
Central District - Matt Ryan



COMMUNITY FOOTBALL OPERATIONS

2023 was a productive year for SANFL Regional Football Operations Coordinators who play an integral role in supporting, developing and growing community football at league and club level across South Australia. The team was actively involved in covering a wide variety of support roles for their zones including PlayHQ, Country Championships, Tribunals and Football Operations. The roles are required to travel far and wide to support leagues and clubs at local committee meetings, AGMs, general club development and game day to support grassroots footy at junior and senior level male and female competitions.

Among the key highlights for the team in 2023 was the Summit Forum held in the Riverland which was an outstanding success. Tribunal training to drive consistency across South Australia was rolled out at the beginning of the season and was well received and implemented throughout the state.

The recent introduction of streamlined affiliation agreements between all Community Football Leagues and the SANFL has enabled the organisation to appoint a sixth Football Operations Coordinator (FOC) that will now see 100 per cent coverage across South Australian Community Football by not only FOCs, but wide-ranging services from SANFL departments based regionally and in Adelaide.

The SANFL is committed to growing and maintaining strong relationships with Community Football to assist in administering, developing, growing,

supporting and maintaining sustainable competitions and participation statewide.

SOUTH EAST RESTRUCTURE

The SA Football Commission endorsed final recommendations from the South East Working Group in October 2023 for the future structure of football in the Limestone Coast region.

The recommendations followed several months of consultation and engagement with local leagues and clubs since initial recommendations were released.

SANFL confirmed the following outcomes for football competitions in the region:

- The Limestone Coast region will continue with a three-league model in 2024.
- Western Border Football League will be re-named the Limestone Coast Football Netball League, but remain as a six-team competition in 2024.
- Kowree Naracoorte Tatiara Football League (KNTFL) remains as a 10-team competition in 2024.
- Mid South Eastern Football League (MSEFL) remains as an nine-team competition in 2024.
- Two clubs – one each from the KNTFL and MSEFL – will move to the Limestone Coast Football Netball League in 2025 to create an eight-team competition.

Work will continue in the region throughout the 2024 season to identify the most suitable clubs to transition into the Limestone Coast Football Netball League. The immediate focus is to identify a new Executive Committee to propel the league into the future.



Top left: South Gawler celebrate winning the Barossa Light & Gawler premiership. Image: Peter Argent.
Above left: Kalangadoo win the Mid South East Football League Grand Final.
Far left: The 2023 SA Country Team.
Left: Kingscote win the Kangaroo Island Football League Grand Final
Above: Willaston players celebrate winning the Barossa Light & Gawler Women's premiership.



Elliston's Chad Fleming, second from left, with Kyle Chalmers, left, Peter Barry from Hostplus and David Shipway AM.

HOSTPLUS SANFL VOLUNTEER OF THE YEAR

Elliston's Football Club's Chad Fleming was the winner of the 2023 Hostplus SANFL Volunteer of the Year Award for his outstanding contribution to grassroots community football on the Eyre Peninsula.

Presented with his award at the Community Football Volunteer Awards ceremony, Chad has made a tremendous contribution in multiple capacities spanning nearly 20 years. Chad has been instrumental in the survival of the Elliston Football Club when it faced an uncertain future in 2021. In his role as President, Chad was involved in the merger of Elliston with Western Districts and the new club's subsequent move to the Great Flinders Football League.

Just 12 months later, Elliston Districts Football Club played off in the 2022 A-Grade Great Flinders Football League Grand Final and is now thriving in fielding all four teams this year, including Mini Colts, who qualified for the 2023 title-decider.

Chad was awarded the David Shipway AM Medal and the title of SANFL Hostplus Volunteer of the Year. He was presented with the award by David Shipway AM.

The SANFL wishes to recognise all nominees for the award, especially the following shortlisted finalists who also attended the Community Football Volunteer Awards ceremony:

- Chris Pike (Ingle Farm)
- Kellie Grady (Gawler Central)
- Heath DeBoo (Willunga)
- Jason Castleman (Hackham/South Adelaide)

COMMUNITY FOOTBALL



SANFL APY LEAGUE

The SANFL APY League, in its 18th season in 2023, commenced in April with a minor round fixture consisting of 15 rounds followed by a four-week finals series. Teams make 10-hour round trips to play on red-dirt ovals in what is the most remote football competition in Australia, covering almost 200,000 square kilometres across the Anangu Pitjantjatjara Yankunytjatjara (APY) Lands in the centre of the continent. Participating communities ranged from Finke, located over 300km south of Alice Springs to the east of Kulgera roadhouse, to Pipalyatjara Kalka, near the SA/WA/NT tri-state border, some 800km away.



The grand final, staged this year at Pukatja on Saturday, September 16 in 32 degree heat, is the biggest annual event in this part of the country and excitement builds across the APY Lands all week. Pukatja, also known as Ernabella, sits near the South Australia-Northern Territory border about 1,400km from Adelaide and 450km from Alice Springs. This was just the second year Finke had been part of the SANFL APY League, dominating the 2023 Grand Final against Pukatja to run out winners by five goals in a free-flowing contest.



DON MCSWEENEY CUP

The Don McSweeney Cup returned in 2023 after a short break due to Covid-19. Traditionally the Cup is contested by representative teams from the APY Lands and Maralinga, however in 2023 the format was changed with APY Thunder playing an “All Stars” team which came together from the Clontarf and Tjindu programs. The game was played at Maughan Thiem Kia Oval on Saturday July 8, following the Hostplus SANFL League Match between Woodville-West Torrens and Port Adelaide in a fitting tribute to 2023 SANFL First Nations Round. The APY Thunder, headlined by David Coombes (Pipalyatjara Lions), Scotty James (Central Swans) and Paul Brumby (Indulkana), played on a turf field for the first time this season, with the SANFL APY League played on the red dirt ovals of central Australia. The commitment shown by the players to attend was outstanding considering the 30-hour-round bus trip. The partnership between the APY Lands and the Eagles has been building since Amos Frank (Fregon) was drafted to Hawthorn following his debut game with the Eagles in 2011. Since then, a number of talented APY Lands players have represented the Eagles with Kieran Roberts going on to play in a reserves Premiership. In a lightning-fast end-to-end game of footy, the “All stars” ran out winners, defeating APY Thunder by less than a kick.

RESULTS

COMMUNITY FOOTBALL LEAGUES

LEAGUE	GRAND FINAL RESULT	MAIL MEDALLISTS
Adelaide Footy League Division 1	Prince Alfred OC 9.15 69 def Glenunga 8.7 55	Abaina Davis (Glenunga)
Adelaide Footy League Division 2	Golden Grove 10.13 73 def Payneham NU 2.5 17	Jake Pitman (Golden Grove)
Adelaide Footy League Divison 3	Flinders Park 9.11 65 def Modbury 8.6 54	Nic Schwarz (Flinders Park)
Adelaide Plains Football League	Two Wells 8.12 60 def Mallala 6.7 43	Ethan Kwaterski (Hummocks -Watchman Eagles)
Barossa Light and Gawler Football Association	South Gawler 14.10 94 def Nuriootpa 12.14 86	Steve Burton (South Gawler)
Eastern Eyre Football League	Ports 9.9 63 def Ranges 6.17 53	Tyson Jenner (Eastern Ranges)
Far North Football League	Miners 10.5 65 def Hornridge 5.10 40	Jack Sires (Roxby Districts Football Club)
Great Flinders Football League	United Yeelanna 15.15 105 def Tumby Bay 11.7 73	Brayden Martin (United Yeelanna)
Great Southern Football League	McLaren Districts 12.12 def Willunga 8.9 57	Jesse McKinnon (Victor Harbor)
Hills Football League - Women	Blackwood 8.4 52 def Mt Lofty 1.3 9	Ely Haylock (Blackwood)
Hills Football League - Country	Gumeracha 6.5 41 def Meadows 5.5 35	Sam Hanna (Gumeracha)
Hills Football League SA	Nairne Bremer 12.16 88 def Hahndorf 11.10 76	Brock Knott (Nairne Bremer)
Kangaroo Island Football League	Kingscote 11.13 79 def Western Districts 10.7 67	Tate Barrett (Western Districts)
Kowree Naracoorte Tatiara Football League	Border Districts 10-13 73 def Kingston 8-8 56	Daniel Bibby (Keith), Josh Gregg (Naracoorte), Zac Richards (Border Districts)
Murray Valley Football Netball League	Sedan-Cambrai 13.13 91 def Browns-Well 8.5 53	Jacob Grieger (Sedan-Cambrai)
Mid South Eastern Football League	Kalangadoo 10-10 70 def Hatherleigh 10-4 64	Josh Woodall (Port Macdonnell)
North Eastern Football League	Brinkworth Spalding Redhill 10.15 75 def Southern Saints 4.7 31	Alex Morgan (Brinkworth Spalding Redhill)
Northern Areas Football Association	Orroroo 8.8 56 def Booleroo Melrose Wilmington 6.14.50	Will Combe (Crystal Brook)
Port Lincoln Football League	Lincoln South 10.8 def Marble Range 8.15 63	Michael Mazey (Lincoln South)
River Murray Football League	Jervois 13.13 73 def Mypolonga 8.16 64	Alex Stidford (Coorong Cats)
Riverland Football League	Barmera-Monash 5.5 35 d Renmark 3.8 26	Dan Woolford (Renmark)
Southern Football League	Flagstaff Hill 16.11 107 def Noarlunga 7.6 48	Marc Borholm (Reynella)
Spencer Gulf Football League	Propriety/Risdon 13.12 90 d Solomontown 8.10 58	Corey Davey (Solomontown)
Western Border Football League	Millicent 5.10 40 def North Gambier 4.3 27	Daron McElroy (West Gambier)
Western Eyre Football League	Western United 14.22 106 def West Coast Hawks 4.4 28	Jake Warmington (Western United)
Whyalla Football League	West Whyalla 10.5 65 def Central Whyalla 5.13 43	Kyle Crompton (Roopena)
Yorke Peninsula Football League	Kadina 15.4 94 def Moonta 8.10 58	Luke Trenordan (Central Yorke)
Adelaide Footy League Womens - Division 1	Payneham NU 4.5 29 def Morphettville Park 4.6 30	Olivia Evans (Morphettville Park)
Barossa Light and Gawler Football Association - Women	Gawler Central 2.2 14 def Willaston 2.1 13	Liz Wilson (Willaston)
Great Southern Football League - Women	Willunga 6.8 44 def Yankalilla/Encounter Bay 1.2	Layla Rogers (McLaren Districts), Jemma Ellis (Yankalilla/Encounter Bay)
Southern Football League - Women	Reynella 6.7 43 def Flagstaff Hill 1.5 11	Emily Brockhurst (Flagstaff Hill)

Images from the 2023 SANFL APY League and Don McSweeney Cup.

COUNTRY FOOTBALL 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 represent six zone teams across the men’s and women’s carnivals.

Supported by the Barossa Council, the 2023 event was held in the Central Zone and hosted by Angaston and Nuriootpa Football Clubs across the weekend of July 8-9.

Eastern - including players from the Hills, River Murray, Riverland and Murray Valley Football Leagues - claimed an historic inaugural South Australian Men’s Country Championship with a comfortable 53-point win in the Grand Final at Nuriootpa’s Centennial Park Oval.

Central - including players from Adelaide Plains, North Eastern, Yorke Peninsula Football Leagues and the Barossa, Light & Gawler Football Association - held its nerve on home soil to earn its inaugural SA Women’s Country Championship with a three-point win against Eastern in the Grand Final, also staged at Nuriootpa’s Centennial Park Oval.

All six competing zones provided officials for the weekend, with the best field, boundary and goal umpires coming together from around the state to adjudicate the Championships. Selected as Field Umpire

of the Championships for the third year in succession, Hudson Noack was joined by Nicholas Davis (Boundary) and Jacob Crossfields (Goal) in having their officiating recognised.

With 4,000 spectators enjoying the footy across the weekend, and more than 500 beds booked across the region, the estimated economic impact of the event was \$1.3M.

MEN’S RESULTS

FINAL STANDINGS

- Eastern
- Central
- Southern
- South East
- Eyre Peninsula
- Northern

Don McSweeney Medal (Player of the Championships)
Samuel Callins (Eastern)

Bill Murdoch Medal (Coach of the Championships)
Adam Klun (Eastern)

Best U21 Player
Harlee Chandler (Eyre Peninsula)

Leading Goalkicker
Caleb Edmead (Central)

MEN’S TEAM OF THE CHAMPIONSHIPS

- F: Jay Polkinghorne (Eyre Peninsula), Riley Clamp (Southern), Caleb Edmead (Central)
- HF: Ben Salt (Eastern), Jacob Eats (South East), Sam Renney (Southern)
- C: Troy Blackwell (Southern), Clint Gallio (South East), Harlee Chandler (Eyre Peninsula)
- HB: Beau Shinnick (Central), Patrick White (Central), Andrew Wright (Northern)
- B: Campbell Watts (South East), Daniel Perks (Eastern), Shannon Jones (Southern)
- R: Callum Tonkin (Southern), Josh Smithson (Eastern), Samuel Callins (Eastern)
- INT: Rory O’Driscoll (Eastern), Lachlan Arnold (Central), Ben Moroney (Eastern), Rory Taggart (South East), Sam Sanders (Eastern), Sam Colquhoun (Central)

WOMEN’S RESULTS

FINAL STANDINGS

- Central
- Eastern
- Southern
- South East
- Eyre Peninsula
- Northern

Women’s Player of the Championships
Mardi Masson (Eyre Peninsula), Elizabeth Wilson (Central)

Best Under 21 Player
Mardi Masson (Eyre Peninsula)

Coach of the Championships
Shaun Ribbons (Central)

Leading Goal Kicker
Brooke Moore (Eyre Peninsula)

WOMEN’S TEAM OF THE CHAMPIONSHIPS

- F: Brianna Burt (Eastern), Emma Keys (Central)
- HF: Kiahni Russell (Southern), Brooke Moore (Eyre Peninsula), Ellie Ward (Central)
- C: Alex Mason (Eyre Peninsula), Elizabeth Wilson (Central), Skye Kartinyeri-Sumner (Southern)
- HB: Ash Anderson (Northern), Larissa Schenschler (Eastern), Mardi Masson (Eyre Peninsula)
- B: Jaimi Griffen (Southern), Ella Mickan (Central)
- R: Emma Fitzpatrick (Southern), Katrice Turner (Southern), Erin Horsnell (South East)
- INT: Victoria Farrelly (Central), Ashley Forbes (Northern), Cassie Coombe (Eastern), Samantha Ramm (Northern), Zoe Hawker (South East), Georgia Weatherspoon (Southern)

UMPIRES OF THE CHAMPIONSHIPS

Hudson Noack (Field), Nicholas Davis (Boundary), Jacob Crossfields (Goal)



Above: 2023 Men’s Country Championship Winner - Eastern and 2023 Women’s Country Championship Winner - Central. Pictures - Peter Argent

INCLUSIVE COMPETITIONS

NOVITA SANFL WHEELCHAIR FOOTBALL LEAGUE



Sturt claimed a historic hat-trick of premierships when it engineered a stunning comeback to defeat Woodville-West Torrens by five points in the 2023 Novita SANFL Wheelchair League Grand Final at Lights Stadium.

In the playoff for third place, played as the curtain-raiser, Central District defeated Norwood by three goals after trailing by a point at half-time.

The 2023 season, including nine minor rounds and a finals double-header, started in May before culminating in a finals double-header on Friday August 11.

With the season spanning a 12-week period, it was the first time an innovative points classification system was implemented to ensure a fair and inclusive competition for all players.

Each player was assessed based on their function level and classified on a scale from one to five points. Teams – Norwood, Sturt, Woodville-West Torrens and Central District – were only allowed a total of 16 points made from their combination of five players on the court.

AFL WHEELCHAIR NATIONAL CHAMPIONSHIPS

South Australia finished third, with a strong victory against Victoria Country, at the 2023 Wheelchair AFL National Championships in Melbourne.

Guided by playing coach Giang Danh and captain Grant Leonard, SA finished third at the end of the minor round of Division One competition, before posting its final scoreline of 20.8 (128) to 11.8 (74) in the third-place playoff.

Dominant centre Mat Gregory and team leading goal kicker Jamie Smyth, were SA’s two players selected in the 2023

2023 NOVITA SANFL WHEELCHAIR LEAGUE GRAND FINAL						
Sturt	1.2	4.3	8.4	10.5	(65)	
Eagles	3.2	5.4	7.4	9.6	(60)	

GOALS Sturt: Giang Danh 7, Johnny Phanratry 2, Hallam Chitty
Eagles: Matt McKenzie 5, Trevor Jarrett 3, Steve Edge



All-Australian line-up. Smyth, from Central District, was the Croweaters’ MVP of the tournament.

APM SANFL INCLUSIVE LEAGUE



Undefeated Kenilworth cruised to an historic second APM SANFL Inclusive League premiership in succession with a 45-point win against Athelstone at Norwood Oval.

Led by vice-captain Jesse Goodman, who was judged best afield, the duel premier had strong contributions from Caleb Bruppacher-Rigney and Ethan Glover-Lindsay, who booted two goals each.

Featuring over 170 players across seven clubs - Athelstone, Christies Beach, Goodwood Saints, Kenilworth, Kilburn, Salisbury, Tea Tree Gully - the APM SANFL Inclusive League began in April and featured 14 minor rounds before a three-week finals series.

Introduced in 2019, the APM SANFL Inclusive League is a senior men’s competition for

2023 APM SANFL INCLUSIVE LEAGUE GRAND FINAL						
Kenilworth	2.1	5.2	7.2	9.4	(58)	
Athelstone	0.0	0.0	1.1	2.1	(13)	

GOALS Kenilworth: Caleb Bruppacher-Rigney 2, Ethan Glover-Lindsay 2, Harrison Mallard, Jesse Goodman, Ben Jarrett, Alex Linn, Jeremy Wood
Athelstone: Brandon Vockings, Darren Thompson

BEST ON GROUND Jesse Goodman (Kenilworth)

players with an intellectual disability. The League provides regular, competitive football to inclusive teams in a safe, fun and friendly environment. The focus is on the development of players and their social inclusion at community football clubs.

AFL NATIONAL INCLUSION CARNIVAL

The APM State Inclusive team was edged out by just four points as it sought to defend its crown at the 2023 AFL National Inclusion Carnival in Queensland.

Having won the 2022 title on home soil in the Barossa, South Australia lost to Tasmania by less than a goal in the Grand Final played at Michael Voss Oval, south of Brisbane.

Coached by Dave Couzner, the Croweaters banked an impressive 6-1 win-loss record after the initial Lightning Carnival phase of the tournament.

Brad Kinross was named SA’s MVP of the Carnival while Zac Georg-Dent, Jesse Goodman and Joshua Weetra were selected as All-Australians.

Top: Eagles and Sturt players contest the ruck in the 2023 Novita SANFL Wheelchair Football League Grand Final.
Above: Players launch the 2023 APM SANFL Inclusive League season.



Above: Auskickers playing at half-time of AFL matches at Adelaide Oval were a highlight for participants.
Below: Participants at the Auskick clinic at Plympton International College.



GAME DEVELOPMENT

AUSKICK



NAB AFL Auskick registrations in South Australia reached record levels in 2023 with more than 11,800 participants, surpassing the previous record set in 2019. This outstanding result represented growth in both female (+16 per cent) and male (+4 per cent) participants compared with 2022. Another achievement in 2023 was the introduction of Wheelchair Auskick in South Australia, providing participants with a safe and inclusive footy experience.

Despite residual challenges lingering post the Covid-19 pandemic, Auskick has achieved annual participation growth since 2020. This achievement is attributable to several initiatives including data driven strategy, increased investment, and a focus on improving quality experiences. A customer survey of parents of Auskick participants throughout South Australia in Term 2 provided valuable feedback on their program experience and highlighted exceptional customer loyalty and satisfaction.

NAB AFL Auskick is supported by volunteers who we would like to acknowledge and highlight their valuable contribution to the participant experience. With additional investment into Auskick, SANFL continued to improve volunteer education, reward and recognition this year, with four AFL match day functions exclusively for Auskick volunteers held in the SANFL Chairman's Room at Adelaide Oval. This provided 200 volunteer coordinators with a unique experience at Adelaide Oval. Face-to-face and webinar education continued, with additional

Auskick centre visits undertaken by Game Development staff to provide further hands-on training and support during the program.

NAB AFL Auskick participants continued to enjoy half-time activations across all AFLW and AFL season matches, including all nine games across Gather Round.

MULTICULTURAL

SANFL and the Bachar Houli Foundation partnership continued in 2023, providing ongoing employment for two young Muslim adults and supporting dedicated programs. This included Muslim leadership programs for senior boys and girls, and junior boys, linking football and the community to develop future leaders. Building on previous participation, the Bachar Houli Cup schools' competition, held at Central District and North Adelaide football clubs, provided 215 female and 200 male students with a round-robin match program in a culturally safe environment.

The multicultural participation pathway is continuing to develop through dedicated NAB AFL Auskick centres within schools, linking with the Bachar Houli Cups, and into either SANFL Schools or community football competitions.

SANFL's commitment to connect communities continued through another successful Iftar Dinner hosted at Adelaide Oval in 2023. 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 sets. In addition to building cultural connections, the evening provided a great opportunity to acknowledge programs delivered in partnership between the Bachar Houli Foundation and SANFL.



Another highlight in 2023 included a celebration of multicultural communities through the Hostplus SANFL Multicultural Round. Hosted at X Convenience Oval during the Round 18 clash between Central District vs Port Adelaide, the highest attended home match in 2023 at Elizabeth enjoyed a pre-match junior clinic, henna painting, African drummers, food trucks and a student designed league match ball.

SANFL SCHOOLS COMPETITION

The SANFL Schools competition is metropolitan based and aimed at providing a fun, safe, inclusive and introductory environment for primary school children. In 2023, the competition provided a great experience for 67 teams across 10 rounds of football.



Left: SANFL Multicultural Match Day at Central District FC.
Below: Set to celebrate the SANFL Multicultural Match were (L-R) Amer El Hosni (SANFL Bachar Houli Academy trainee), Nathan Barkla (Port Adelaide), Raed Al Janaby (father of Dalia), Dalia Hmoud (Multicultural match ball designer), Jarrod Schiller (Central District), Ajak Jiela (Angle Vale FC), Goy Lok (SANFL Multicultural Engagement Coordinator).

SPORTING SCHOOLS

Sporting Schools is a \$320m Australian Government initiative designed to increase children's participation in sport and connection with community programs. For many, Sporting Schools provides a fun introduction to Australian Rules football and starts their connection to our great game.

Continuing recent success, SANFL delivered 81 Sporting School Programs to more than 9,900 primary and secondary school students across SA in 2023. SANFL trainees, Zone Development Leaders and Game Development Co-ordinators have been instrumental in delivering these programs to a high-quality standard, providing a great experience for students across the State.

NEXT STEP

SANFL's Next Step program was once again in high demand, with registrations selling out within two weeks. The program was held across October 3-4 and saw 470 participants aged between five and 14 enjoy the unique opportunity to develop their football skills on Adelaide Oval, make new friends, and take home a personalised footy card and guernsey. Participants also were joined by guest coach, Australian Football Hall of Fame member and Hawthorn great Jason Dunstall, who provided valuable goal kicking tips.

ECH SANFL WALKING FOOTY



In 2023, ECH and SANFL Walking Footy continued to connect community participants aged over 50 with an opportunity to participate in a fun modified format, followed by a post-game social gathering over a coffee. With Covid-19 continuing to impact community interaction, Walking Footy has provided participants with low-impact exercise and social connection, assisting physical and mental wellbeing.

The program this year expanded its locations to include sessions at Unley Oval (Sturt FC), Hisense Stadium (West Adelaide) and Maughan Thiem Kia Oval (Woodville-West Torrens).

NATIONAL PHARMACIES

SANFL JUNIORS



THE NATIONAL PHARMACIES SANFL JUNIORS COMPETITION ENHANCED ITS STANDING AS ONE OF THE LARGEST JUNIOR SPORTING COMPETITIONS IN THE NATION, WITH 12,567 PARTICIPANTS AND 685 TEAMS ACROSS 55 METROPOLITAN CLUBS.

Season 2023 kicked off with an exciting launch event at Elder Park during AFL Gather Round, with festivities drawing a crowd of over 2000, special guest appearances from AFL and SANFL players and the season officially launched by SA Premier Peter Malinauskas.

The removal of geographic zones in premiership grades and modifications to girls' playing numbers and oval sizes prior to the 2023 season saw an improvement in the quality of competition. There was a 20 per cent reduction in matches where a team did not register a score and a significant decrease in winning margins of 60 points or more.

The inaugural SANFL Juniors First Nations Round was held in July, aligned with NAIDOC week. All clubs were provided with an education pack which featured the story

of Eddie Mabo, as well as the meaning behind a guernsey design for Flinders Park Football Club juniors, further supporting the education which is being provided to players within schools. It was pleasing to see great engagement from clubs, with initiatives including further education sessions, smoking ceremonies, unique guernsey designs and red arm bands worn by players to represent reconciliation.

The Finals Series continues to be a centerpiece of the competition, with 38 premiership competitions decided across a four-week period. An exciting partnership with The Advertiser's KommunityTV saw the exclusive streaming of all Preliminary Finals, while every Grand Final was live streamed on both Kommunity TV and the SANFL Now platform, resulting in a total of 76 matches live streamed over two weekends.

Grand Finals were hosted by every SANFL Club, with more than 10,500 people attending over the two weekends, providing players with a memorable experience.

Walkerville Junior Football Club was named the 2023 SANFL Juniors Club of the Year for excellence in governance, club development, volunteers and behaviour. The club was awarded at a new-look SANFL Juniors Presentation Day for all medallists and their families, held for the first time at Adelaide Oval on the morning of the Hostplus SANFL League Grand Final.

The success and continual growth of National Pharmacies SANFL Juniors would not be possible without the support and commitment of club volunteers and the hundreds of SANFL Juniors umpires, many of whom are also players in the competition, who dedicate their weekends to our great game.



Top left: First Nations Round Guernsey Designs (L to R) Tatum McLean (Flinders Park), William Ryan (Kilburn) and Gerald Driver (Gepps Cross). Top right: Walkerville Cats are crowned the 2023 National Pharmacies SANFL Juniors Club of the Year. Bottom: (L to R) North Melbourne's Hugh Greenwood, SANFL CEO Darren Chandler, National Pharmacies CEO Vito Borrello and SA Premier Peter Malinauskas join players at the SANFL Juniors Season Launch.



RESULTS

NATIONAL PHARMACIES SANFL JUNIORS

COMPETITION	MATCH	MEDALLISTS
Under 12 Division 1	Brighton Bombers Black 8.7.55 def Unley Jets Blue 0.3.3	Caleb Dyer (Brighton Bombers)
Under 12 Division 2	SMOSH West Lakes Maroon 4.7.31 def Mitcham 1.1.7	Harrison Robb (SMOSH West Lakes)
Under 12 Division 3	Elizabeth 5.4.34 def Blackwood 3.4.22	Jayden Pfeffer (Elizabeth)
Under 12 Division 4	Salisbury 6.12.48 def Woodville South 1.1.7	Cohen Howland (Woodville South)
Under 12 Division 5	Angle Vale 3.4.22 def Glenunga White 1.2.8	Lachlan Goreham (Angle Vale)
Under 13 Division 1	Walkerville 6.4.40 def Henley Sharks Blue 4.8.32	Harrison Webb (Henley Sharks)
Under 13 Division 2	Gepps Cross 13.12.90 def Goodwood Saints 5.7.37	Kade Clark (Gepps Cross)
Under 13 Division 3	SMOSH West Lakes 9.8.62 def Colonel Light Gardens 1.5.11	Lucas Benke (SMOSH West Lakes)
Under 13 Division 4	Flinders Park 11.10.76 def Athelstone White 3.6.24	Declan Amato (Flinders Park)
Under 13 Division 5	Brighton Bombers Yellow 3.0.18 def Angle Vale 2.5.17	Henry Raymond (Brighton Bombers)
Under 13 Girls Division 1	Glenunga Blue 5.7.37 def Henley Sharks Blue 5.3.33	Rose Ward (Glenunga Blue)
Under 13 Girls Division 2	Marion 5.4.34 def Hectorville 0.2.2	Tamia Merrill (Marion)
Under 13 Girls Division 3	Walkerville Blue 1.4.10 def North Haven 0.3.3	Mali Walters (Walkerville)
Under 13 Girls Division 4	Houghton Districts 2.7.19 def Glenunga White 0.0.0	Chelsea Marshall (Houghton Districts)
Under 14 Division 1	Glenunga Blue 10.6.68 def SMOSH West Lakes 10.7.67	Myles Carr (Glenunga Blue)
Under 14 Division 2	Golden Grove 8.6.54 def Port District 1.9.15	Salvatore Agostinelli (Golden Grove)
Under 14 Division 3	Tea Tree Gully 8.8.56 def Eastern Park 3.5.23	Brice Hallam (Tea Tree Gully)
Under 14 Division 4	Para Hills 7.8.50 def Hectorville 4.8.32	Samuel Christensen (Para Hills)
Under 14 Division 5	Houghton Districts 6.12.48 def Edwardstown 6.4.40	William Jennings (Houghton Districts)
Under 15 Division 1	Henley Sharks 10.10.70 def Unley Jets Blue 10.8.68	Jack Leys (Glenunga Blue)
Under 15 Division 2	Walkerville 9.18.72 def Blackwood 5.5.35	Max MacDonald (Walkerville)
Under 15 Division 3	Broadview 9.1.55 def Colonel Light Gardens 6.13.49	Dilhan Jaykody (Colonel Light Gardens)
Under 15 Division 4	Flinders Park 11.9.75 def Elizabeth 7.11.53	Jamarl Rankine (Flinders Park)
Under 15 Girls Division 1	Henley Sharks Blue 15.7.97 def Glenunga Blue 1.3.9	Ruby Lynch (Henley Sharks)
Under 15 Girls Division 2	Edwardstown 2.3.15 def Glenunga White 2.0.12	Matilda Martinella (Edwardstown)
Under 15 Girls Division 3	Tea Tree Gully 8.2.50 def Walkerville 2.3.15	Anisha Bewich (Tea Tree Gully)
Under 15 Girls Division 4	Mitcham 8.8.56 def Smithfield 3.1.19	Zakiya-Jay Lane (Smithfield)
Under 16 Division 1	Port District 10.12.72 def Tea Tree Gully 7.9.51	Zane Peucker (Port District)
Under 16 Division 2	Henley Sharks 8.9.57 def Edwardstown 4.13.37	Ryan Paul (Henley Sharks)
Under 16 Division 3	Phantoms 6.11.47 def Payneham NU 5.12.42	Patrick Hutchins (Phantoms)
Under 17.5 Division 1	Goodwood Saints 11.8.74 def Port District 5.4.34	Macklen Mackay (Goodwood Saints)
Under 17.5 Division 2	Marion 8.4.52 def Edwardstown 6.6.42	Daniel Stewart (Marion)
Under 17.5 Division 3	Athelstone 7.7.49 def Blackwood 5.4.34	Ronin McFadden (Athelstone)
Under 17.5 Division 4	Salisbury 10.12.72 def Fitzroy 4.2.26	Jai De Bais (Salisbury)
Under 17.5 Girls Division 1	Henley Sharks Blue 5.8.38 def Glenunga Blue 2.6.18	Hayley Conlon (Henley Sharks)
Under 17.5 Girls Division 2	Goodwood Saints 6.6.42 def Edwardstown 3.4.22	Sarah Deed (Goodwood Saints)
Under 17.5 Girls Division 3	Angle Vale 4.4.28 def Glenunga White 2.5.17	Charlotte Maurits (Angle Vale)
Under 17.5 Girls Division 4	Tea Tree Gully 8.2.50 def Hectorville Blue 2.4.16	Charlie Hazlehurst (Tea Tree Gully)

UMPIRING

THE SANFL UMPIRING DEPARTMENT ENJOYED A SUCCESSFUL SEASON IN 2023, HIGHLIGHTED BY A SIGNIFICANT INCREASE IN UMPIRES ACROSS THE STATE, PARTICULARLY AT A JUNIOR LEVEL.

As many as 2485 umpires were registered throughout South Australia, which included a total of 756 officiating weekly in the National Pharmacies SANFL Juniors competition. This represented a notable increase of more than double the 329 registered in 2022. It was also particularly pleasing to see the continued growth in female umpires with a total of 202 registered in 2023, an increase of 42 per cent on the 140 officiating in 2022. In the Hostplus SANFL League competition, SANFL umpires produced an officiating style which rewarded players making the ball their sole focus. A continued tightening of the Holding-the-Ball rule and the Last Disposal enforcement was a focus for 2023 with the aim of helping to deliver a highly skilled, free flowing game. There was no better example of this than the 2023 Hostplus SANFL League Grand Final which yielded a total of 21 goals and 43 scoring shots.

HOSTPLUS SANFL LEAGUE GRAND FINAL UMPIRES

Field: Corey Bowen, Mitch Scott, and Sam Morgan
Boundary: Dylan Speck, Brayden Theil, Ben Williams, and Martin Elsegood
Goal: Braden Ford and Matt Cummins

HOSTPLUS SANFLW LEAGUE GRAND FINAL UMPIRES

Field: Josh Abbott, Cameron Scott and Paul Smith
Boundary: Naomi Anderson, Jude Heeps, Emma Jones and Tristan Rogers
Goal: Leo Condo and Tom Oxford



2023 UMPIRING HIGHLIGHTS

Boundary Umpires Chris Bull and Matt Konetschka, Goal Umpires Peter Challen and Brodie Kenny–Bell participated in AFL Finals. Continued growth of umpiring panels to provide competent junior umpires across all grades as the SANFL Juniors competition continued to expand.

2023 SOUTH AUSTRALIAN AFL UMPIRES

Field: Curtis Deboy, Craig Fleer, Eleni Glouftsis, Leigh Haussen, Jamie Broadbent and Tom Bryce
Boundary: Chris Bull, Jason Moore, Mark Thomson, Matt Konetschka, Sean Burton and Matt Baker
Goal: Rhys Negerman, Peter Challen, Brodie Kenny-Bell and Daniel Hoskin.

2023 UMPIRING AWARDS
The following prestigious awards were presented at the 2023 Golden Whistle Awards evening in November.

Golden Whistle (Best Field Umpire)
Mitchell Scott
Silver Whistle (Best Boundary Umpire)
Brayden Theil
Goal Umpire Award – Matt Cummins
Most Improved Awards
Field Umpire – Ben Williams
Boundary Umpire – Nathan Becker
Goal Umpire – Tom Mayo
Mark Posa Award – Most Outstanding Young Talent
Zac Packard (Field Umpire)
Andrew Vickers Medallion – Coaches Award
Matthew Williams (Goal Umpire)
David Elliott Award – Outstanding Service to Umpiring
Adam Cleary (Boundary Umpires Coach)

SANFLW PRESTIGIOUS AWARDS
Golden Whistle (Best Field Umpire)
Josh Abbott
Silver Whistle (Best Boundary Umpire)
Tristian Rogers
Goal Umpire Award
Leo Condo
Most Improved Awards
Field Umpire – Harry Ielasi
Boundary Umpire – Emma Jones
Goal Umpire – Brodie Hancock



COACHING

SANFL’S COACHING DEPARTMENT IS CONTINUING TO MAKE A POSITIVE IMPACT WITH AS MANY AS 3,462 ACCREDITED COACHES COACHING ACROSS THE STATE IN 2023, INCLUDING 262 FEMALE COACHES.

A significant driver behind this was 250 coaches completing their Level 2 Coaching Accreditation, equating to more than double the amount SANFL has ever accredited. This included a new Level 2 Coaching Accreditation Course for SANFL and SANFLW players, to help support the transition from player to coach whilst retaining quality people in our game. A total of 23 coaches completed their Level 3 Coaching Accreditation, 13 coaches from SANFL clubs and 10 of those A Grade community head coaches.

The exciting development of the Club Coach Coordinator role continued in 2023, with 70 per cent of SA community clubs appointing a Club Coach Coordinator to guide, support, and educate coaches within football clubs. SANFL conducted the first Club Coach Coordinator Conference in February, with a key education focus on how to observe coaches and provide feedback. SANFL also supported the program with workshops on retaining and recruiting coaches, as well as several important resources designed to guide and support volunteers within these important roles.

SANFL has established a Female Coaching strategy to grow the number of women coaching in SA. With so many women now playing our game, an amazing opportunity exists to guide female players into coaching so they can become the next wave of role models for future female players. In 2023, more than 100 women attended a “She Can Coach” Workshop, to guide and support women into coaching roles.

To help improve game day environments and the retention of umpires, SANFL conducted a Coach Behaviour pilot project in 2023, working with 10 SANFL Juniors clubs. This project included appointing a Club Coach Coordinator at each club, developing a Club Coaching Handbook to guide coaching at the club, a preseason education session as well as providing support throughout the year. It resulted in an extremely positive outcome, with a massive 40 per cent improved coach behaviour from those clubs.



The addition of the AFL’s Gather Round in April created some great opportunities for coach development in SA. SANFL collaborated with AFL coaches to deliver eight coaching workshops across the metropolitan area, reaching more than 350 coaches across the four days. Led by SANFL Coaching Development Coordinator Rian Nelson, the Tackle Your Feelings mental health program was delivered in record numbers with more than 600 people across 27 SA clubs attending the club-based workshop. This included 22 coaches’ workshops and five senior player workshops in a nation-first pilot. This program assists community coaches in how to identify and support players with mental health challenges.



Top: The 2023 Hostplus SANFL League Umpiring Panel.
Middle: SANFL CEO Darren Chandler with 2023 Golden Whistle winner Mitchell Scott.
Bottom: SANFL Goal Umpires Georgia Henderson (left) and Emilie Hill.

Top: Carlton coaches conduct a coaches forum at Sturt FC as part of Gather Round.
Middle: Glenelg SANFLW coach Lexia Edwards
Bottom: SANFL Coaching Development Coordinator Rian Nelson with Willaston’s Karen McColl, winner of the national Tackle Your Feelings Award.

FACILITIES

SANFL CONTINUED TO BE AT THE FOREFRONT OF DEVELOPING IMPROVED FACILITIES FOR FOOTBALL CLUBS ACROSS THE STATE IN 2023.

KEY HIGHLIGHTS

- Facilitating \$100,000 of funding to support clubs affected by the River Murray flood event.
- Building 14 new female-friendly player changerooms and three new female-friendly umpire changerooms.
- Oval lighting installed at Cardijn College and Playford International College.
- Launch of the South Australian Football Facilities Fund in late 2023, a partnership between SANFL, AFL and State Government to deliver an \$8 million funding program over the next three years.

FESTIVAL OF FACILITIES

To celebrate the inaugural AFL Gather Round, SANFL hosted the Festival of Facilities which brought together all levels of government, key industry stakeholders and experts to share ideas and to celebrate best practice in facility development.

Events included a breakfast at the 2022 Facility of the Year - Max Amber Reserve; A Behind the Scenes tour of Gather Round match venue Summit Sport and Recreation Park; and the SANFL Government and Industry Stakeholder Forum hosted at Adelaide Oval.

COMMUNITY FOOTBALL FACILITIES

Incredible projects were completed and used for the first time in 2023 across the State. These comprised of player and official changerooms, new ovals and LED oval lighting.



Notable projects included:

- New Tanunda junior oval
- Clare Sporting Precinct
- Encounter Bay social room
- Morphett Vale changerooms
- Kingswood Oval (Unley Jets) lights
- PAC Park 9 Pavilion

This year, two projects were nominated for the SANFL 2023 Facility of the Year Award:

- Unley Oval (Sturt FC)
- Clare Oval (North Clare FC and South Clare FC)

The winner of the Award was the City of Unley and Sturt Football Club for the Jack Oatey Stand Redevelopment including inclusive changerooms, functional medical and coaching areas, gymnasium, 320-person function room, administration offices, open-air boxes, accessible event plaza and improved seating for spectators.

SANFL CLUB FACILITIES

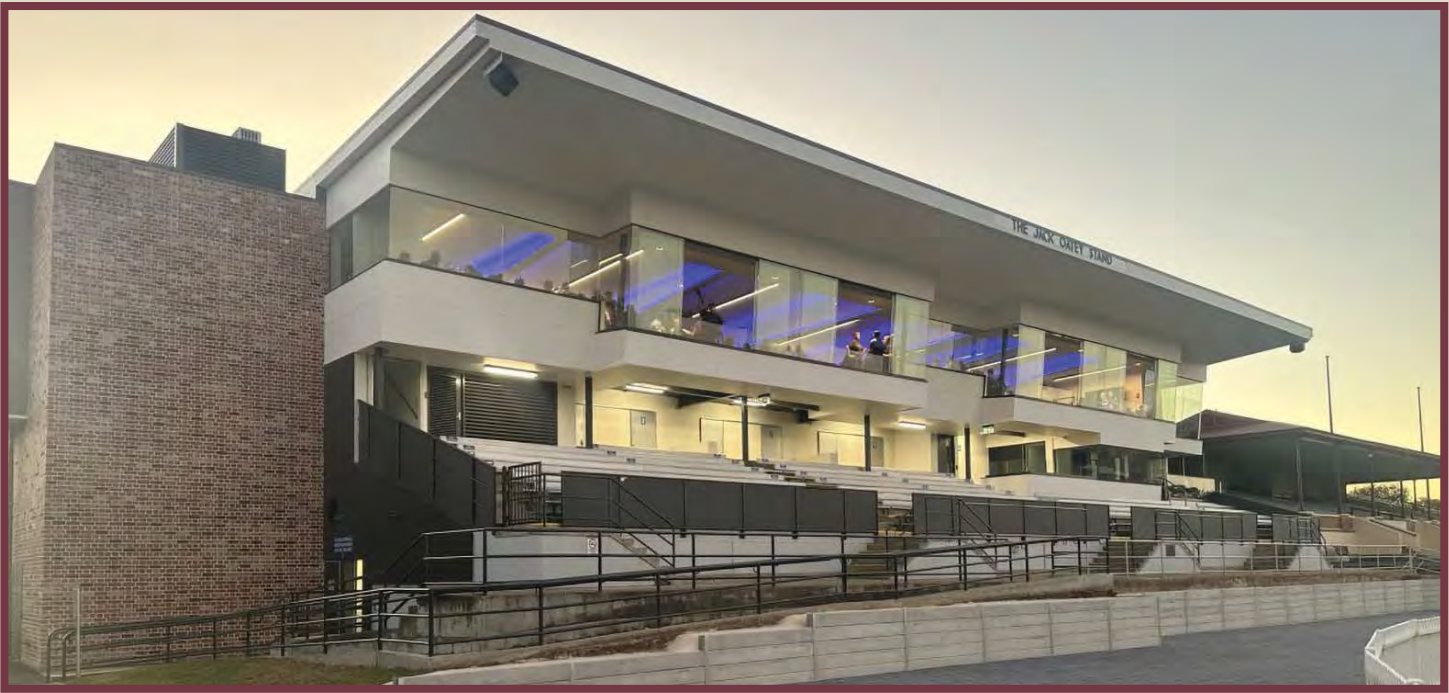
SANFL Clubs continue to strive for facilities which are welcoming, inclusive, functional, and meet contemporary expectations. They serve to create environments where players and officials can develop their talents and strive for excellence.

In 2023, there were exceptional outcomes for SANFL Clubs, ensuring they can meet the growing demands of an expanding SANFL competition. This included the commencement of works at second oval venues that will serve to connect clubs to their local communities and to enable club squads to train on fit-for-purpose ovals throughout the year.



SANFL CLUB FACILITIES

Central District	<ul style="list-style-type: none">Picket fence and new LED lights.Installation of 150lux lighting at Playford International College.
Glenelg	<ul style="list-style-type: none">New electronic LED scoreboard.Installation of new backing nets.Precinct improvements around the oval.
North Adelaide	<ul style="list-style-type: none">Completion of new female changerooms, gym and function room.New electronic LED scoreboard.
Norwood	<ul style="list-style-type: none">New AFL-standard coach and media boxes.Significant surface renovation.Refurbished food and beverage outlet.
South Adelaide	<ul style="list-style-type: none">Project completed at Cardijn College including 150lux lighting and electronic scoreboard.
Sturt	<ul style="list-style-type: none">Stage two development completed, featuring redeveloped Jack Oatey Stand.Work commenced on the Unley Oval surface rebuild.
West Adelaide	<ul style="list-style-type: none">Commenced detailed planning with local council to develop new football facilities that will benefit football and the local community.
Woodville-West Torrens	<ul style="list-style-type: none">Commenced work on new player and footy operations areas.Undertaken community room improvements at Eastern Parade to benefit local community and WWTC playing squads.



INVESTMENT INTO FOOTBALL FACILITIES

SANFL continues to advocate and support investment into football facilities, to ensure all venues have compliant, fit-for-purpose and welcoming environments.

Six clubs across regional and metropolitan SA received \$2.072 million out of a total funding pool of \$5.5 million (shared across all sporting codes). Projects varied from new changeroom developments to oval lighting upgrades.

SANFL and the AFL supported clubs affected by the 2022/23 River Murray flood event, with \$105,054 going into clubs to assist with immediate financial assistance and oval remediation.

SA FOOTBALL FACILITIES FUND

The SANFL, AFL and State Government partnered to launch the South Australian Football Facilities Fund in October 2023. An \$8 million funding program to benefit football clubs and support the continued growth of the game, the fund is part of the legacy as the host State for AFL Gather Round.

An annual pool of more than \$2.5 million over the next three years will be available to Australian Rules football clubs, local councils, umpire associations and schools or tertiary institutions through the new fund, administered by the SANFL. Applications for the first round of grants funding were opened in November 2023.



Far left: Central District SANFLW players Katelyn Rosenzweig and Laitiah Huynh under the new lights at Playford International College.
Left: Minister for Recreation, Sport and Racing Katrine Hildyard MP officially opens the new Junior Oval at Tanunda with local member Ashton Hurn and local sporting club representatives.
Top: 2023 Facility of the Year winner, the newly redeveloped Jack Oatey Stand at Unley Oval.
Middle left: The renovated Sturt changerooms as the base of the Jack Oatey Stand.
Middle right: New 150lux lighting at Mt Burr Football Club
Above: (L to R) Minister for Recreation, Sport and Racing Katrine Hildyard MP, SANFL CEO Darren Chandler and AFL Executive General Manager Football Laura Kane with Port Noarlunga FC players at the SA Football Facilities launch.

COMMERCIAL OPERATIONS

WEST LAKES PRECINCT

MOSAIC HOTEL

The Mosaic has continued to establish itself as a destination for residents of the western suburbs and new community living at the West development.

While the economic conditions for the hospitality industry softened in second half of 2023, the highlights for the hotel continue to be its successful and ever-growing events business, quality gaming facility and the consistent customer feedback on service and food quality.

The Mosaic continues to trade well and already has benefited from an increase in patronage due to the new X-Golf and Hey Caddy business on level one, cementing its place as a premier hospitality venue in the heart of the western suburbs.

X-GOLF WEST LAKES

SANFL maintained its commitment to diversifying revenue streams and ensuring its future remains financially secure with the purchase of an X-Golf franchise in late 2022.

Construction of the indoor golf and entertainment venue commenced in early 2023 and officially opened for business on June 29. Located in the old Magarey Room above the Mosaic Hotel, is the second, and biggest, X-Golf venue to open in South Australia.

Featuring six state-of-the-art golf simulators, an 18 hole Hey Caddy mini golf course, licensed bar and kitchen, the exciting business venture expands the offering at the West Lakes Precinct to appeal to a wide customer base.

In addition to its year-round appeal to golfers of all ages and abilities, the venue has also offered a unique space for functions, corporate team building days, school holiday entertainment and birthday parties.

ULTIMATE FOOTBALL MEMBERSHIP

The Adelaide Oval Football Membership which was established in 2014 was rebranded to the Ultimate Football Membership (UFM) for the 2023 AFL season. This membership provides members access to all Port Adelaide and Adelaide AFL games at Adelaide Oval and for the first time included access to all Gather Round games.

As part of the rebrand, a new Members-only hospitality space was created on the David Hookes Terrace in the Western Stand, providing an exclusive VIP area for UFM pass holders to socialise before, during and after games, with discounted food and beverage and complimentary snacks.

BRAND & MARKETING

The SANFL marketing team were working towards key objectives in 2023. These included increasing Hostplus SANFL League attendance, increasing broadcast figures, maintaining strong fan engagement on digital channels, assisting to increase participation at all levels and broadly promote the SANFL brand and create widespread awareness of the breadth of SANFL.

In 2023, the 'Nothing Beats It' League attendance campaign was extended, and for the first time in many years, included television advertising. SANFL produced three commercials each with different target markets and key messages and highlighted the key points of difference that SANFL State League footy offers to the consumer. These commercials were targeted at young families, 'mates' and also the new Super Match initiative. The commercials were aired on the Seven network a total of 1004 times across the season, providing strong audience penetration.

The League season campaign culminated in the 'Feels Like Finals' campaign, which aimed to highlight both match day information and the new activity around the ground as part of a Festival of Footy. This campaign contributed to increased attendance YoY across the finals and 33,049 people at the Grand Final.

Throughout the inaugural Gather Round in April, the marketing team assisted the wider SANFL team with promotion of various events, including open AFL training sessions held at SANFL Clubs, kids' clinics and guest speaker events.

LIVE STREAMING

For the first time, Hostplus SANFL League matches were streamed for free on AFL platforms, as well as on SANFL Now. As a result, SANFL Now became the exclusive home of Reserves, Women's Leagues and underage Leagues, as well as other bespoke events such as the Country Championships. Total streaming of the Men's League saw 88 per cent growth year on year in 2023 and SANFL Now saw a peak of 6252 subscribers.

DIGITAL GROWTH

In line with the growth of streaming, SANFL's five key social media platforms had an audience growth of 11.2 per cent - exceeding the strategic goal of 135,000 combined followers for 2023. A total of 5328 posts were pushed out across the key channels, generating 59 million impressions. As a result, SANFL's social media following grew to 142,000 across Facebook, Instagram, X (Twitter), LinkedIn and TikTok.

The existing profile for Instagram was taken to new heights this season with greater utilisation of Instagram Stories, allowing for superior in-the-moment coverage of major events and the SANFL Finals Series, cultivating more fan engagement. SANFL's TikTok continues to grow and attract a youth target audience, which is integral to increasing brand recognition and growing the game. Appealing to a younger demographic will not only help with the cultural relevance of the SANFL but also develop and maintain a long-term fan base.



Above: The David Hookes Terrace was transformed into an exclusive Ultimate Football Members' space.
Top left: SANFL CEO Darren Chandler with SANFL League players at the opening of X-Golf West Lakes.
Left: The Hey Caddy mini golf course.



Above left: Behind the scenes at a content shoot with West Adelaide players.
Above right: A billboard in Rundle Mall promoting the SANFL Grand Final.
Above: A decal in Festival Plaza promoting the brand new Grand Final After Party.



DIGITAL SNAPSHOT

142,000 TOTAL SOCIAL MEDIA FOLLOWING

59 MILLION SOCIAL MEDIA IMPRESSIONS

6252 SANFL NOW SUBSCRIBERS

88% GROWTH MEN'S LEAGUE STREAMING VIEWERSHIP

EVENTS

SEASON LAUNCH

The 2023 season launch events for the SANFL men’s and SANFLW leagues took on new formats. The SANFLW season launch was held as an outdoor event looking over the spectacular Adelaide Oval from the scoreboard deck. The men’s season launch was the biggest in recent years, also held outdoors at Adelaide Oval and showcasing a range of interactive Partner activations to demonstrate the new SANFL Super Match initiative.

HOSTPLUS SANFL WOMEN’S BEST AND FAIREST AND GRAND FINAL

The Best and Fairest awards night for the Hostplus SANFL Women’s League has grown to become a showcase event for women’s football in the William Magarey Room at Adelaide Oval. Attended by over 250 people for the second year, the event included the Best and Fairest vote count which was also live streamed on SANFL Now.

Hosted by North Adelaide Football Club, the Hostplus SANFLW Grand Final was attended by 3,228 fans on the Sunday of the King’s Birthday long weekend, a 44 per cent increase on the 2022 grand final day. The day also showcased the SANFL Super Match set-up and incorporated the launch of SANFL’s Female Football Strategy at a pre-match luncheon with SANFL’s Patron, Her Excellency the Honourable Frances Adamson AC, Governor of South Australia, in attendance.



Above: 2023 SA West End Football Hall of Fame and Magarey Medal dinner.
Above right: Spectators arriving at the Hostplus SANFL League Grand Final Day.

SANFL MAGAREY MEDAL & SA WEST END FOOTBALL HALL OF FAME EVENT

Attended by almost 600 guests, SANFL’s night of nights – the 2023 SA West End Football Hall of Fame and Magarey Medal Dinner – was staged in spectacular style in the William Magarey Room at Adelaide Oval on Monday, September 11. Broadcast on the Seven Network (7mate and 7Plus) attracting strong audience reach, both the Hall of Fame and Magarey Medal also were live streamed on SANFL Now for the first time.

SANFL SUPER MATCHES

To enhance the gameday experience at SANFL Clubs, SANFL Super Matches were successfully introduced across 18 home and away games in the Hostplus SANFL League, with activations providing a festival atmosphere for footy fans of all ages, contributing to a year-on-year growth in attendances of 12 per cent across the season.

HOSTPLUS SANFL LEAGUE GRAND FINAL 2023

The reintroduction of the traditional Grand Final Eve player presentation was delivered to a strong contingent of media and hundreds of passionate Glenelg and Sturt fans in Rundle Mall for the first time since 2019, a terrific prelude to the big day.

With a vision to deliver a Grand Final ‘festival’ bigger than any other, every section in and around Adelaide Oval was transformed into a carnival atmosphere. Culminating in 33,049 SANFL footy fans enjoying a perfect

spring day, this was the biggest crowd at a Grand Final since pre-Covid-19. SANFL staff were involved in delivering a successful triple-header game day and Festival of Footy program. The Official Grand Final Luncheon for more than 600 guests featured Thomas Seymour Hill Cup Ambassador Bruce McAvaney OAM along with Titus O’Reily providing entertainment. Another highlight was the launch of the SANFL Grand Final After Party – ‘Play On’ held on Lindsay Head Terrace. Talent included Melbourne DJ Niki De Saint and our headline DJ, internationally recognised Hot Dub Time Machine.

COMMUNITY VOLUNTEER AWARDS EVENT

The 2023 Community Volunteer Awards (CVA) Dinner was held in the William Magarey Room at Adelaide Oval in November and was elevated to a level which recognises the volunteers who make outstanding contributions to football in South Australia. The event was attended by more than 300 guests. Special guest speaker, Olympic gold medallist Kyle Chalmers, was interviewed by MC Tim Ginever, adding an inspirational element to the night.

SANFL MEN’S LEAGUE GOLDEN WHISTLE AWARDS

The prestigious 2023 Golden Whistle Awards dinner, recognising the most outstanding umpires in the SANFL State League, was held in the Ian McLachlan Room at Adelaide Oval on Friday, November 10 and was attended by 150 guests.



MEDIA

The SANFL’s continuing partnerships with the Seven Network, The Advertiser, and SEN SA ensured maximum broadcast exposure and coverage of the Hostplus SANFL League, Hostplus SANFLW League and all SANFL competitions programs throughout 2023.

In addition, SANFL’s continuing partnership with News Corp’s streaming platform, KommunityTV, saw significant online exposure, including editorial coverage, for SANFL’s State programs and Talent pathways, as well as National Pharmacies SANFL Juniors finals.

All Hostplus SANFL League Finals Series matches were broadcast by the Seven Network, SEN and SANFL Now, with ABC Grandstand, Fiveaa and Triple M also continuing their commitment to broadcasting the SANFL Grand Final. Channel 7’s broadcast commercial share average for the 2023 season was 40 per cent, with a 63 per cent share for the Hostplus SANFL League Grand Final between Glenelg and Sturt, which peaked at 100,000 viewers.

The Hosptlus SANFL Women’s League Grand Final was broadcast by Seven for the second year, also achieving strong results with a peak audience of 31,000 viewers and more than 30 per cent commercial audience share.

SANFL AND SANFLW MEDIA OPPORTUNITIES

Official SANFL and SANFLW season launch, finals series and Grand Final media opportunities involving captains and coaches were managed by the media team to maximise media exposure and ensure a broad audience reach across all television networks, The Advertiser, radio and online media. In addition, media opportunities were also co-ordinated for themed State League rounds, including First Nations and Anzac rounds.

WEBSITE

SANFL’s website news content for State League and the wide breadth of SANFL competitions and programs continues to be a major focus, underpinning digital growth and attracting increased website traffic and strong social media engagement. An example of one of the best-performing news content on the website in 2023 was the AFL Draft Hub, attracting more than 10,000 views within a month.



FOOTBALL BUDGET

The iconic SANFL Football Budget was sold at SANFL Club venues on match days and at Adelaide Oval across the Finals Series, with approximately 20,000 printed copies sold across the season. A digital edition of the Budget was provided weekly as a value-add to all SANFL Now streaming subscribers and offered on a season subscription basis.

SANFL PODCAST

The Media team’s podcast series, Checkside Chats and South Aussie Select, was produced regularly and continued to grow in 2023 across major podcast platforms.

MEDIA ACCREDITATION

The department managed the accreditation of approximately 250 media for the State League, including journalists, photographers, commentators and the Seven Network/JAMTV crew for broadcast.



Top: SANFLW captains pose for an Advertiser photo at the season launch.
Above: The Advertiser season preview liftout.

CORPORATE

PARTNERSHIPS

HOSTPLUS

The 2023 season marked the second year of the partnership between SANFL and Hostplus, one of Australia’s largest superannuation funds and named 2023 Super Fund of the Year.

As Naming Rights partner for both the SANFL Women’s and Men’s State Leagues, this was a successful partnership which connected SANFL Clubs, participants and supporters and the broader football community with the Hostplus brand.

Furthermore, the extension of the respected Hostplus national brand to South Australian football reinforced SANFL’s reputation as having the best State League competitions in the nation. In addition, Hostplus proudly continued as naming rights for the SANFL Volunteer of the Year award, extending the partnership to grassroots community football in SA.

WEST END

West End and SANFL will proudly celebrate their 70th year of partnering in 2024, with the iconic brand continuing as Major Partner and Pourage Partner of SANFL which sees Lion products poured exclusively at the majority of SANFL clubs, as well as the Mosaic Hotel at West Lakes.

The partnership continues to see every football kicked in the men’s State League emblazoned with the West End logo. It has also ensured one of the most unique and iconic traditions in Australian sport – the Chimney Ceremony – lives on, with the colours of the 2023 SANFL Premiers Glenelg and runners up Sturt being unveiled on top of the Hoffmann Kiln at the Brickworks Marketplace in Torrensville in September.

PREMIER PARTNERS EXTEND

The SANFL was proud to announce in 2023 that Kia Australia will continue as Official Vehicle Partner of SANFL until 2025, while also extending its partnership to support men’s and women’s football across State League and grassroots Community Football in South Australia.

In addition, SANFL has extended its partnerships with National Pharmacies (naming rights partner SANFL Juniors), Think! Road Safety (naming rights partner SA Country Championships), and AAMI (naming rights partner of the Men’s and Women’s League Rookies program and official partner of SA Country Championships).

AFL STREAMING

An exciting new live streaming partnership with the AFL was announced in early 2023, which for the first time saw the Hostplus SANFL League streamed live and on demand nationally via the AFL.com and the AFL Live Official App, a landmark deal which delivers SANFL to football fans across the nation.

NEW PARTNERS IN 2024

In late 2023, SANFL and Sherrin announced a significant new multi-year partnership, locking in Sherrin as the official match ball supplier of the SANFL from season 2024. This exciting new partnership will see all SANFL competitions and programs use iconic Sherrin footballs, also aligning them to the AFL.

The SANFL also welcomed Health Partners as a new partner for the 2024 season. The partnership will see the South Australian private health insurer’s brand aligned to the SANFL men’s and women’s State Leagues.



Above left: Premiers Glenelg at the West End Chimney Ceremony.
Above right: Hostplus SANFL League Grand Final Day at Adelaide Oval.
Top right: Hostplus State Manager Scott Measday with SANFL CEO Darren Chandler and Captains at the Hostplus SANFL League Season Launch.

NAMING
RIGHTS
PARTNER



MAJOR
PARTNER



2023 PREMIER PARTNERS



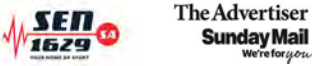
CORPORATE PARTNERS



GOVERNMENT PARTNERS



MEDIA PARTNERS



PEOPLE & CULTURE

2023 WAS AN EXTRAORDINARY EXPERIENCE FOR OUR PEOPLE, WITH CROSS-TEAM COLLABORATION AT ITS HIGHEST TO DELIVER INCREDIBLE FOOTBALL EXPERIENCES ACROSS SA.

From supporting the execution of the inaugural AFL Gather Round to all hands on deck at the Hostplus SANFL League Grand Final, with a crowd of 33,049 and the many other football highlights.

The SANFL workforce grew in numbers, with permanent team numbers reaching the highest head count of 102 since SANFL operations were at Football Park, West Lakes. This growth also required a significant office renovation, having outgrown the 10-year-old floor design of SANFL's head office at Adelaide Oval.

The opening of a new business unit in X-Golf/Hey Caddy at West Lakes saw the extension of SANFL's people capability to the golf entertainment sector. Overall SANFL welcomed 30 new team members, including five traineeships, across all areas of our business in 2023. Pleasingly SANFL's recruitment continues to reflect the diversity of football with these new appointments consisting of 13.3 per cent Aboriginal and/or Torres Strait Islander. We also achieved the highest female workforce numbers to date.

KEY WORKFORCE HIGHLIGHTS

FIVE GAME DEVELOPMENT TRAINEESHIPS

SANFL is proud to have facilitated an additional five traineeships for school leavers, adding to the existing nine across football programs. This employment pathway initiative has been valuable to creating opportunities for young women and men from diverse backgrounds to support the delivery of our great game.

WOMEN IN LEADERSHIP

SANFL achieved its highest female representation in senior leadership positions to date including a 50 per cent gender ratio for the SANFL Executive Management Team and women making up 40 per cent of the South Australian Football Commission for the first time in SANFL's history. These gains have occurred both organically in the appointment of the best people and through gender equity framework initiatives, overall attracting tremendous and diverse talent.



SANFL team day at Adelaide Oval.

CREATING A BETTER PLACE TO WORK

RESPECTFUL BEHAVIOURS TRAINING

SANFL undertook a significant policy project with the development of the Respectful Behaviours Policy Framework. With an existing solid foundation of policy, SANFL sought to be at the forefront for best practices. Training workshops delivered to staff and the SA Football Commission with a dedicated commitment to learning and safe environments SANFL's commitment has extended to registration with the SA Government WE'RE EQUAL Campaign.

SERVICE AWARDS

CONGRATULATIONS TO OUR EMPLOYEE SERVICE AWARD WINNERS FOR 2023

5 Years

Paula Brinkworth
Annmarie Cox
Nick Dillon
Scott Irrgang
Bek McMahon
Richard Murphy
Mitchell Noye

10 Years

Shawn Ford
Ron Redford
Zac Milbank

15 Years

James O'Neill
Andrew Taheny

WELLBEING

SANFL continues to prioritise the wellbeing of our people. This year we engaged a health provider to deliver onsite skin checks ensuring we raise awareness of monitoring the impact of sun exposure. Additionally, a flu shot program was delivered with valued partner National Pharmacies. Delivery of Mental Health First Aid from Breakthrough Mental Health Research Foundation also lifted the mental health literacy of the team and support frameworks.

DEVELOPING LEADERS

SANFL Executive Leaders were immersed in a series of workshops throughout the year led by Graham Winter from Think One Team. Building leadership capability focused on accountability, trust and effectiveness.

A focus on development for SANFL Senior Leaders continued with a two-day strategic planning workshop with Ron Steiner, a highly regarded Executive Coach and experienced sports administrator.

ENGAGED AT WORK

Team engagement has returned to pre-Covid-19 levels, evident in staff engagement surveys. The 98 per cent participation rate in these surveys provided meaningful insight into the team's work life, with 98 per cent proud to work for SANFL and more than 90 per cent recommending SANFL as a great place to work.

RECONCILIATION ACTION PLAN

SANFL REAFFIRMED ITS COMMITMENT TO RECOGNISING, WELCOMING, UNDERSTANDING AND RESPECTING FIRST NATIONS PEOPLES AND THEIR COMMUNITIES IN 2023 WITH THE LAUNCH OF OUR INAUGURAL RECONCILIATION ACTION PLAN (RAP).

A working group of Executive Leadership, employees, and community advisors commenced leading SANFL on this significant journey which was celebrated with its launch at the 2023 First Nations Dinner on June 26.

Undertaking the RAP journey provided SANFL with an opportunity to reflect on the variety of ways we engage with Australia's First Nations Peoples. Through the dedicated framework of a Reflect RAP, SANFL gained insight into how football in South Australia contributes to building stronger connections with First Nations Peoples and provides us with the opportunity to have a deeper understanding of Australia's First Nations' history, heritage and culture.

SANFL's Reflect RAP provides a road map for the journey and an outline of commitment to reconciliation for 2023 and beyond for all levels of SANFL, from the SA Football Commission to the daily operations team.

SANFL is grateful for the RAP development support provided by Ochre Dawn founder and owner Rebecca Wessels, a proud Ngarrindjeri and Peramangk woman, for facilitation and cultural leadership. In addition, acknowledgement and thanks goes to commissioned artist Gabriel Stengle, a proud Ngarrindjeri, Nurrunga and Kaurna woman of South Australia, who created the central RAP artwork "Journey".

SANFL also recognises the work and commitment of the following RAP working group members:
Darren Chandler – CEO
Belinda Haines – People & Culture Manager
Brooke Acquaviva – Executive Assistant to the CEO and Chair
Marlon Motlop – First Nations Liaison Officer
Sean Toohey – Head of Football Operations
Tyson Staples – Finance Manager
Jessica Wainwright – Government Relations, Funding and Special Projects Manager

Liz Potter – Events & Game Day Experience Executive
Mitch Noye – Club Engagement & Metro Zone Leader
Bailey Gaskin – Game Development Trainee
Shawn Ford – Head of Community Football

CULTURAL AWARENESS TRAINING

As part of our RAP journey, SANFL undertook several initiatives to provide the entire team with education and awareness of Australian history, social inequities confronting First Nations Peoples and celebrating their valued and unique contributions to our game. Thank you to Tjindu Foundation for delivering Cultural Awareness training to all staff throughout the year.



SANFL's central RAP artwork, "Journey" by Gabriel Stengle.

SANFL

HISTORY CENTRE

FOLLOWING THE HIGHLY SUCCESSFUL EXHIBITION TO CELEBRATE 145 YEARS OF SANFL IN 2022, THE SANFL HISTORY CENTRE CONTINUED TO WORK DILIGENTLY THROUGHOUT 2023 ON THE DIVERSE VARIETY OF TASKS WHICH BRING SANFL'S WONDERFUL HISTORY TO LIFE.

Significant new items arrived during the exhibition and subsequently have been researched, photographed and catalogued. Collections that continue to be catalogued and analysed include club badges, administration documents, scrapbooks, personal memorabilia and a vast array of photographs.

The digitisation of SANFL Football Budgets continues, including the entire collection from 1914. In addition, the digitisation of the video collection is almost complete.

Lucidea, the data entry program used, is supported by the AFL. This comprehensive database is well regarded.

In 2023, there was great collaboration between South Australian football historians. A meeting of 33 of the club historians was held at West Adelaide in October, and this showed excellent progress at the SANFL

clubs in cataloguing and displaying club memorabilia. The regular SANFL History Centre electronic newsletter, for those interested in all facets of SANFL history, was produced and distributed to more than 4,300 recipients.

New aspects at the History Centre in 2023 included collating Magarey Medal votes over the years, as well as preparing more accurate and comprehensive histories of significant players, administrators, umpires and other people involved in SA football.

The search for more women's football history, up to the present, is ongoing. More information, and interesting items, is a focus for the centre.

A significant milestone was reached when the very impressive five metre timeline of SA football history, developed by Trevor Gyss, and displayed at the 2022 exhibition,

became electronic. This electronic version, available soon, will include photographs and video clips.

The enormous amount of digitised football video content is being used in a variety of ways. There were many popular segments shown during the exhibition, and more will be available for wider use in the future.

The History Centre continues to apply for relevant grants from the History Trust. An upgrade to the football history content on the third floor of Adelaide Oval is planned during 2024.

The SANFL acknowledges SANFL History Centre manager Christine Halbert OAM, the History Centre committee members, the dedicated and enthusiastic volunteers who generously offer their skills and time, and the football-loving public for their interest and support.



Above: Reels of historical SANFL vision which are being digitised.
Right: An historical photo of the 1963 SA State Team which defeated Victoria at the MCG.



SOUTH AUSTRALIAN FOOTBALL

HALL OF FAME

FOUR SOUTH AUSTRALIAN FOOTBALL GREATS WERE INDUCTED INTO THE WEST END SA FOOTBALL HALL OF FAME AT THE ADELAIDE OVAL IN 2023.



Top: 2023 West End SA Football Hall of Fame Inductees (L to R) Sonny Morey, Daryl Hicks and Nick Chigwidden.
Above: South Australians inducted into the 2023 Australian Football Hall of Fame - Michael Aish (second from left back row), Corey Enright (third from left back row), Mark Williams (far left front row) and Bruce McAvaney OAM (middle front row).

Sturt and Central District Life Member Daryl Hicks, Glenelg great Nick Chigwidden, Bulldogs trailblazer Sonny Morey and inaugural South Adelaide chairman Charles Kingston became the latest names to reside among the Croweaters' illustrious honour roll.

Established in 2002 to enshrine those who have made a "most significant contribution to the game of Australian Football," the West End SA Football Hall of Fame now includes 222 players, coaches, umpires, administrators and media representatives.

The West End SA Football Hall of Fame is divided into five eras - 1877-1900, 1901-1930, 1931-1960, 1961-1990 and 1991 - present day.

The 2023 Committee comprised Philip Gallagher (Chairman), John Lyons, John Halbert AM MBE, Brian Cunningham, Tim Pfeiffer, Chris McDermott, David Shipway AM, Michelangelo Rucci and Andrew Capel.

AUSTRALIAN FOOTBALL HALL OF FAME

SANFL celebrated the induction of five South Australian greats into the Australian Football Hall of Fame in 2023.

Port Adelaide premiership coach and player Mark Williams, Norwood premiership great Michael Aish, Magarey Medallist Tom Leahy, Geelong premiership defender Corey Enright and decorated commentator Bruce McAvaney OAM were honoured at a gala ceremony in Melbourne.

Williams, Aish and Leahy are all members of the South Australian Football Hall of Fame while Enright, from the Eyre Peninsula town of Kimba, and McAvaney are also proud Croweaters.

SANFL

LIFE MEMBERSHIP

SANFL PLAYER LIFE MEMBERSHIP

Central District veteran Justin Hoskin left it until the last minute to reach his 200-game milestone in the First Semi-Final against Sturt at Adelaide Oval.

Making his debut with Port Adelaide in Round 8 of 2011, Hoskin played 44 League games for the Magpies before crossing to Elizabeth for the start of the 2014 season. Originally from the Golden Grove Football Club, the skilful utility – who played 156 games for the Bulldogs - announced his retirement from SANFL at the end of the season.

SANFL UMPIRE LIFE MEMBERSHIP

Two long-serving SANFL League umpires reached their 200-game milestone in 2023, earning richly-deserved life membership. Starting with SANFL in 2002, Goal Umpire Mat Wilson has waved the flags in 18 League finals, including three Grand Finals. Boundary Umpire Damian Robinson, who began with SANFL in 2012, has officiated in 22 League finals, including three title-deciders.



Top: 2022 SANFL Player Life Members (L to R) Logan Hill, Andrew Bradley and Chris Hall.
Middle right: 2023 SANFL Player Life Member Justin Hoskin (Central) is chaired off after his 200th League game.
Above: 2022 SANFL Player/Coach Life Member Matthew Lokan
Right: Boundary Umpire Damian Robinson
Far right: Goal Umpire Mat Wilson



FINANCIAL OVERVIEW

FINANCIAL OVERVIEW

CASH EARNINGS

	2023	2022
Cash Earnings	\$1,078,439	\$1,022,616
Statutory Profit/(Loss) per Annual Report	\$4,104,173	\$6,584,181
Net assets	\$104,383,464	\$105,324,291
Secured debt	-	\$9,650

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 2023 was \$1,078,439 compared to the 2022 result of \$1,022,616. This result is an outcome of a stable economic environment and trading conditions which enabled the organisation to return closer to levels of investment similar to that of 2019 and pre-Covid-19.

Cash earnings of \$1,078,439 is mainly attributable to improved stadium returns from Adelaide Oval due to an increase in major events and the non-game day functions and events business. From the cash earnings result, SANFL has committed \$1m to the SA Football Facilities Fund to support the \$4m investment from the South Australian Government and a \$3m investment from the AFL.

The stadium returns from Adelaide Oval continued to rebound compared to 2022 although, due to rising costs, returns remain lower than historical levels. In 2023, AFL crowds averaged 38,795 per game, compared to 31,029 in 2022.

SANFL continues to be financially prudent when managing its operations, in an improving but still difficult economic environment, by having a cost-effective staff structure and maintaining its distributions paid to State League clubs at manageable levels.

OUTLOOK TO 2024

Looking forward to 2024, SANFL is budgeting for a cash surplus which will be heavily dependent on further improving AFL crowds at Adelaide Oval and delivering a strong major event schedule. Offsetting the projected revenue growth is the significant increase of operating costs at Adelaide Oval, due to the broader economic and inflationary environment.

Financial performance will also be heavily reliant on SANFL's diversified revenue streams, with 2024 marking the first full year of trading for the new X-Golf and Hey Caddy business operating from the Mosaic Hotel.

Supporting the revenue growth will be strict cost management and investment aligned to SANFL's new strategic plan.

STATUTORY PROFIT

The statutory profit of \$4,104,173 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	2023	2022
Statutory profit per annual report	\$4,104,173	\$6,584,181
ADJUSTED FOR NON-CASH ITEMS:		
Less revaluation of balance sheet items measured at NPV – Note 1	(\$854,211)	(\$2,851,679)
Add depreciation, amortisation and asset write-downs – Note 2	\$1,737,026	\$1,701,507
Less the equity accounted increase in investment in AOSMA – Note 3	(\$1,189,983)	(\$1,846,293)
Add other non-cash adjustments	\$572,389	(\$68,944)
Statutory profit excluding adjustments	\$4,369,394	\$3,518,772
Less Football Development Grants paid to State League Clubs	(\$3,245,000)	(\$2,415,000)
Less capital purchases	(\$366,539)	(\$134,586)
Add loan repayments	\$320,584	\$53,430
Cash Earnings	\$1,078,439	\$1,022,616

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 charge against intangible assets. These charges are added back as there is no cash earnings impact.

Note 3 – As the 50% joint venture shareholder of the Adelaide Oval Stadium Management Authority (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 annually.



FINANCIAL OVERVIEW

STATEMENT OF FINANCIAL POSITION

AS AT 31 OCTOBER 2023

	2023	2022
Assets		
Cash and cash equivalents	5,860,804	10,204,047
Trade and other receivables	4,572,478	3,675,461
Inventories	124,725	82,707
Property divestment receivable	8,620,941	4,846,000
Other assets	471,369	191,599
Total current assets	19,650,317	18,999,814
Trade and other receivables	3,920,442	5,083,809
Property, plant and equipment	78,820,169	77,380,468
Property divestment receivable	3,779,059	6,954,000
Equity accounted investments	12,394,205	11,204,222
Total non-current assets	98,913,875	100,622,499
Total assets	118,564,192	119,622,313
Liabilities		
Trade and other payables	6,038,834	5,971,735
Loans and borrowings	273,604	389,233
Employee benefits	1,376,903	1,166,432
Contract liabilities	5,914,468	6,134,425
Total current liabilities	13,603,809	13,661,825
Loans and borrowings	268,524	416,054
Employee benefits	308,395	220,143
Total non-current liabilities	576,919	636,197
Total liabilities	14,180,728	14,298,022
Net assets	104,383,464	105,324,291
Equity		
Accumulated surplus	104,383,464	105,324,291
Total equity	104,383,464	105,324,291

STATEMENT OF PROFIT OR LOSS

AS AT 31 OCTOBER 2023

	2023	2022
Revenue	42,195,929	35,114,778
Cost of sales	(714,490)	(643,762)
Catering & licenced club expenses	(3,736,182)	(3,245,587)
Share of profit/(loss) in equity accounted investee	1,189,983	1,846,293
Depreciation	(1,737,026)	(1,701,507)
Other expenses from football operations and administration	(35,354,066)	(28,752,801)
Results from operating activities	1,844,148	2,617,414
Finance income	2,260,025	3,972,168
Finance expense	-	(5,401)
Net finance income	2,260,025	3,966,767
Profit from operations	4,104,173	6,584,181
Total comprehensive profit for the year	4,104,173	6,584,181



Top: SANFLW captains at the 2023 Season Launch.
 Second from top: SANFL staff with the premiership cups as part of Gather Round's Community Roadshow.
 Third from top: Sturt players celebrate a goal in the 2023 Novita SANFL Wheelchair Grand Final.
 Bottom left: SA Football Commission Chairman Rob Kerin with 2022 Magarey Medallist Aaron Young unveil Young's plaque at Magarey Grove.

Bottom second from left: Sturt's Tom Lewis celebrates a goal.
 Top far right: Henley Sharks players celebrate with premiership medallions.
 Top left: Action from National Pharmacies Juniors Grand Final.
 Right middle: Glenelg's Liam McBean celebrates a goal.
 Above: Central players celebrate their historic 2023 SANFLW League premiership.



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CONNECTING COMMUNITIES THROUGH THE ENJOYMENT OF FOOTY