



# 2024 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 GAME LOVED BY ALL SOUTH AUSTRALIANS.

2024 Hostplus SANFLW Premiers South Adelaide (left) and Hostplus SANFL League Premiers Glenelg.



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# 2024 HIGHLIGHTS

# PARTICIPATION



**HARRY BOYD & WILL SNELLING**  
JOINT MAGAREY MEDALLISTS

**NIKKI NIELD**  
SANFLW BEST AND FAIREST

**66,676** TOTAL PARTICIPANTS

**GLENELG**  
WINS BACK-TO-BACK HOSTPLUS SANFL MEN'S LEAGUE PREMIERSHIP

**35,129**  
FANS ATTENDED HOSTPLUS SANFL LEAGUE GRAND FINAL

**SOUTH ADELAIDE**  
WINS RECORD 3RD HOSTPLUS SANFLW LEAGUE PREMIERSHIP

**52,021** REGISTERED PLAYERS

**12,554** A RECORD 12,554 AFL AUSKICK PARTICIPANTS IN SA

SANFL MEN'S WEST END STATE TEAM VICTORIOUS OVER THE VFL AND WAFL

SANFLW STATE TEAM DEFEATS WAFLW IN HISTORIC WOMEN'S STATE GAME

WOODVILLE-WEST TORRENS WINS ITS FIRST NOVITA SANFL WHEELCHAIR LEAGUE PREMIERSHIP

**12,308** NATIONAL PHARMACIES SANFL JUNIORS PARTICIPANTS

**2,101** OTHER PARTICIPANTS (SCHOOL, SUPERKICK, AFL9S)

**\$25.3M** TALENT AND COMMUNITY FACILITY BUILDING WORK STARTS

**\$1.9M** DISTRIBUTED TO 42 CLUBS FROM THE SA FOOTBALL FACILITIES FUND

**2,306** REGISTERED UMPIRES

**3,471** REGISTERED COACHES

**2ND** SUCCESSFUL AFL GATHER ROUND

**29** SA PLAYERS RECRUITED INTO THE AFL/AFLW IN 2024

**266** FEMALE UMPIRES 36% GREATER THAN 2023

**311** FEMALE COACHES 25% GREATER THAN 2023

SA WINS SECOND CONSECUTIVE U16 GIRLS NATIONAL CHAMPIONSHIPS

OUR VISION  
**THE GAME LOVED BY ALL SOUTH AUSTRALIANS**

# CHAIRMAN & CEO REPORT

In sport, momentum is an important factor in driving teams, individuals and organisations towards their goals.

The SANFL, our people, clubs and volunteers have worked tirelessly and embraced opportunity to build and grow the League and see football thrive in the aftermath of the devastating impacts of the COVID-19 pandemic.

And we are proud to report that 2024 has been year of strong momentum enabled through disciplined strategic oversight, innovative thinking and investment in our people, product and partnerships to ensure football is the game loved by all South Australians.

The achievements are only possible through the contribution of the thousands of staff, club administrators, coaches and volunteers whom we thank for their remarkable commitment to helping maintain our position as one of the premier football states in Australia.

2024 marked the return of a bigger and better AFL Gather Round, and SANFL was proud to work in collaboration with the AFL and State Government to ensure the major event was packed with excitement and opportunities for our entire footy community.

Whether it was gameday activations, helping facilitate coaching workshops and footy clinics, or taking the Gather Round Community Football Roadshow to the far corners of the state, our staff were instrumental in the resounding success of this football celebration.

The public's embrace of the concept has been truly remarkable and demonstrates the power of football and sport to unify, entertain and inspire. We look forward to an even bigger Gather Round event in 2025 when it heads to the Barossa for the first time.

We congratulate South Adelaide Football Club for claiming a record third Hostplus SANFL Women's League title and Glenelg Football Club for defending its Hostplus SANFL League crown in a thrilling come-from-behind win over Norwood in front of the largest SANFL Grand Final crowd at Adelaide Oval since 2019 of more than 35,100 people.

Talent development in our game remains a priority and we are excited to see our groundbreaking Talent and Community Facility at West Lakes taking shape, assisted by all levels of government to deliver game-changing facilities to support the growth of our sport and community health and wellbeing.

## HIGHLIGHTS

The 2024 season marked a pivotal moment in the evolution of South Australian football, showcasing the League's continued commitment to broadening and growing participation at all levels.

The SANFL not only provides a pathway for players striving to reach the AFL, but it also fosters community engagement, supporting grassroots initiatives and expanding the reach of the game throughout South Australia.

The highlights of 2024 stand as a testament to the SANFL's dedication to these goals while preserving and celebrating its rich history.

- 35,129 fans attended the 2024 Hostplus SANFL League Grand Final – the largest crowd since 2019
- 63,000 fans attended Men's League Final Series – 7 per cent up on 2023
- A peak audience of 138,695 watched the SANFL Grand Final live on Seven, while the SANFLW Grand Final earlier in the year attracted a peak audience of more than 60,000.
- SA recorded 66,676 total football participants – increase of 2,784 (club, Auskick and AFL Nines)
- 3,471 registered coaches – female numbers up 25%
- 2,306 registered umpires - female numbers up 36%
- A record 12,554 Auskick participants
- 8,463 registered volunteers
- SANFL State Team prevails over VFL during Gather Round and the WAFL in Perth
- SANFLW State Team defeats the WAFLW in historic Women's State Game in Perth

- 29 players recruited into the AFL/AFLW
- Construction starts on the \$25.3 million Talent and Community Facility at West Lakes
- Woodville-West Torrens' first Novita SANFL Wheelchair Football League title
- SA wins back-to-back U16 Girls AFL National Championships
- Extended long-running partnership with West End to 2029
- Houghton Football Club wins 2024 SANFL Juniors Club of the Year
- Significant growth in people following the league on social media

## FINANCIAL PERFORMANCE

SANFL remains financially prudent in managing its operations, balancing a cost-effective staff structure with modest increased investment in State League clubs, talent programs and game development to achieve SANFL's strategic objectives.

Improved stadium returns from Adelaide Oval and SANFL's continued investment in talent and game development programs has helped the League post cash earnings of \$1.718m – compared to \$1.078m in 2023.

SANFL plans to invest cash earnings from 2023, 2024 and its budgeted earnings from 2025 into the Talent and Community Facility at West Lakes.

While returns from Adelaide Oval continued to trend upwards thanks to an increase in major events, AFL crowds, and non-game day functions and events, they still remain lower than historical levels due to increased operating expenses which will remain a challenge into 2025.

Looking forward to 2025, SANFL is budgeting for a cash surplus which will be dependent on increased crowds for the AFL season at Adelaide Oval and delivering a strong major event schedule.

Financial performance will also largely depend on SANFL's diversified and traditional revenue streams, with continued growth anticipated for X-Golf and the Mosaic Hotel at West Lakes.



## PARTICIPATION

Increasing participation in football has been a key focus for the League, with a broad strategy aimed at fostering greater engagement across all demographics and providing more opportunities across playing, umpiring and officiating.

Grassroots programs have flourished, with local clubs and schools providing entry points for young players, while initiatives aimed at women and girls have provided new pathways for them to discover, or pursue, their passion for the sport.

Total football participation in SA reached 66,676, including 52,021 registered club players and a record 12,554 AFL Auskick participants with AFL Nines, the new AFL Superkick and SANFL Schools programs making up the balance. On a per capita basis, we were proud to see SA lead the way nationally for both Auskick (9,523) and Community Club (9,364) participants aged 5-9 years.

As in previous years we have seen strong participation growth among boys and girls from multicultural backgrounds, with SANFL's ongoing partnership with the Bachar Houli Foundation supporting strategic goals in this area through successful game development programs.

Strong coaching numbers were maintained in 2024, driving national coaching growth, with strategic initiatives to increase the number of female accredited coaches

resulting in a record 311 women coaching across the State – a 25 per cent increase on 2023. We expect to see that number increase further off the back of a new Coach Your Way Rookie workshop program designed to support women and young girls wanting to take up coaching.

Umpiring also continued to thrive, with the number of community football umpires across the State growing by 10 per cent year-on-year to 2,306. Encouragingly, female umpires increased by 36 per cent to 266 in the past year and a record 925 umpires registered for the National Pharmacies SANFL Juniors competition – up from 756 in 2023.

## PARTNERSHIPS & EVENTS

Maintaining the strength and quality of our State League competitions, whilst supporting Community Football growth and the wide breadth of programs SANFL delivers, simply would not be possible without the support of our corporate partners.

In particular, we thank Hostplus for its continued role as the Naming Rights partner of our elite men's and women's competitions and helping us deliver a blockbuster 2024 season of on-field action. It's an honour to have Hostplus backing South Australian football into the future.

In 2024, the League extended its tremendous 70-year partnership with West End for a further five years to 2029. West End has been such a synonymous part of football in South Australia as Major Partner of our men's State League and State Team, and the great Grand Final chimney ceremony, to grassroots community footy.

We also acknowledge and thank all Premier Partners in 2024 – AAMI, Ausco, Burley, Coles, Health Partners, Kia, McDonald's, National Pharmacies, Powerade, SA Power Networks, Seven Network, Sherrin and TopSport, as well as all of SANFL's corporate, government and media partners.

Working with our marketing and event teams, a number of our partners were also instrumental in elevating gameday activations at men's and women's League matches in 2024 and undoubtedly helping generate strong crowds across the regular and finals season.

## INFRASTRUCTURE

In recent years, SANFL has made significant strides in supporting delivery of new infrastructure to meet current and forecast growth in players, particularly female participants, and provide the very best environment for young players to reach the pinnacle of the sport.

We reached a major milestone in 2024 with construction beginning on our \$25.3 million Talent and Community Facility next to Football Park at West Lakes.



## CHAIRMAN AND CEO REPORT



Co-funded by SANFL, the Federal and State governments and the AFL, the groundbreaking venue will become the high-performance training venue for SANFL's elite male and female under-16s and under-18s academy programs.

Scheduled to open in late 2025, it will be a centrepiece of our efforts to provide the best possible pathways for male and female talent to participate at SANFL or AFL level.

The project is not possible without the City of Charles Sturt whom we thank for granting the League a non-exclusive licence for Football Park.

In 2024, partnerships between SANFL, clubs, government and the AFL, were instrumental in realising:

- The \$1.8 million upgrade of Woodville-West Torrens Barry Jarman changerooms in time for the 2024 season
- The unveiling of new \$4.5 million facilities for the Western Districts Football Club which was devastated by the 2020 Kangaroo Island bushfires
- Distribution of nearly \$2 million for facilities upgrades at 42 clubs across South Australia through the \$8 million South Australian Football Facilities Fund
- The Tanunda Recreation Park redevelopment, home of the Tanunda Football Club, was also crowned the 2024 SANFL Football Facility of the Year.

### TRIBUTES

In 2024, SANFL mourned the passing of past players, officials and administrators who left an indelible mark on our clubs and competition.

League Life Member, South Australian Football Hall of Fame Member and Norwood Football Club legend **Wally Miller OAM** was among South Australia's most influential figures and visionary administrators.

As Norwood's Promotions Officer (1968-69) Secretary Manager/Football Director (1970-1992) and Match Committee/Selector (1974-1996), Wally was instrumental in the club's resurgence as a SANFL powerhouse.

With a passion for making the game better, he played a major role in the nationwide introduction of modified rules for juniors.

The SANFL was blessed with Wally's wisdom at committee level from 1970-1999 and from 1997 to 2002 he served as a director of the Adelaide Football Club. He is one of only four South Australians recognised with national Hall of Fame honours for their administrative careers.

Distinguished boundary umpire **Allan Roberts** was inducted into the South Australian Football Hall of Fame in 2004 having officiated in a then record-breaking 342 League matches.

Upon his retirement in 1995, he remained involved as SANFL's Boundary Umpires Skills Coach from 1998 to 2003 and was SANFL Boundary Umpires Observer from 1992 to 2018.

**Peter Shugg** earned League Life Membership in 1986 for his long contribution as member and chair of the SANFL Umpires Board in the 1970s and 1980s. He officiated as a field and goal umpire across various SANFL competitions between 1951 and 1962.

League Life Member **Darrell O'Brien** was a highly-valued Life Member and Director at the Central District Football Club. Renowned for his expertise in accounting and hospitality industries, Darrell was instrumental in establishing the Bulldogs' Licensed Club and development of gaming operations.

### ACKNOWLEDGEMENTS

In September, the West End SA Football Hall of Fame welcomed into its ranks Woodville-West Torrens premiership coach and Sturt Magarey Medallist Jade Sheedy, seven-time Central District premiership legend Roy Laird, dual Adelaide club champion Scott Thompson and North Adelaide All-Australian the late Lyle Griffin with their inclusion on the West End SA Football Hall of Fame.

Earlier in the year, we also celebrated the richly-deserved induction of inaugural Adelaide Football Club captain and Glenelg premiership midfielder Chris McDermott and Sturt Team of the Century member Michael Graham into the Australian Football Hall of Fame.

It was also with much pride that we celebrated Central District great Sonny Morey, a proud Arrernte man, as the first SANFL honouree of the AFL's Sir Doug Nicholls Rounds. This was a wonderful acknowledgement of Sonny's magnificent contribution to football in South Australia at both State League and community level, and an opportunity to reflect on his inspirational story.

We owe a huge debt to the thousands of passionate volunteers who are integral to the health of our Leagues, clubs and programs; people like Shane Ploenges who was named 2024 Hostplus SANFL Volunteer of the Year Award for his outstanding service to Nangwarry Football Club.

We also thank Her Excellency the Honourable Frances Adamson AC Governor of South Australia for her continuing and passionate support of our game, its people and volunteers as SANFL's Patron.

Finally, we extend a huge thank you to all SANFL staff, Commission Members, Club Chairs, League Directors, CEOs, umpires, coaches, players and fans for playing your part in our success.

Just like sport, it takes teamwork and some individual brilliance to be successful, and we are proud to be part of an amazing team sharing our desire to make football accessible for everyone.

There has been much to celebrate in 2024 and we look forward to building on our achievements and improving each day for the betterment of football in South Australia as we approach our milestone 150<sup>th</sup> anniversary in 2027.

**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



**Bill Moody**  
Commissioner



**Janet Finlay**  
Commissioner



**Louise Small**  
Commissioner



**Peter Lindner**  
Commissioner



**Luke Powell**  
Commissioner



**Darren Chandler**  
Chief Executive Officer

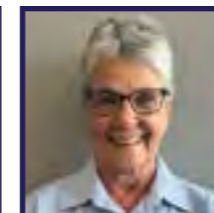
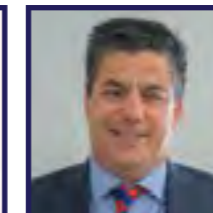


**Matt Duldig**  
Executive General Manager -  
Football



**James Bayer**  
Executive General Manager -  
Finance & Business Operations

## LEAGUE DIRECTORS



**Top L to R: David Cavenett - Central District**  
**David Whelan - Glenelg**  
**Kris Mooney - North Adelaide**  
**Paul Di Iulio - Norwood**  
**Grant Miles - South Adelaide**  
**Bottom L to R: Jason Kilic - Sturt**  
**Emma Grigson - West Adelaide**  
**Christine Williams - Woodville-West Torrens**  
**Brad Busch - Community Football**



# AFL GATHER ROUND

AFL Gather Round returned to South Australia for a second year in 2024 and SANFL was again proud to work in collaboration with the AFL and State Government to ensure this major event for SA was a success.

The SANFL's entire team worked behind the scenes to deliver a wide range of exciting events and programs in the lead up to and during Gather Round which provided opportunities for the entire football community.

Grassroots community football is the heartbeat of our great national game and Gather Round provides SANFL with an extraordinary opportunity to achieve our vision to make footy the game loved by all South Australians.

With 2024 AFL Gather Round bringing economic benefits of more than \$90 million to the State, the securing of this event until at least 2026 provides a significant and unprecedented opportunity to grow

and invest in football across SA, from participation to talent pathways to facilities. Gather Round's long-term overall community impact is also being studied in a new PhD research project, led by Flinders University and SANFL. With funding from SANFL, the three-year project will look at the social and cultural benefits and legacy of Gather Round in Adelaide and the regions.

Importantly, results of the groundbreaking Flinders-SANFL study will help inform game development initiatives, broaden Australian football participation programs and help in strategic planning, including future bids for infrastructure investment to accommodate the anticipated growth in regional centres.

The study is being undertaken by researcher Glen Fernandes, a graduate in psychological sciences and first-class honours in sport health and physical activity from Flinders.



Clockwise from top left: Port Adelaide players conduct an Auskick clinic; Action from the SANFLW All-Stars match; SANFL Executive General Manager Football Matt Duldig (left) with Flinders University researcher Glen Fernandes; The Gather Round Roadshow covered plenty of kilometres around regional SA; Central's Jasmine Evans (SANFLW), Port's Janelle Cuthbertson (AFLW), Adelaide's Harry Schoenberg (AFL) and Glenelg's Jonty Scharenberg (SANFL) with the premiership cups; Action from an Auskick clinic; The National Pharmacies SANFL Juniors Season Launch on the banks of the Torrens River; A half-time Auskick match at Adelaide Oval; Crows players conduct a signing session at Stratarama Stadium.

## SA REGIONAL ROADSHOW

**30** TOWNS VISITED  
**4000** KILOMETRES TRAVELLED  
**2000** FOOTY GIVEAWAYS

**19** FREE FOOTY CLINICS  
**300+** FOOTY FORUM REGISTRATIONS  
**70** TURF TALKS  
**800** AUSKICK HALF TIME EXPERIENCES

**14,000** INVITEES TO NATIONAL PHARMACIES JUNIORS LIVE SITE  
**SANFL U18S** ROUND 3 SANFL DURING GATHER ROUND



**SANFL V VFL RETURN OF STATE FOOTBALL**

**COACH DEVELOPMENT WORKSHOPS**  
 CONNECTING SA AND AFL COACHES

**WOMEN'S & GIRLS' SHOWCASE**  
 SANFLW ALL STARS MATCH  
 U18S NATIONALS FEMALES



# FACILITIES

## KEY HIGHLIGHTS

- Round 1 of the SA Football Facilities Fund delivers \$1.9 million into football venues across the State
- Official opening of the Western Districts Football Club clubrooms re-build following the 2019/20 Kangaroo Island bushfires.
- Over \$60 million invested into football through various funding bodies.
- Construction starts on \$25.3 million Talent and Community Facility.

## SA FOOTBALL FACILITIES FUND

Launched in mid-November 2023, the State Government, SANFL and AFL teamed up to deliver an \$8 million funding program to benefit footy clubs and support the continued growth of the game as part of the legacy as the host State for AFL Gather Round.

The creation of this Fund enables SANFL, AFL and State Government to achieve the shared strategic vision of creating welcoming facilities, particularly through provision of all-gender changerooms for players, officials and umpires, as well as maximising venue capacities by improving quality of ovals, lighting and supporting infrastructure.



Announced in conjunction with AFL Gather Round in April 2024, 42 grassroots community footy clubs, representing 17 per cent of football clubs in SA, shared in almost \$2 million of funding through the first round of grants allocated under the new funding program.

Twenty eight metropolitan/Greater Adelaide and 14 regional projects were successful in receiving grants, from Lock on the Eyre Peninsula through to Mt Gambier in the Lower South East.

The second round of funding opened in August 2024, with Round 2 recipients to be announced at Gather Round in 2025.



## COMMUNITY FOOTBALL FACILITIES

In 2024, several remarkable projects were completed and put into use for the first time, including new player and official changerooms and upgraded LED oval lighting.

Notable projects included:

- Full club and changeroom redevelopments at Seaton, Golden Grove, Tanunda, and Broadview.
- New and refurbished changerooms at Aldinga.
- Lighting upgrades at Uraidla, Boston FC, and Tumby Bay.



This year, three projects were nominated for the SANFL 2024 Facility of the Year Award:

- Pedlar Reserve (Seaton FC and City of Charles Sturt)
- Harper's Field (Golden Grove FC and City of Tea Tree Gully)
- Tanunda Recreation Park (Tanunda FC and The Barossa Council)

The winner of the award was Tanunda Recreation Park. This outstanding precinct redevelopment introduced a second junior oval, new changeroom facilities, inviting social spaces, and exceptional venues for match-day experiences.

## FROM THE ASHES

The Western Districts Football Club on Kangaroo Island officially opened its new facilities, built in the aftermath of the devastating bushfires that impacted both the club and the community in 2020. The \$4.5 million redevelopment, which included nearly \$1.5 million in AFL investment, features amenities designed to serve all four user groups: football, cricket, netball, and tennis. The new facilities include meeting rooms for both sporting and community use, a large commercial kitchen, social spaces, and spectator amenities. SANFL is incredibly proud to have partnered with the AFL and the Western Districts community to bring this vital project to life.

## SANFL CLUB FACILITIES

SANFL Clubs continue to work towards creating facilities that are welcoming, inclusive, functional, and meet modern

expectations, all while fostering environments where players and officials can develop their skills and pursue excellence.

In 2024, Unley Oval saw the completion of a major oval upgrade. This project included resurfacing, sub-surface drainage, and irrigation, ensuring a top-quality playing surface that supports elite-level football, enhances player safety, and makes maintenance easier and more effective. Larger-scale redevelopment plans are underway at State League venues, including Prospect Oval, Elizabeth Oval, Richmond Oval, and Noarlunga Oval. These venues are undergoing significant precinct planning to future-proof their assets.

Woodville West Torrens Football Club officially opened the Barry Jarman Grandstand Change Rooms, along with upgraded administration offices and function rooms.

Additionally, Glenelg, Norwood and Sturt football clubs have identified key sites for new training facilities, which are currently in the planning and funding stages. Sturt Football Club has already secured \$211,500 from the Office for Recreation, Sport, and Racing to install 150 lux oval lighting at Urrbrae Agricultural High School.

## SANFL TALENT FACILITY DEVELOPMENT

In November 2024, SANFL commenced the construction of its \$25.3 million Talent and Community Facility at West Lakes. Adjacent to Football Park and the Mosaic Hotel, this facility will serve as the high-

performance training centre for SANFL's elite under-16 and under-18 male and female teams.

The project, jointly funded by SANFL, state and federal governments, and the AFL, includes unisex player changerooms, a gymnasium, rehabilitation suites, coaching and education facilities, a multi-purpose community function centre, allied health practice rooms and new offices for SANFL's Talent department. The facility aims to enhance pathways for talent to progress to SANFL and AFL levels.

Scheduled for completion in November 2025, the facility is expected to cater to approximately 300 young footballers annually. A 42-year non-exclusive license from the City of Charles Sturt has also been secured for the adjacent Football Park oval, which will be used for talent training and trial matches while remaining accessible to the community.

## INVESTMENT INTO FACILITIES

We are excited to see continued investment in football facilities this year. SANFL remains committed to advocating for and supporting investments that ensure all venues are compliant, functional, and welcoming. Some of the key highlights include:

- \$44 million development announced at Lyndoch Recreation Park
- \$195,000 to clubs through ORSR Active Club program
- \$84,605 to clubs through AFL Telstra Grants.



Clockwise from above: SA Football Facilities Fund Grant recipients from across the State at Gather Round; SANFL CEO Darren Chandler and AFL CEO Andrew Dillon at the opening of the Western Districts Football Club facility on Kangaroo Island; SA Football Commission Chairman Rob Kerin, former Minister for Sport and Recreation Katrine Hildyard, SANFL CEO Darren Chandler and City of Charles Sturt Mayor Angela Evans turn the first sod at SANFL's West Lakes Talent Facility; The Barry Jarman Changeroom at Maughan Thiem Kia Oval; Inside the redevelopment at Tanunda Football Club; An artist impression of SANFL's West Lakes Talent Facility.



# FOOTBALL OPERATIONS

## STATE LEAGUES

The SANFL competitions produced another successful and exciting season in 2024 with South Adelaide winning the SANFLW Premiership and Glenelg achieving back-to-back success in the men's competition. Woodville-West Torrens won an exciting Grand Final contest in the Under 18 boys whilst Sturt claimed victory in the Under 16 boys grand final.

Congratulations must also go to those players that took out SANFL's highest individual honours with South Adelaide's Nikki Nield winning the SANFLW Best and Fairest and, in one of the most exciting counts in recent history, Norwood ruckman Harry Boyd and Sturt midfielder Will Snelling tying in a thrilling Magarey Medal count.

Other highlights of the 2024 season across all grades include:

- Inaugural Under 14 boys' competition which ran from February to April
- Under 16 Talent Showcase played as a curtain raiser to the SANFL v VFL State Game over AFL Gather Round
- Under 16 and Under 18 boys' grand finals played on Adelaide Oval on SANFL Preliminary Final day
- South Adelaide winning back-to-back SANFLW Development League Premierships
- The inaugural SANFLW State Team defeating the WAFLW State Team at Optus Stadium in Perth
- The SANFL Men's State Team defeating both the VFL and WAFL State Teams using a total of 35 players across both games, highlighting the depth of talent in the SANFL competition
- Sturt v Norwood Kings Birthday game in front of a crowd of nearly 7,000
- SANFLW Grand Final broadcast live on Channel 7 with a peak audience of over 60,000 viewers
- SANFL Grand Final at Adelaide Oval decided by under a goal in front of 35,129 fans.

## SA FOOTBALL STRUCTURE WORKING GROUP

The SA Football Structure Working Group was established after the AFL review of national second tier football and talent pathways, including consideration of a national AFL Reserves competition.

The Working Group was tasked with reviewing the rules which the AFL Clubs play under in the SANFL competition with a view to achieving greater alignment with other second tier competitions in the VFL

and WAFL. The process took place over a five month period and involved consultation meetings and feedback from League Directors, SANFL Clubs, AFL Clubs and the AFL.

The outcome was significant rule changes to more closely align with the rest of the nation (as outlined below), greater opportunities for young talented SA footballers to be exposed to AFL environments as well more scope for the AFL Clubs to entice talented footballers from interstate to the SANFL competition.

## AFL CLUB LIST REGULATION CHANGES

CATEGORY	KEY AFL CLUB REGULATIONS - 2025	AFL CLUB REGULATIONS - 2024
<b>TALENT PATHWAY PLAYERS</b>	<p>Talent Development List (1 - 8 players) introduced for both AFL clubs:</p> <ul style="list-style-type: none"> <li>• Players must be aged under 21 on January 1</li> <li>• 1 per SANFL club at any time (per AFL club)</li> <li>• 6 players total from SANFL clubs (per AFL club) and 2 from interstate</li> <li>• Access to U18 Father-son or NGA players</li> </ul>	<p>SANFL Rookie Program – access to up to four 18-20 year olds from NGA-aligned SANFL clubs</p> <p>Access to U18 Father-Son or NGA players</p> <p>Up to 4 interstate players allowed (could not come off an AFL list)</p>
<b>OPEN AGE PLAYERS</b>	<p>Open Age List (1-4 players) introduced for both AFL clubs:</p> <ul style="list-style-type: none"> <li>• Players aged 21 or over on January 1</li> <li>• 1 per SANFL club at any time across both AFL clubs.</li> </ul>	<p>1 Marquee Player (no age restriction, all players eligible)</p> <p>10-year AFL player at both AFL Clubs permitted</p> <p>10 Contracted Players allowed but could not come directly off an AFL list or SANFL list</p> <p>Up to 4 interstate players allowed (could not come off an AFL list)</p>
<b>COMMUNITY PLAYERS</b>	<p>Community List remains – both AFL clubs can continue to access community players</p>	<p>10 Contracted Players allowed but could not come directly off an AFL or SANFL list.</p>
<b>SALARY CAP</b>	<p>\$130k total cap across all lists</p> <p>\$30k relocation allowance</p>	<p>\$107K spend in 2024</p> <p>Allowances by application to SANFL</p>



# INTEGRITY AND COMPLIANCE

## EDUCATION INITIATIVES

In 2024, education efforts centered on key areas of Anti-Doping (performance-enhancing substances), illicit drugs, gambling, vilification, social responsibility and overall health and well-being. This year also marked the introduction of online learning for SANFL Senior Men's and Women's squads through Sport Integrity Australia (SIA). Participants completed the Anti-Doping Fundamentals Module alongside the Annual Update Module.

## INTEGRITY AND COMPLIANCE INVESTIGATIONS

An Investigation Model, introduced in 2022, continued to evolve, providing enhanced investigative and advisory support across all SANFL competitions. These include the State League competitions, Reserves, Under 18 and 16s, SANFL Juniors, Wheelchair Football and Inclusive leagues, and all affiliated leagues.

In partnership with the AFL, the SANFL adopted the National Guidelines for the Management of Prohibited Conduct Complaints, focusing on vilification. These guidelines were successfully rolled out in 2024 for the Hostplus SANFL League and several Community Football leagues, with further implementation scheduled for 2025.

During the 2024 season, 28 investigations were conducted, many of which were significant and remain ongoing.

A major investigation, initiated in 2023, involved charges against the GAZA Football Club for breaches of the Player Payment Regulations between 2018 and 2022, including excessive sign-on and match payments. Despite challenging the charges, the club was found guilty of all allegations.

Additionally, the SANFL Integrity and Compliance Department oversaw salary cap auditing for SANFL Clubs and all Community Football Clubs across South Australia. Following regulatory amendments this season, the department has provided close guidance and advice to clubs to ensure compliance.

From top right: The Anzac Day ceremony at Stratarama Stadium before the Glenelg v Sturt clash; The first bounce of the Hostplus SANFL League Grand Final; A massive crowd of 6911 attends Thomas Farms Oval at Unley for the Sturt v Norwood King's Birthday clash; Adelaide and Port Adelaide players contest the SANFL Showdown at Adelaide Oval. Both clubs have welcomed changes to their club regulations for 2025.



# SANFL LEAGUE



The even nature of the Hostplus SANFL League was on display right up until the final minute of the season as Glenelg claimed its seventh premiership with a dramatic five-point win against Norwood in the Grand Final.

The Redlegs claimed the minor premiership by just 1.2 per cent to edge out Sturt as Glenelg became just the fourth SANFL team to win the flag from the Elimination Final, joining Norwood (1984), Port Adelaide (1998) and North Adelaide (2018).

In front of the largest crowd (35,129) at Adelaide Oval since 2019, Glenelg came from the clouds on the back of sheer heart in the final term, slamming through 5.3 to the Redlegs' 2.3 despite trailing at every change and by as much as 25 points early in the third quarter.

And it came largely from a brilliant individual performance from Glenelg captain Liam McBean, who kicked seven goals without a miss from nine marks to claim the Jack Oatey Medal in dominant fashion.

2019 Jack Oatey Medallist Matthew Snook was superb in the middle, racking up 21 disposals, eight clearances and seven tackles while fellow Tigers Corey Lyons (24 disposals, one goal) and the game-breaking James Bell (22 disposals) were also influential.

Tigers veterans Max Proud and Chris Curran were important in tight situations while Will Chandler proved it might not be your day but it can be your moment when he produced a stunning smother on the members wing in the last minute.

Baynen Lowe was classy for Norwood throughout the contest with 23 disposals and two goals while Mitch O'Neill (25 disposals) and Billy Cootee (20 disposals) were tireless through the middle of the ground.

It was the first time in six attempts Glenelg won the premiership from the Elimination Final and the first occasion in four meetings the Tigers triumphed over the Redlegs in the title-decider after previous meetings in 1950, 1975 and 1982.

Joining club great Graham Cornes in steering his side to back-to-back flags, Glenelg coach Darren Reeves remarkably claimed a second consecutive premiership medal in as many years at the helm.



**GLENELG 2.2 4.5 7.6 12.9 (81)**

**NORWOOD 2.4 7.5 9.7 11.10 (76)**

**BEST** – Glenelg: Liam McBean, Matthew Snook, Corey Lyons, James Bell, Cameron McGree

Norwood: Baynen Lowe, Mitch O'Neill, Harry Boyd, Billy Cootee, Izaak Twelftree

**GOALS** – Glenelg: Liam McBean 7, Lachie Hosie 2, Luke Reynolds, Cole Gerloff, Corey Lyons

Norwood: Baynen Lowe, Tristan Binder, Jackson Callow, Declan Hamilton 2, Harry Boyd, Cooper Murley, Henry Nelligan

**JACK OATEY MEDAL**

Liam McBean (Glenelg)

**CROWD** – 35,129 at Adelaide Oval

This page, clockwise from top left: Liam McBean holding the premiership cup with Darren Reeves; Central District's Jarrod Schiller is chaired off after his 250th match; Glenelg's Liam McBean with his Jack Oatey Medal; Retiring Eagles stalwarts, from left, Matthew Goldsworthy, Luke Thompson and Jarrad Redden. Opp page: Top - Bob Lee Medallist Isaac Saywell (Norwood); Bottom - Norwood's 2024 Reserves premiership team



**2024 MILESTONES**

Significant milestones were celebrated throughout the 2024 Hostplus SANFL League season, with Woodville-West Torrens pair Luke Thompson and Matthew Goldsworthy joined by Central District's Jarrod Schiller in reaching 250 games.

All three SANFL Player Life Members announced their retirements at season's end, together with triple Glenelg premiership rover Matt Snook and dual Sturt premiership defender Guy Page, who both reached their 200th match in their final season.

Double Blues' captain James Battersby also notched up 200 SANFL League appearances and is now the player with most games played (215) heading into the 2025 campaign.

As many as 52 players reached milestones across the season (50, 100, 150, 200 and 250 games), with 21 of these registering triple figures in 2024.

**SANFL RESERVES**

Norwood defeated Sturt by 16 points at Adelaide Oval to claim its first Reserves premiership since 2019.

The minor premier Redlegs, coached by Aaron Jelfs, led at every change as the inaccurate Double Blues failed to apply meaningful scoreboard pressure.

As would become a theme of the game, both sides missed opportunities early, before Redlegs forward Jay Polkinghorne finally broke the deadlock at the 16-minute mark of the first term by running into an open goal.

Redleg Liam Robinson kicked his second early in the third term, and he and fellow forward Polkinghorne booted two late goals, increasing the three-quarter time margin to 21 points.

Sturt pegged a goal back through Tommy McCormack, but any glimmer of a Double Blues comeback was extinguished by Isaac Saywell, who ran into an open goal and kicked the sealer.

Wingman Saywell was awarded the Bob Lee Medal for best on ground, having gathered 30 disposals, five marks and four inside-50s.



**NORWOOD 2.4 3.7 6.9 7.14 (56)**

**STURT 0.1 2.6 2.12 4.16 (40)**

**BEST** – Norwood: Isaac Saywell, Thomas Graham, Liam Robinson, Ben Simpson, Josh Gillow

Sturt: William Taylor, Sam Breuer, Hugo Kittel, Alex Holt, Liam Puncher

**GOALS** – Norwood: Liam Robinson 3, Jay Polkinghorne 2, Jayden Gale, Isaac Saywell

Sturt: Tommy McCormack, Luca Slade, Alex Holt, Charlie Parker

**BOB LEE MEDAL**

Isaac Saywell (Norwood)





# WOMEN'S LEAGUE



South Adelaide was crowned champion of the Hostplus SANFL Women's League after conquering Norwood in a tense grand final at The Parade to claim a record third premiership.

The Panthers, scoreless in the second half, were forced to withstand a spirited charge from the Redlegs to triumph by five points and add another title to their flag victories in 2018 and 2019.

South Adelaide coach Rick Watts described the win as phenomenal and praised the resilience and grit of his players to fight back from the shattering disappointment of the 2023 grand final defeat to Central District.

"All the emotion from last year sort of came out," Watts said. "It wasn't until the final 10 seconds I knew we had it."

"Last year has been in the back of our minds and this feels unreal, the girls have been so brave."

The Redlegs, aiming to be the first side to win the flag from fourth, settled best and tested the highly regarded Panthers' defence early, camped deep in attack for the opening seven minutes.

Having withstood the early assault in front of a bumper crowd of 2409, the Panthers took over the territory battle, although they failed to create a serious scoring opportunity until late in the quarter.

South's Jordann Hickey, named MVP for her influence in the victory, attacked the ball with venom, enabling Mel Anderson to swoop and blast her kick from just inside 50m. The ball bounced through for the opening goal and set the Panthers on the path to victory.

**SOUTH 1.0 3.0 3.0 3.0 (18)**  
**NORWOOD 0.0 0.1 1.1 2.1 (13)**

**BEST** – South: Jordann Hickey, Taya Maxwell, Esther Schirmer, Nikki Nield, Melissa Anderson

Norwood: Jade Halfpenny, Kiana Lee, Candice Belbin, Sophie Armitstead, Sophie Arkun

**GOALS** – South: Melissa Anderson, Shae Archbold, Lauren Clifton

Norwood: Adrienne Davies, Tahlita Buethke

**BEST ON GROUND MEDAL**  
Jordann Hickey (South Adelaide)



Clockwise from below: South Adelaide's 2024 SANFL Development League premiership team; Retiring Sturt captain Kate Harris in action; South's Jordann Hickey (top) and Norwood's Stephanie Simmonds battle for the ball in the 2024 Hostplus SANFL League Grand Final; South Adelaide's Nikki Gore (middle) celebrates as the Panthers win the 2024 Hostplus SANFL League Grand Final; Retiring Central District captain Shelby Smith is chaired off after her final game; South Adelaide's Jordann Hickey with the best-on-ground medal after the 2024 Hostplus SANFL League Grand Final.

## SANFLW DEVELOPMENT LEAGUE

It was an historic double for South Adelaide as it also won back-to-back titles in the SANFLW Development League with a hard-fought 12-point win against Glenelg at Flinders University Stadium.

Coached by Ryan Skouborg, the Panthers burst out to a 20-point lead at the main change as Zoe Flesfadar, Carly Milsom and Eqxelle Evans exerted their influence on the contest.

The Bays pegged a goal back in the fourth quarter through Kayla Robran but left their charge too late as the hosts held on to earn the flag.

**SOUTH 1.1 3.2 3.3 3.3 (21)**  
**GLENELG 0.0 0.0 0.2 1.3 (9)**

**BEST** – South: Zoe Flesfadar, Carly Milsom and Eqxelle Evans, Taya Maxwell, Kaysha Dellow

Glenelg: Mackenzie O'Dea, Alice Bradley, Millie Clarke, Aleesha Robran, Lucy Weatherald

**GOALS** – South: Abby Woodward, Taya Maxwell, Seraphina Moon

Glenelg: Kayla Robran





# STATE FOOTBALL

## 2024 WEST END STATE TEAM

SANFL stamped itself as Australia's best State League with a gritty 14-point win against the VFL at Stratarama Stadium (Glenelg) as part of AFL Gather Round festivities in April. Earning its fifth win against the Big V in succession, the West End State team appeared to draw upon its inspiring speech from 1994 State of Origin captain Chris McDermott after trailing by 13 points at the first change.

The Croweaters booted the opening four goals of the second term to claim their first lead 13 minutes after quarter-time with Glenelg trio Lachie Hosie, Liam McBean and Luke Reynolds all hitting the scoreboard in the defining period.

With Central District's Jez McLennan SA's most composed player under siege in the first term, SANFL continued to turn the screws on the Vics in the third term by kicking the only three majors.

McLennan, who finished with 24 disposals and eight marks across half-back, was a

deserving winner of the Fos Williams Medal as SA's best player.

The former Gold Coast Sun teamed nicely with vice-captain Max Proud and Casey Voss in defence with Jack Heard and Josh Ryan also playing their roles to hold their rivals to just seven goals amid stunning conditions in front of 4207 fans at Glenelg.

**SANFL 1.1 5.2 8.4 10.5 (65)**

**VFL 3.2 5.4 5.5 7.9 (51)**

**BEST** - McLennan, Grant, Hosie, Proud, Wigg, Callow, Voss

**GOALS** - Hosie 4, McBean 2, Allen, Callow, Lowe, Reynolds

The West End State team retained the Haydn Bunton Junior Cup in fine style, with a blistering 63-point win against the WAFL at Optus Stadium in Perth.

Fos Williams Medallist Jez McLennan was one of many SANFL players queuing up for the honour as the West End State team registered its largest win against the WAFL since 2003.

Fielding a side with nine debutants and 13 new faces from the 14-point win against VFL in April, SANFL won its fifth game in



succession against the WAFL while banking 14 victories from its last 17 State Games.

SANFL was without star players Liam McBean, Lachie Hosie, Will Snelling, Harry Grant, Matt Allen and Harry Boyd but that didn't matter as it asserted itself on the contest with a statement-making six-goal first quarter.

2022 Fos Williams Medallist Casey Voss booted the opening major for SANFL inside the opening minute which proved to be an ominous sign for the Sandgropers as the visitors piled on the pain.



By the time the hosts booted their first, SANFL had 6.2 on the board with Aiden Grace nailing two of his four majors in the damaging period while Billy Cootee and Harrison Wigg were chief architects.

**SANFL 6.2 10.7 14.11 16.13 (109)**

**WAFL 1.5 3.7 3.12 5.16 (46)**

**BEST** - McLennan, Rowe, Wigg, Cootee, Beecken, Grace, Donnelly, Coombas

**GOALS** - Grace 4, Rowe 3, Reynolds, Wilkinson 2, Cootee, Doyle, Holder, Voss, Wigg

## SANFLW STATE TEAM

The SANFLW State Team withstood a spirited fight from the WAFLW to claim glory in the historic Women's State Game in Perth.

After being seriously challenged for supremacy, SA kept the home side scoreless in the final quarter of the first female State League clash to emerge triumphant by 16 points at Optus Stadium.

Glenelg midfielder Jessica Bates was named SA's best player after doing her usual job picking up numerous possessions.

SA grabbed control of the contest in the opening quarter on the back of relentless pressure, constantly creating turnovers to go on the attack.

That physical presence was rewarded after six minutes when Sturt's Alisha Gepp took advantage of turnover ball to kick the opening goal for SA.

The inside 50 count of 14-1 in favour of SA was glaring evidence of its early

Clockwise from below: The victorious SANFLW State team after its history-making win against the WAFLW; The West End State team celebrates its win against the VFL as part of Gather Round; Fos Williams Medallist Jez McLennan; SANFLW State Team Medallist Jessica Bates.

domination. The visitors also had 12 more clearances, enabling them to remain camped deep in attack.

**SANFLW 3.1 4.2 6.3 7.7 (49)**

**WAFLW 0.0 2.2 5.3 5.3 (33)**

**BEST** - Jessica Bates, Shelby Smith, Alisha Gepp, Caitlin Wendland, Tahlita Buethke

**GOALS** - Alisha Gepp, Tesharna Maher 2, Sam Franson, Laquoiya Cockatoo-Motlap, Katelyn Rosenzweig

**SANFLW BEST PLAYER MEDAL**  
Jessica Bates (Glenelg)





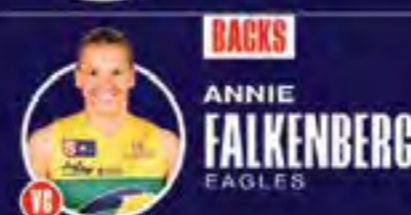
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# TEAM OF THE YEAR



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# TEAM OF THE YEAR





# SANFL U18S



Woodville-West Torrens produced a stunning comeback to win the 2024 SANFL Under 18 premiership with a fighting four-point win against Central District at Adelaide Oval.

In a highly entertaining title-decider, the Eagles trailed by as much as 33 points 19 minutes into the second term before piling on the next six goals in succession to snatch the lead in the ninth minute of the third quarter.

Earning their first flag since 2021 and fourth in seven seasons under master coach Shane Reardon, the fourth-placed Eagles charged into the most important match of the season on the back of wins against Sturt and Glenelg in the major round.

And it was this momentum which propelled them to such a memorable victory as captain

Jett Hasting claimed the Alan Stewart Medal as best afield with 20 disposals, six marks, four clearances, seven tackles and a goal.

Scores were locked on 59 apiece at the final change and both teams went goal for goal as Bulldog Aidan Schubert tied things up in the 14th minute after converting his mark on the lead from 40m.

The Dogs, who had earned direct entry to the Grand Final, then edged in front with consecutive behinds kicked by Dougie Cochrane and Schubert.

But then tall Eagles forward Logan Hughes took centre stage when he turned off one step to snap truly from 35m, kicking the match-winning major with nearly six minutes to play.

**EAGLES 2.1 5.3 9.5 12.5 (77)**  
**CENTRAL 5.2 8.4 9.5 11.7 (73)**

**BEST** – Eagles: Jett Hasting, Rome Burgoyne, Jack Cook, Harry Dodd, Raymond Sumner

Central: Aidan Schubert, Tallan Rosenzweig, Charlie Nicholls, Riley McDonald, Sam Sibbick

**GOALS** – Eagles: Jack Gray 4, Logan Hughes 3, Charlie West 2, Jett Hasting, Jevan Phillipou, Jamie Russell

Central: Tallan Rosenzweig 4, Charlie Nicholls, Aidan Schubert 2, Matthew LeRay, Tom Cochrane, Ariel Rothe

#### ALAN STEWART MEDAL

Jett Hasting (Eagles)



Clockwise from top: Eagles' Jett Hasting with Alan Stewart after winning the Alan Stewart Medal; The victorious Eagles' SANFL U18 team; Central's Charlie Nicholls takes a strong mark.



# SANFL U16S



Sturt defeated South Adelaide by 24 points at Adelaide Oval to claim its first SANFL Under 16 premiership since 2015.

In clear conditions, it took two minutes for coach Greg Crowden's Double Blues to have their first goal on the board courtesy of tall Griffin James, before South hit back with majors to Zemes Pilot and Kody Shortridge.

Sturt led by eight points heading into the final term, with early goals to Ryan Davies and Carter Gallasch sinking South hearts momentarily, before a quick goal from Angus White restored some hope for the Panthers.

However, a second goal to Ryan Davies sealed the deal for the Blues, then another to Lindsay put the exclamation mark on the win which saw the minor premiers avenge last year's grand final loss.

Despite losing the clearances by 13, Sturt worked well between the arcs to generate 25 scoring shots from 45 inside-50s.

South's Archie Van Dyk was adjudged best on ground having gathered 31 disposals, eight tackles and five clearances, while Jack Davies finished with 23 disposals, six clearances and a goal for Sturt.



**STURT 1.6 4.11 5.14 9.16 (70)**  
**SOUTH 2.1 4.2 5.6 6.10 (46)**

**BEST** – Sturt: Kale Matthews-Hampton, Jack Davies, Jonah Lagana, Thomas Lindsay, Lachlan Estcourt-Hughes

South: Archie van Dyk, Kodah Edwards, Kody Shortridge, Mitchell Clifton, Gus White

**GOALS** – Sturt: Ryan Davies, Thomas Lindsay 2, Griffin James, Jack Davies, Will Ekberg, Carter Gallasch, Naite Slade

South: Kody Shortridge 3, Gus White, Zemes Pilot, Harrison Davey

#### BEST ON GROUND MEDAL

Archie van Dyk (South Adelaide)



Far right: SANFL U16 best-on-ground Archie van Dyk. Right: Sturt U16 coach Greg Crowden with captain Angus Mills. Below: Sturt's victorious U16 team.





# MALE AWARD WINNERS

## MAGAREY MEDAL

Norwood ruckman Harry Boyd and Sturt midfielder Will Snelling were crowned joint-winners of the 2024 Magarey Medal.

Dominant Redlegs giant Boyd and Double Blues ball magnet Snelling both attracted a massive tally of 34 votes, becoming the first pair to share SANFL's most prestigious individual honour since 2021 and just the fourth set of joint winners in the past 16 seasons.

Boyd, who won the 2022 Jack Oatey Medal, was the first ruckman to win the Magarey Medal since Port Adelaide's Ryan O'Connor shared the coveted award with teammate Tony Brown in 2001.

West Adelaide midfielder Kobe Ryan was third with 27 votes while North Adelaide's Campbell Combe (23 votes), Glenelg's Matt Allen and Central's Harry Grant (20 votes) rounded out the top six.

It was the 16th occasion multiple players have won the Magarey Medal and 14th that joint winners have been honoured, with South's Bryce Gibbs and the Eagles' James Tsitas the most recent in 2021.

### LEADERBOARD

Harry Boyd (Norwood) 34 votes  
Will Snelling (Sturt) 34  
Kobe Ryan (West) 27  
Campbell Combe (North) 23  
Matt Allen (Glenelg) 20  
Harry Grant (Central) 20

## R.O SHEARMAN MEDAL

Norwood's Harry Boyd had his tremendous 2024 campaign fittingly rewarded, becoming the first Redleg in 11 years to win the R.O Shearman Medal.

Widely-regarded as the standout ruckman in the Hostplus SANFL League, the Redlegs giant polled 109 votes to hold off Sturt midfielder Will Snelling on 101.

The 2022 Jack Oatey Medallist posted eye-popping averages of 21 disposals, 10 clearances, four tackles and 41 hit outs across his 18 matches in 2024.

Boyd is just the second Norwood player to win the R.O Shearman Medal, joining Matt Thomas in 2013.

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 Boyd (Norwood) 109  
Will Snelling (Sturt) 101  
Baynen Lowe (Norwood) 76  
Campbell Combe (North) 65

## KEN FARMER MEDAL

North Adelaide's Mitch Harvey become the first Rooster in 22 years to win the Ken Farmer Medal as SANFL's leading goal kicker at the end of the minor round.

Booting three goals against West Adelaide in Round 19, Harvey finished with a tally of 45 majors, three ahead of Central District's Aiden Grace.

The 29-year-old, who has kicked 222 goals from 196 Hostplus SANFL League games, joined fellow Roosters Daniel Hargraves (2002) and John Roberts (1987) as the only players from Prospect to claim the coveted individual award.

A master at nailing his set shots, Harvey kicked an accurate 45.19 in his 18 appearances in 2024.

Introduced in 1981, the Ken Farmer Medal is named in honour of North Adelaide's legendary goal kicking champion Ken Farmer.

### LEADERBOARD

Mitch Harvey (North) 45  
Aiden Grace (Central) 42  
Liam McBean (Glenelg) 38

## POWERADE BREAKTHROUGH PLAYER

Norwood forward Izaak Twelftree's sudden rise to prominence was rewarded with the 2024 Powerade Breakthrough Player Award.

Playing in just two Hostplus SANFL League matches last season, the 23-year-old featured in every game for the Redlegs in 2024 while becoming a key cog in his team's attacking structure.

Measuring in at 193cm, Twelftree displayed great versatility as he hit the scoreboard with 25 goals while averaging 13 disposals, four marks and four tackles across the minor round.

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.

## RESERVES MAGAREY MEDAL

Sturt midfielder Brad Jefferies became just the second Double Blue in 30 years to win the Reserves Magarey Medal after receiving the prestigious trophy in 2024.

Polling 17 votes across the minor round, the 21-year-old leapfrogged Glenelg runner-up Ben Ridgway when he attracted two votes in the Round 19 contest against Central District.

Recruited from Onkaparinga Valley Football Club, Jefferies averaged 24 disposals, five clearances and six tackles in his 12 appearances.

The 21-year-old joined Double Blues teammate Charlie Molan, who last year became the first Sturt player since Brendan Roberson in 1993 to win the Reserves Magarey Medal.

### LEADERBOARD

Brad Jefferies (Sturt) 17  
Ben Ridgway (Glenelg) 16  
Connor McLeod (Glenelg) 15  
Luke Bogle (Norwood) 14

## MCCALLUM TOMKINS MEDAL

Four players won the 2024 McCallum Tomkins Medal as the fairest and most brilliant performers in the SANFL U18 competition.

In an historic first, Glenelg's Ben Camporeale, South Adelaide's Phoenix Hargrave, Sturt's Oscar Merrett and North Adelaide's Blake Oudshoorn-Bennier each polled 18 votes at the end of the minor round.



Clockwise from above: Joint Magarey Medallists - Sturt's Will Snelling (left) and Norwood's Harry Boyd; Powerade Breakthrough Player - Norwood's Izaak Twelftree; Reserves Magarey Medallist - Sturt's Brad Jefferies; SANFL U16 Best and Fairest South's Kodah Edwards; SANFL U18 MVP - North's Sam Cumming (left) with SANFL Head of Talent Brenton Phillips.

With two rounds to play, Camporeale, Hargrave and Merrett were all locked on 18 votes but were joined by Oudshoorn-Bennier, who polled three votes in Round 17 and one in Round 19, to make it a four-way tie.

### LEADERBOARD

Ben Camporeale (Glenelg) 18  
Oscar Merrett (Sturt) 18  
Phoenix Hargrave (South) 18  
Blake Oudshoorn-Bennier (North) 18  
Zac Schwarz (Eagles) 17  
Sam Cumming (North) 17

## SANFL U18 MVP

Prolific North Adelaide midfielder Sam Cumming became the fourth Rooster to win the SANFL U18 MVP Award.

Displaying a penchant for hunting the Sherrin across his 10 appearances in 2024,

Cumming averaged 27 disposals, six marks and four clearances while also hitting the scoreboard with 11 goals.

Cumming got his campaign off to a red-hot start, nominated for the MVP Award in Round 1 after collecting 21 disposals, laying 10 tackles and booting three goals in a win against Norwood.

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 at the conclusion of the minor round.

## SANFL U16 BEST AND FAIREST

South Adelaide midfielder Kodah Edwards capped off his memorable 2024 campaign by winning the 2024 SANFL U16 Best and Fairest Medal.

Captain of South Australia's U16 team at the AFL National Championships, Edwards polled 25 votes to edge out North Adelaide's Memphis Webb on 23 and Panthers teammate Archie Van Dyk on 22.

Recruited from the Willunga Football Club, Edwards attracted five first preferences from the umpires while averaging 24 disposals across his 16 appearances in 2024.

Hitting the scoreboard with 23 goals for the season, the 16-year-old joined fellow Panther Benny Barrett, who won the inaugural SANFL U16 Best and Fairest in 2022.

### LEADERBOARD

Kodah Edwards (South) 25  
Memphis Webb (North) 23  
Archie van Dyk (South) 22  
Jacob McNicol (Glenelg) 21





# FEMALE AWARD WINNERS

## HOSTPLUS SANFLW LEAGUE BEST AND FAIREST

South Adelaide's Nikki Nield made a fairytale homecoming after winning the 2024 Hostplus SANFLW League Best and Fairest Award in a pulsating count at Adelaide Oval.

The first Panther to win the most prestigious individual SANFLW prize, Nield (nee Gore) hit the lead in Round 13 when she polled three votes against Glenelg, to leapfrog competition pacesetter, Tiger Jess Bates.

Polling a total of 27 votes after landing another two in the final minor round match, Nield finished three ahead of 2022 SANFLW Best and Fairest Bates, who missed the last two matches with a foot injury.

Named ruck rover in The Advertiser SANFLW Team of the Year, Nield averaged 22 disposals, four clearances, four marks and 10 tackles per game in 2024.

Returning to Noarlunga after playing with AFLW clubs Adelaide and Fremantle, the 23-year-old attracted the umpires' attention in all but two of her minor round matches to illustrate her exceptional consistency.

### LEADERBOARD

Nikki Nield (South) 27 votes  
Jess Bates (Glenelg) 24  
India Rasheed (Sturt) 19  
Shelby Smith (Central) 17

## SANFLW KIA COACHES AWARD

Glenelg's Jess Bates added to her lengthening list of accolades by claiming honours in the SANFLW Kia Coaches Award.

Cruising to victory with 91 votes ahead of runner-up Nikki Nield (South) on 69 votes, Bates' win became more meritorious considering she missed the final two matches of the season with a foot injury.

Not only did the 28-year-old earn the ultimate respect of the SANFLW coaches, she was also named in The Advertiser Team of the Year.

Attracting votes in all of her 12 outings, the Bays' prolific ball-winner earned the highest praise of the SANFLW mentors by being named best afield with maximum votes in Round 1, 3, 6 and 9.

### LEADERBOARD

Jess Bates (Glenelg) 91  
Nikki Nield (South) 69  
India Rasheed (Sturt) 64

## AAMI LEADING GOALKICKER AWARD

Central District's Katelyn Rosenzweig and South Adelaide's Emily Brockhurst were joint winners of the 2024 AAMI Leading Goal Kicker Award.

Each booting 25 goals across the minor round, Rosenzweig and Brockhurst created history as the first joint winners of the prestigious trophy.

Rosenzweig led the race for the majority of the minor round until Brockhurst equalled the tally with an eye-catching goal against the Bulldogs in Round 14.

Amazingly, Brockhurst's 25th major came early in the fourth quarter of their final clash before the major round, creating an exciting finish.

Rosenzweig has won the SANFLW Leading Goal Kicker trophy on three occasions, having also saluted in 2018 while playing with North Adelaide and in 2023 with the Bulldogs.

### LEADERBOARD

Katelyn Rosenzweig (Central) 25 goals  
Emily Brockhurst (South) 25  
Kiana Lee (Norwood) 16  
Jasmine Evans (Central) 15

## SA POWER NETWORKS LEADERSHIP AWARD

Woodville-West Torrens captain Annie Falkenberg won the SA Power Networks Leadership Award after being nominated by the Eagles for her outstanding team-first approach in 2024.

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

The award was developed from the Female Personal Pathways program – a series of workshops and forums covering leadership, financial and career development, club culture and mental health education.

SANFL clubs nominated a player based on a number of criteria, including demonstrating care in mentoring younger players at their club, inspiring and encouraging personal development and having values that reflect those of their club.

## SANFLW POWERADE BREAKTHROUGH PLAYER

Sturt sensation India Rasheed won the 2024 Powerade Breakthrough Player award after an exceptional individual campaign in the Hostplus SANFLW League.

The ultra-talented Double Blues midfielder relished spending more time in the midfield, averaging an impressive 24 disposals, five clearances and five inside 50s in 12 Hostplus SANFLW League outings.

Nominated for her stunning performance in Round 2, the 17-year-old racked up 21 disposals, eight tackles, five marks and two goals against the Tigers as she put the competition on notice.

A key member of the South Australian Girls U18 team, Rasheed is the first Sturt player to win the Powerade Breakthrough Player since the award's inception in 2017.



# STANLEY H. LEWIS TROPHY

Sturt secured its fifth Stanley H. Lewis Trophy and first in 16 years as SANFL's best performed club in 2024.

In the fourth year of points being awarded for Women's and U16 matches, the Double Blues finished with a significant tally of 3800, ahead of runner-up Glenelg with 3600.

With its Men's League and Reserves teams finishing second at the end of the minor round, Sturt's tally was also boosted by its Under-16s finishing at the top of the table.

Sturt has also won the Stanley H. Lewis Trophy in 2008 with other successes coming in 1983, 1978 and 1968.

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

Sturt 3800 points  
Glenelg 3600  
Central 3400  
Norwood 3150

Clockwise from top: SA Football Commission Chairman Rob Kerin with SANFLW Best and Fairest Nikki Nield; Glenelg's Jess Bates chaired off after her 50th match; SA Power Networks Leadership Award winner - Eagles' Annie Falkenberg; SANFLW Powerade Breakthrough Player - Sturt's India Rasheed.



# MALE TALENT

## SANFL U18 TALENT ACADEMY

A 32-player squad was selected for the 2024 SANFL U18 Boys Talent Academy, which involved an expanded 11-week pre-season program from November 23 through to February 24.

The Talent Academy 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 Academy has three key objectives:

- Expose SA's most talented players, who are turning 17 and 18, 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 STATE PROGRAM

The SA U18 Team finished the 2024 AFL National Championships with a 1-3 win-loss record.

Coached by Tony Bamford, South Australia registered a hard-fought 12-point win against the Allies whilst succumbing to Victoria Country, Western Australia and Victoria Metro.

Captain Sid Draper (South Adelaide), Alex Dodson (Sturt) and Ben Camporeale (Glenelg) were selected in the All-Australian team, with the latter also earning SA's MVP Award.

## SA U18 v SA U20 – THEBARTON OVAL

SA U18 15.4 (94) d SA U20 9.13 (67)

Best – SA U18: Charlie Nicholls, Ben Camporeale, Dyson Sharp, Jacob Newton, Ned Bowman, Angus Clarke

SA U20: Kobe Ryan, Nick Sadler, Beau Thomas, Hughen Wissman, Alex Holt, Ben Ridgway

Goals – SA U18: Charlie Nicholls 3, Ned Bowman, Jacob Newton, Ryan Borlace,

Charlie West 2, Evan Bradley, Sid Draper, Tallan Rosenzweig, Tyler Welsh

SA U20: Beau Thomas 3, Archie Lovelock 2, Callum Fairall, Hughen Wissman, Jayden Matz, Nick Sadler

SA U18 MVP – Charlie Nicholls (Central District)

SA U20 MVP – Kobe Ryan (West Adelaide)

## GAME 1 – THEBARTON OVAL

SA 13.9 (87) d Allies 11.9 (75)

Best – Dyson Sharp, Evan Bradley, Angus Clarke, Jacob Sheehan, Ben Camporeale, Lucas Camporeale

Goals - Evan Bradley, Tyler Welsh 3, Jacob Newton, Noah Howes 2, Sam Cumming, Harley Barker, Charlie Nicholls

## GAME 2 – IKON PARK, MELBOURNE

Victoria Country 13.9 (87) d South Australia 11.13 (79)

Best – Alex Dodson, Jacob Newton, Tyler Welsh, Angus Clarke, Charlie Nicholls, Ben Camporeale

Goals - Tyler Welsh 4, Jacob Newton 3, Tallan Rosenzweig, Charlie Nicholls, Evan Bradley, Ned Bowman

## GAME 3 – ALBERTON OVAL

Western Australia 17.7 (109) d South Australia 6.12 (48)

Best – Lucas Camporeale, Thomas McKay, Jacob Newton, Ned Bowman, Louie Montgomery, Alex Dodson

Goals – Ned Bowman 3, Evan Bradley 2, Jacob Newton

## GAME 4 – ALBERTON OVAL

Victoria Metro 15.11 (101) d South Australia 7.7 (49)

Best – Phoenix Hargrave, Ben Camporeale, Alex Dodson, Sid Draper, Dyson Sharp, Benny Barrett

Goals - Ned Atkinson, Ned Bowman, Benny Barrett, Dyson, Sharp, Alex Dodson, Charlie West, Tyler Welsh

## 2024 U18 AWARDS

**SA MVP of the championships**  
Ben Camporeale (Glenelg)

## MVP U20s Game

Charlie Nicholls (Central District)

## MVP Game 1

Dyson Sharp (Central District)

## MVP Game 2

Alex Dodson (Sturt)

## MVP Game 3

Lucas Camporeale (Glenelg)

## MVP Game 4

Phoenix Hargrave (South Adelaide)

## Best Team Man

Jacob Newton (Norwood)

## Player's Player award

Kade Herbert (Woodville-West Torrens)

## AFL U18 ALL-AUSTRALIANS

Alex Dodson (Sturt)

Sid Draper (South Adelaide)

Ben Camporeale (Glenelg)

## 2023/24 AFL ACADEMY MEMBERS

Sid Draper (South Adelaide)

Ben Camporeale (Glenelg)

Lucas Camporeale (Glenelg)

Tyler Welsh (Woodville-West Torrens)

## AFL COMBINES

A total of 10 players were invited to the AFL National Draft Combine in Melbourne. Congratulations to Ned Bowman (Norwood), Ben Camporeale, Lucas Camporeale and Angus Clarke (Glenelg), Alex Dodson (Sturt), Sid Draper and Phoenix Hargrave (South Adelaide), Jacob Newton (Norwood), Charlie Nicholls (Central District) and Charlie West (Woodville-West Torrens). A further 14 players were invited to the State Draft Combine in Adelaide.

## U16 STATE PROGRAM

The SA U16 Team finished the 2024 AFL National Championships with a 2-1 win-loss record.

Coached by Heath Younie, South Australia enjoyed a 10-point win against WA at Thebarton Oval, a 32-point win against Vic Metro before narrowly losing to Vic Country by 1 point

Dougie Cochrane (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 championships.

## GAME 1 – THEBARTON OVAL

South Australia 10.8 (68) d Western Australia 8.10 (58)

Best - Archie Van Dyk, Dougie Cochrane, Ethan Herbert, Jack Gordon, Angus White, Koby Moir

Goals - Jacob McNicol, Zemes Pilot, Koby Moir 2, Jermaine Miller, Taj Garrett, Archie Van Dyk, Brodie Bretones

## GAME 2 – PEOPLES FIRST STADIUM, GOLD COAST

South Australia 12.8 (80) d Victoria Metro 6.12 (48)

Best - Dougie Cochrane, Archie Van Dyk, Kodah Edwards, Memphis Webb, Zackariah Young, Jermaine Miller

Goals - Jermaine Miller 4, Cain Florance 3, Jack Leys, Taj Garrett, Kodah Edwards, Memphis Webb, Ryan Davies

## GAME 3 – FRANKHAUSER RESERVE, SOUTHPORT

Victoria Country 9.11 (65) d South Australia 9.10 (64)

Best - Cain Florance, Dougie Cochrane, Angus White, Ethan Herbert, Jack Gordon, Zackariah Young

Goals - Angus White 3, Jermaine Miller, Cain Florance 2, Koby Moir, Jacob McNicol

## 2024 U16 AWARDS

### SA MVP of the Championships

Dougie Cochrane (Central District)

### Kevin Sheehan Medalist

Dougie Cochrane (Central District)

### MVP Game 1

Archie Van Dyk (South Adelaide)

### MVP Game 2

Dougie Cochrane (Central District)

### MVP Game 3

Cain Florance (South Adelaide)

### Best Team Man

Kodah Edwards (South Adelaide)

### Achievement Award

Ethan Herbert (North Adelaide)

### AFL U16 ALL-AUSTRALIANS

Dougie Cochrane (Central District)

Jack Gordon (Central District)

Ethan Herbert (North Adelaide)

Archie Van Dyk (South Adelaide)

Gus White (South Adelaide)



From top: SA U18 forward Benny Barrett (far right) celebrates a goal; SA U16 player Dougie Cochrane with his MVP Medal and Kevin Sheehan Medal; SA U18 captain Sid Draper drives his team forward.





# FEMALE TALENT



## STATE U18 PROGRAM

The SA Under-18 Girls played three matches in the AFL U18 Girls National Championships and one showcase match against the SA Under-23 Women's Team. Led by first-year state coach Brad Snell and captain Violet Patterson (Glenelg), the team finished the National Championships with a 2-1 win/loss record, whilst going down to the SA U23s by just two points.

### GAME 1: THEBARTON OVAL

South Australia 15.10 (100) def Allies 3.4 (22)  
 Best: India Rasheed, Klaudia O'Neill, Esther Schirmer, Jasmine Evans, Eloise Mackereth, Grace Martin  
 Goals: India Rasheed, Klaudia O'Neill, Georgia McKee 3, Eloise Mackereth 2, Ruby Ballard, Jasmin Evans, Emma Kilpatrick, Charlotte Riggs 1

### GAME 2: RSEA PARK, MOORABBIN

South Australia 5.7 (37) def Vic Metro 9.4 (58)  
 Best: Esther Schirmer, Laela Ebert, Bianca Portaro, Grace Martin, Violet Patterson, Lucy Boyd  
 Goals: Charlotte Riggs, Sophie Eaton, Asha Dufour, Georgia McKee, Monique Bessen 1

### GAME 3: THEBARTON OVAL

South Australia 11.5 (71) def Western Australia 7.8 (50)  
 Best: Mikaylah Antony, Charlotte Riggs, Eloise Mackereth, Sophie Eaton, Laela Ebert, Violet Patterson  
 Goals: Eloise Mackereth 4, Klaudia O'Neill, Georgia McKee 3, Shae Archbold 1

### SHOWCASE: THEBARTON OVAL

South Australia U23 6.7 (43) def South Australia U18 6.5 (41)  
 Best SA U23: Kiana Lee (MVP), Georgia Swan, Marlie Fiegert, Melissa Anderson, Chloe Harding, Lily Whitcombe  
 Best SA U18: Georgia McKee (MVP), Asha Dufour, Monique Bessen, Chloe Tonkin, Ruby Ballard, Sophie Thredgold  
 Goals SA U23: Emily Brockhurst, Kayla Robran 2, Chloe Harding, Kiana Lee 1  
 Goals SA U18: Monique Bessen, Asha Dufour, Ruby Ballard, Chloe Tonkin, Klaudia O'Neill, Georgia McKee 1

## 2024 SA U18 AWARDS

**SA MVP for the championships**  
 Esther Schirmer (South Adelaide)

**Game 1 MVP** – India Rasheed (Sturt)

**Game 2 MVP** – Esther Schirmer (South Adelaide)

**Game 3 MVP** – Mikaylah Antony (Central District)

**Ashleigh Young Players' Player Award**  
 Charlotte Riggs (Central District)

**Coaches Award**  
 Lucy Boyd (West Adelaide)

### U18 GIRLS ALL-AUSTRALIAN

India Rasheed (Sturt)  
 Esther Schirmer (South Adelaide)  
 Grace Martin (Woodville-West Torrens)  
 Eloise Mackereth (Glenelg)

### AFLW NATIONAL U18 ACADEMY MEMBERS

Charlotte Riggs (Central District)  
 Jasmine Evans (Central District)  
 Georgia McKee (Central District)  
 India Rasheed (Sturt)  
 Poppy Scholz (Glenelg)

### AFLW NATIONAL & STATE COMBINES

Seven players were nominated to attend the AFLW National Draft Combine in Melbourne. Congratulations to Charlotte Riggs, Jasmine Evans and Georgia McKee (Central District), Poppy Scholz (Glenelg), Grace Martin (Woodville-West Torrens), Esther Schirmer (South Adelaide) and India Rasheed (Sturt). A further eight players attended the AFLW State Draft Combine held in Adelaide.

## STATE U16 PROGRAM

The SA Under-16 Girls team continued its exceptional performance at a national level, winning the AFL U16 Girls Development Championships for the second consecutive year in 2024.

Led for the second year by coach Bek McMahon, and 2024 State captain Emma Charlton (South Adelaide), the squad played its first game of the championships against Victoria Metro at Prospect Oval as a showcase match during AFL Gather Round, followed by its second and final game a week later against Western Australia at Thebarton Oval.

### GAME 1: PROSPECT OVAL

South Australia 10.12 (72) def Vic Metro 1.3 (9)  
 Best: Emily Mablesen, Charlee Brooksby, Polly Turner, Miyu Endersby, Kate Alexander, Demi Holloway  
 Goals: Polly Turner 4, Charlee Brooksby 3, Jyearah Newchurch 2, Lucy Reddaway 1

### GAME 2: THEBARTON OVAL

South Australia 16.10 (106) def Western Australia 1.5 (11)  
 Best: Georgie Fielder, Emily Mablesen, Layla Vizgaudis, Emma Charlton, Jyearah Newchurch, Charlee Brooksby  
 Goals: Taya Maxwell 3, Kate Alexander, Emma Charlton, Charlee Brooksby, Lillian Thomas 2, Polly Turner, Tara Lord, Georgie Fielder, Layla Vizgaudis, Jyearah Newchurch 1

### U16 GIRLS ALL-AUSTRALIAN

Emily Mablesen (West Adelaide)  
 Charlee Brooksby (Norwood)  
 Emma Charlton (South Adelaide)  
 Layla Vizgaudis (South Adelaide)  
 Polly Turner (North Adelaide)  
 Miyu Endersby (Central District)  
 Georgie Fielder (Glenelg)

**SA MVP for the championships**  
 Emily Mablesen (West Adelaide)

**ALL-AUSTRALIAN COACH**  
 Bek McMahon

## 2024 SA U16 AWARD WINNERS

**Game 1 MVP**  
 Emily Mablesen (West Adelaide)

**Game 2 MVP**  
 Georgie Fielder (Glenelg)

**Players' Player Award**  
 Emily Mablesen (West Adelaide)

**Coaches Award**  
 Charlee Brooksby (Norwood)

Clockwise from top left: SA U16 coach Bek McMahon with captain Emma Charlton; SA U16 MVP Emily Mablesen; SA U16 All-Australians (from left) coach Bek McMahon, Charlee Brooksby, Emily Mablesen, Emma Charlton, Polly Turner, Miyu Endersby, Georgie Fielder, Layla Vizgaudis; SA U18 All-Australian India Rasheed.



# AFL DRAFT

Eleven South Australians had their name called in the 2024 AFL Draft in November, representing more than 15 per cent of the draft pool.

South Adelaide midfielder Sid Draper was the first SANFL player selected, by Adelaide at pick No.4. He was joined by Norwood's Ned Bowman (No.26 to Sydney) in the first round.

A further nine Croweaters were selected on the second night of the AFL Draft, led by Central District forward Charlie Nicholls to Fremantle at pick No.34 and Glenelg defender Angus Clarke to Essendon at pick No.39. Another two players were chosen in the AFL Rookie Draft.

Glenelg twins Ben and Lucas Camporeale (Carlton) and Adelaide's Tyler Welsh (Woodville-West Torrens) were selected in the national Draft as father-son selections.

In May, four SANFL players also were given the opportunity to live their dream of playing at AFL level after being selected in the Mid-Season Draft.

## 2024 AFL MIDSEASON DRAFT

- 7 Adelaide – Toby Murray (Adelaide SANFL)
- 8 Western Bulldogs – Kelsey Rypstra (North Adelaide)
- 12 Port Adelaide – Logan Evans (Norwood)
- 17 Brisbane – Luke Becken (Woodville-West Torrens)

## 2024 AFL DRAFT

- 4 Adelaide – Sid Draper (South Adelaide)
- 26 Sydney – Ned Bowman (Norwood)
- 34 Fremantle – Charlie Nicholls (Central District)
- 39 Essendon – Angus Clarke (Glenelg)
- 43 Carlton – Ben Camporeale (Glenelg)
- 44 Geelong – Jay Polkinghorne (Norwood)
- 50 Collingwood – Charlie West (Woodville-West Torrens)
- 52 Geelong – Jacob Molier (Sturt)
- 53 St Kilda – Alex Dodson (Sturt)
- 54 Carlton – Lucas Camporeale (Glenelg)
- 59 Adelaide – Tyler Welsh (Woodville-West Torrens)

## 2024 AFL ROOKIE DRAFT

- 13 Port Adelaide – Tom Cochrane (Central District)
- Category B Port Adelaide – Benny Barrett (South Adelaide)



# AFLW DRAFT

Ten SANFLW players had their dreams realised after being selected in the 2024 AFLW Draft in December, representing 16 per cent of the draft pool.

Glenelg defender Poppy Scholz – sister of Matilda, the 2024 AFLW Rising Star with Port Adelaide – became the first SANFLW player selected at pick No. 6 by Carlton in the league's first ever national AFLW draft.

Joining Scholz in the first-round selections was Sturt forward/mid and 2024 SANFLW Powerade Breakthrough Player Award winner India Rasheed, heading to Adelaide with the Crows' first pick at No. 13.

With a further eight SANFLW players having their names called, there were double the number of SANFLW stars selected in the draft compared with 2023, including six players to non-South Australian clubs.

## 2024 AFLW DRAFT

- 6 Carlton - Poppy Scholz (Glenelg)
- 13 Adelaide – India Rasheed (Sturt)
- 22 GWS – Grace Martin (Woodville-West Torrens)
- 24 West Coast – Charlotte Riggs (Central District)
- 33 Port Adelaide – Jasmine Evans (Central District)
- 40 Port Adelaide – Jemma Whittington-Charity (North Adelaide)
- 42 Collingwood – Violet Patterson (Glenelg)
- 44 Adelaide – Georgia McKee (Central District)
- 53 West Coast – Lucy Boyd (West Adelaide)
- 61 Sydney – Sarah Steele-Park (North Adelaide)

## 2024 INJURY REPLACEMENT PLAYERS

- Port Adelaide - Caitlin Wendland (Central District)
- Carlton - Jade Halfpenny (Norwood)



Clockwise from top left: South Adelaide's Sid Draper; Sturt's India Rasheed in her new Crows AFLW guernsey; Glenelg's Poppy Scholz (left) is presented her Carlton guernsey by the Blues' Ash Sherar; Central Districts' Charlie Nicholls; Norwood's Ned Bowman.



# COMMUNITY FOOTBALL



## HOSTPLUS SANFL VOLUNTEER OF THE YEAR

The 2024 Hostplus SANFL Volunteer of the Year Award winner was Shane Ploenges of Nangwarry Football Club.

Now in its eighth year, the award aims to highlight those individuals who have provided outstanding voluntary service to community football in South Australia. Shane was presented with his award before more than 300 people at the SANFL Community Football Volunteer Awards ceremony at Adelaide Oval in October. The annual event recognises the tremendous contribution of dedicated volunteers at their local football clubs or leagues throughout the State.

Shane has been president of Nangwarry FC in the Mid South Eastern Football League for 26 consecutive years. During this time he has also taken on additional roles as recruiter, coach, club umpire, managing the bar, and much more. He has worked tirelessly at the club to ensure its future sustainability, even through some challenging times. Shane also guided the club through the complete rebuild of its clubrooms after they were destroyed by fire in 2019. He also was instrumental in developing female football and starting Nangwarry's first women's team.

We congratulate all volunteers in community football, especially the following finalists in the 2024 Hostplus SANFL Volunteer of the Year Award:

- Dominic Denton – Thevenard Football Club
- Elle Griffiths – Broadview Football Club
- Jamie Morgan – Plympton Football Club
- Julie Clifton – Willunga Football Club
- Leigh Thredgold – Kangarilla Football Club
- Louise Trapp – Hahndorf Football Club



## STATE COUNTRY GAME

The great tradition of State country representative football continued in 2024, with the South Australia Country team hosting Western Australia Country on July 28 at Adelaide Oval.

Played as a curtain-raiser to the Adelaide versus Hawthorn AFL match, the game offered a great experience for both States' best country players.

The SA Country team, coached in 2024 by former Collingwood AFLW senior coach and 2017 Norwood SANFLW premierships coach Steve Symonds, is largely made up of the players selected in the Team of the Championships at the 2024 Think! Road Safety SA Country Championships in Victor Harbor.

Led by captain and State Country veteran Matt Willson, SA Country had an impressive 43-point victory over WA after a dominant second quarter, with SA now boasting an 8-3 win-loss record since 2011.

Former North Adelaide midfielder Will Combe was fittingly awarded the Barry Stringer Medal as best afield for SA.

## SA COUNTRY V WA COUNTRY RESULTS

SA COUNTRY	13.16 (94)
WA COUNTRY	7.9 (51)

**BEST** - SA Country: Will Combe, Steve Burton, Jack Carpenter, Jack Kluske, Troy Blackwell, Sam Tharaldsen

**GOALS** - SA Country: Tyson Hone, Jack Kluske, Johann Wagner, Ben Jarvis 2, Will Combe, Harlee Chandler, Shay Linke, Steve Burton, Josh Smithson

**BARRY STRINGER MEDAL** - Will Combe (Northern Zone/Crystal Brook FC)

## REGIONAL FOOTBALL OPERATIONS

### KEY ACHIEVEMENTS

**Participation growth** – across all zones, player registrations grew with notable increases in female participation, particularly in the Barossa, Light & Gawler Football Association (Central Zone) and the Southern and Great Southern leagues (Southern Zone). Junior numbers remained strong in several regions, despite ongoing challenges.

**Crowd growth and engagement** – crowd attendances at finals saw significant growth, including a record-setting attendance in the Yorke Peninsula Football League's Grand Final, indicating strong community engagement in country football and netball.

**Behavioural and cultural improvements** – River Murray Football League's introduction of the Behaviour Management System was a key success, helping improve on-field behaviour. Similarly, the Murray Valley Football League saw improvements in umpire standards and player conduct.

**Women's football growth** – multiple leagues, including Great Southern and Southern Football leagues, embraced the Women's and Girls Chartered Club initiative, expanding female participation. The Limestone Coast Women's Football League aligned with AFLW, scheduling its season from September to December to enhance participation.

### KEY FOCUS AREAS

**Junior participation** – across all zones, junior participation is an ongoing focus, in

particular the establishment and growth of girls competitions in regional areas.

### STRATEGIC PRIORITIES

**Strategic planning and reviews** – in multiple zones, strategic plans have been implemented, such as in the Riverland Football League, where a new direction for long-term sustainability has been outlined. In the Eyre Peninsula, an independent review has sparked meaningful discussions about structural changes for the future of Eyre Peninsula football.

**Zone-Wide collaboration** – the Central Zone has established a new council to facilitate collaboration across leagues and support the growth of football and netball, with a focus on sustainability. Similar initiatives are being explored in other zones, with ongoing strategic reviews in the Adelaide Plains Football League and Barossa Light and Gawler Football Association.

### FUTURE GROWTH AND EXPANSION

The Limestone Coast Football Netball League is set to grow with the entry of Penola in 2025, and Mount Gambier's junior equalisation trials in the South East zone proved successful. 2024 has seen continued growth in participation, particularly in female football, and strong engagement from communities across all zones. The work done in 2024 lays a solid foundation for 2025 and beyond, with increased focus on sustainability, inclusion, and community engagement.

From top left - Hostplus SANFL Volunteer of the Year - Nangwarry's Shane Ploenges (middle) with David Shipway AM (left) and Hostplus SA State Manager Mark Elding; Tanunda celebrate winning the Women's Barossa Light and Gawler premierships; Myponga/Sellicks celebrates winning the Great Southern Football League premierships; The victorious SA Country team celebrates after defeating WA Country at Adelaide Oval.



# RESULTS

## COMMUNITY FOOTBALL LEAGUE

MEN'S LEAGUE	GRAND FINAL RESULT	MAIL MEDALLIST
Adelaide Footy League M1	Port District 9.10 64 def Glenunga 6.8 44	Abaina Davis (Glenunga)
Adelaide Footy League M2	Rostrevor OC 10.6.66 def Salisbury North 7.13 55	Mitchell Grigg (Athelstone)
Adelaide Footy League M3	Henley 15.9 99 def Lockleys 7.8 50	Marke Rowe (North Haven)
Adelaide Plains Football League	Two Wells 21.9 135 def Angle Vale 10.13 73	Jakob Thomson (Two Wells)
Barossa Light and Gawler Football League	Willaston 11.14 80 def Angaston 12.5 77	Nicholas Gregurke (Nuriootpa Rover)
Eastern Eyre Football League	Central Eyre Storm 7.7 49 def Eastern Ranges 6.8 44	Tom Lass (Ports)
Far North Football League	Miners 14.2 86 def Hornridge 8.7 55	Jack Rigden (Hornridge), Liam Murphy (Roxby Districts) & Tyson Hornhardt (Olympic Dam)
Great Flinders Football League	United Yeelanna 10.11 71 def Lock 4.10 34	Adam Murnane (United Yeelanna) & Harlee Chandler (Ramblers)
Great Southern Football League	Myponga-Sellicks 10.8 68 def Victor Harbor 9.13 67	Jesse McKinnon (Victor Harbor)
Hills Football League - Country	Gumeracha 9.11 65 def Kangarilla 6.9 45	Dylan Weaver (Gumeracha)
Hills Football League SA	Hahndorf 3.14 32 def Nairne Bremer 3.9 27	Tyson Hone (Mt Lofty)
Kangaroo Island Football League	Western Districts 24.18 162 def Wisanger 4.2 26	Sam Jonas (Western Districts)
Kowree Naracoorte Tatiara Football League	Mundulla 6.9 45 def Kybybolite 5.3 33	Zac Richards (Border District)
Limestone Coast Football Netball League	West Gambier 12.7 79 def Millicent 7.5 47	Harry Tunkin (Millicent) & Emerson Marks (South Gambier)
Mid South Eastern Football League	Hatherleigh 10.15 75 def Robe 7.9 51	Henry Lawrie (Robe)
Murray Valley Football Netball League	Murrayville 22.10 142 def Browns-Well 9.6 60	Tarquin Schulz (Wunkar)
North Eastern Football League	Binkworth Spalding Redhill 10.5 65 def Southern Saints 5.7 37	Blake Launer (Southern Saints)
Northern Areas Football Association	Broughton-Mundoora 10.12 72 def Orroroo 6.12 48	Will Combe (Crystal Brook)
Port Lincoln Football League	Lincoln South 11.6 72 def Marble Range 8.10 58	Billy Haebich (Tasmans)
River Murray Football League	Coorong Cats 19.9 123 def Mypolonga 5.3 33	Malakai Kartinyeri (Ramblers)
Riverland Football League	Renmark 7.10 52 def Barmera Monash 4.11 35	Dan Woolford (Renmark)
Southern Football League	Reynella 6.14 50 def Flagstaff Hill 5.10 40	Sam Whitbread (Reynella)
Spencer Gulf Football League	Propriety/ Risdon 15.7 97 def Solomontown 9.13 67	Nick Kraemer (Prop/Risdon) & Anthony Oliphant (Prop/Risdon)
Western Eyre Football League	Western United 15.11 101 def Thevenard 4.9 33	Kinglsey Bilney (Koonibba)
Whyalla Football League	Roopena 8.7 55 def Central Whyalla 2.7 19	Kyle Crompton (Roopena)
Yorke Peninsula Football League	Moonta 21.15 141 def CMS Crows 6.4 40	Ryley Maitland (Moonta)
WOMEN'S LEAGUE	GRAND FINAL RESULT	MAIL MEDALLIST
Adelaide Footy League - W1	Payneham 7.5 47 def Broadview 6.6 42	Abby Klæbe (Payneham)
Barossa Light and Gawler Football Association	Tanunda 1.5 11 def Willaston 1.3 9	Hayley Henke (Angaston)
Hills Football League	Blackwood 4.10 34 def Mt Lofty 4.6 30	Arabella Prowse (Onkaparinga Valley)
Southern Football League	Port Noarlunga 4.7 31 def Flagstaff Hill 3.3 21	Philippa Worthley (Port Noarlunga)
Great Southern Football League	McLaren Districts 7.4 46 def Willunga 3.10 28	Jessica Kirk (Willunga)
Whyalla Football League	Port Augusta 3.4 22 def North Whyalla 1.6 12	Imogen Myles (Port Augusta)
Limestone Coast Womens Football League	Season 1 - Kybybolite 8.7 55 def Nth Gambier 8.3 51 Season 2 - Kybybolite 3.10 28 def Nth Gambier 2.14 16	Caroline McGrath (Penola) Tess Andrews (North Gambier)

# SANFL APY LEAGUE



The 2024 season of the SANFL APY League kicked off in April with nine football teams and 10 softball teams competing. Imanpa from the Northern Territory and Wingellina Dockers from Western Australia made their debut in the league.

Round 1 of the 14-round season commenced on April 27, with the finals series taking place from August 17. The final siren of the season sounded following the penultimate clash on September 7, with Finke defending its crown to go back-to-back Premiers after defeating a spirited Amata Bombers outfit by 15 points.

The Federal Government-funded SANFL APY League is the nation's most remote football competition, extending across three state borders with the additions of Wingellina in Western Australia and Imanpa in the Northern Territory.

Supported by Regional Anangu Services Aboriginal Corporation (RASAC), which continues its backing by providing essential resources like apparel and fuel to the participating teams, SANFL APY League completed its 18th year and saw more than 400 players pull on a guernsey this season. The League also supports the softball season with more than 200 softballers competing in 2024.

An under-18 representative team from the SANFL APY Football League competed in the Don McSweeney Cup on May 26 in Adelaide, as a curtain raiser to the Woodville-West Torrens versus Glenelg match during SANFL First Nations Round.

**SANFL APY LEAGUE GRAND FINAL RESULT**  
**Finke 8.10 58 def Amata 6.7 43**



Top: Participants at the Don McSweeney Cup Above: Action from the SANFL APY League, including a match for local children facilitated by SANFL staff.



2024 THINK! ROAD SAFETY

# 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 regional South Australia represent six zone teams across the men's and women's carnivals.

### MEN'S TEAM OF THE CHAMPIONSHIPS

F: Shay Linke (Central), Johann Wagner (Eyre Peninsula), Tyson Hone (Eastern)  
HF: Luke Mitton (Southern), Ben Jarvis (Eyre Peninsula), Jesse Chandler (Eyre Peninsula)

C: Troy Blackwell (South East), Nick Kraemer (Northern), Jordan Hein (Eastern)

HB: Zane Montgomerie (Eyre Peninsula), Jack Carpenter (Central), Joel Parker-Boers (Eastern)

B: Patrick White (Central), Dom Denton (Eyre Peninsula), Campbell Watts (South East)

R: Charlie Riggs (Northern), Alex Stidiford (Eastern), Nick Gregurke (Central)

INT: Harlee Chandler (Eyre Peninsula), Troy Parker-Boers (Eastern), Sam Kennedy (Southern), Jack Elsworth (Central), Rory O'Driscoll (Eastern), Steve Burton (Central)

Supported by the City of Victor Harbor, the 2024 event was held in the Southern Zone and hosted by Encounter Bay and Victor Harbor Football Clubs across the weekend of 12 to 14 July.

For the first time in the history of the event, Championship matches were played under lights on Friday night to kick off the carnival in a festival like atmosphere in front of approximately 1000 spectators.

Once again, the championships weekend also incorporated a SANFL Hostplus League Match with South Adelaide playing North Adelaide on Saturday afternoon at Victor Harbor.

The overall event enjoyed record-breaking attendance with 5,687 people attending across the weekend, which in turn delivered over \$2 million in estimated economic benefit to the region.

The success of the event was a testament to the strong partnership between the SANFL, City of Victor Harbor, the host clubs and corporate partners.

### MEN'S CHAMPIONSHIP RESULTS

Eastern successfully defended its Think! Road Safety South Australian Men's Country Championship with a comfortable 36-point win against Central in the Grand Final at Encounter Bay Oval.

The undefeated Eastern side finished off strongly in the title-deciding match in front

of a record crowd as Best Under 21 player Jordan Hein shone in a best afield display.

Eastern – which includes players from the Hills, River Murray, Riverland and Murray Valley Football Leagues – fittingly had six players selected in the Men's Team of the Championship, including Don McSweeny Medallist Joel Parker-Boers.

Returning after last year's success in the coach's box, Eastern mentor Adam Klun – who played SANFL with Sturt and Woodville-West Torrens – was awarded the Bill Murdoch Medal as Coach of the Championships.

Former Port Adelaide rookie Yohann Wagner, representing Eyre Peninsula, won the Leading Goal Kicker trophy.

### WINNER – EASTERN

**Final Standings** – Eastern, Central, Eyre Peninsula, Southern, South East, Northern

**Don McSweeny Medal** (Player of the Championships) – Joel Parker-Boers (Eastern)

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

**Best U21 Player** – Jordan Hein (Eastern)

**Leading Goalkicker** – Yohann Wagner (Eyre Peninsula)

**SA Power Networks Leadership Award** – Jack Penfold (Eastern)



Top: Eastern Women's coach Damien Venning with captain Holly Aiston. Above: Eastern Men's coach Adam Klun (right) with captain Jack Penfold. Bottom left: Eastern Men's team celebrate. Bottom right: Eastern Women's team celebrate.

### WOMEN'S CHAMPIONSHIP RESULTS

Eastern cruised to its second Think! Road Safety SA Women's Country Championship with a 26-point win against Central in the Grand Final at Victor Harbor Oval.

Determined to avenge last year's loss in the title-decider, Eastern managed to remain undefeated after finishing the minor round in first place.

Boasting five players in the Women's Team of the Championships, Eastern was coached by respected Blackwood great Damien Venning, who was the Coach of the Championships.

Eastern Zone includes players from the Hills, Riverland, River Murray and Murray Valley Football Leagues.

Eastern midfielder Sarah Campbell claimed the Player of the Championships award while Central's Ellie Ward took home the crown for Best Under-21 Player.

Three players – Jess Kirk (Southern), Lillian Bornholdt (Central), Yahna Chynoweth (Eyre Peninsula) – were joint winners of the competition's Leading Goal Kicker trophy.

### WINNER – EASTERN

**Final Standings** – Eastern, Central, Eyre Peninsula, South East, Southern, Northern

**Women's Player of the Championships** – Sarah Campbell (Eastern)

**Best Under 21 Player** – Ellie Ward (Central)

**Coach of the Championships** – Damien Venning (Eastern)

**Leading Goal Kicker** – Jess Kirk (Southern), Lillian Bornholdt (Central), Yahna Chynoweth (Eyre Peninsula)

**SA Power Networks Leadership Award** – Holly Aiston (Eastern)

### WOMEN'S TEAM OF THE CHAMPIONSHIPS

F: Jess Kirk (Southern), Tamika Reid (Northern)

HF: Kayla Mudge (Eastern), Lillian Bornholdt (Central), Elsie Dawes (Eastern)

C: Philippa Worthley (Southern), Tess Andrews (South East), Kalani Bates (Southern)

HB: Sheridan Howell (Eyre Peninsula), Ella Mickan (Central), Mardi Masson (Eyre Peninsula)

B: Kendall Howell (Eyre Peninsula), Deserae Peterson (Eastern)

R: Sasha Branson (Central), Sarah Campbell (Eastern), Ellie Ward (Central)

INT: Yahna Chynoweth (Eyre Peninsula), Rebecca Deer (Northern), Brianna Burt (Eastern), Zoe Hawker (South East), Madelyn Zacher (Eyre Peninsula), Alice Tentye (South East)

### UMPIRES OF THE CHAMPIONSHIPS

Alex Ker (Field), Zane Garrett (Boundary), Tony Maletto (Goal)





# NATIONAL PHARMACIES SANFL JUNIORS

The National Pharmacies SANFL Juniors competition continues to be the benchmark junior competition, both in South Australia and nationally, with over 12,300 participants and 677 teams across 52 metropolitan clubs. The 2024 season marked a significant change for the girls' competition structure, with the previous odd-age structure (U9, U11, U13, U15, U17.5) changed to even-age groups (U8, U10, U12, U14, U16 & U18). Match Conditions for girls' competitions across all age groups also were aligned to that of the mixed or boys' competitions. These changes allowed for an earlier entry point for girls' football, while also providing players with an extra year in junior football to provide an easier transition into senior women's football. A key focus on the competition over the past few seasons, the SANFL Juniors Match Day environments and on and off-field behaviour has seen a remarkable improvement, a result of successful initiatives such as the Ground Marshall Education process and expansion of the

Sit Down to Coach Rounds. In 2024, the SANFL Juniors competition saw:

- 60% reduction in Blue Cards
- 25% reduction in Red Cards
- 6% reduction in Yellow Cards
- 35% decrease in Poor Coach Ratings.

The SANFL Juniors Finals Series continues to be a centerpiece of the competition, with 40 competitions being decided over a four-week period. All Preliminary and Grand Final matches continued to be live streamed via The Advertiser's KommunityTV, with the SANFL Now platform also streaming the Grand Finals, ensuring that a total of 80 SANFL Juniors matches were live streamed over two weekends. Grand Finals were held at a range of SANFL clubs and neutral community club venues, with more than 10,500 people in attendance, providing our players with an elevated experience. The Houghton Districts Junior Football Club was announced as the SANFL Juniors Club of the Year at the competition's presentation day at Adelaide Oval on SANFL

Grand Final Day. The annual award goes to a club which has demonstrated excellence throughout the season across governance, club development, volunteers and behaviour. Houghton's exceptional work in the area of club governance, together with its outstanding behaviour record, saw it appropriately recognised with this award, with 2023 winner Walkerville Football Club, followed by Golden Grove Football Club, rounding out the top three. The success and continual growth of the SANFL Juniors competition would not be possible without the outstanding support and commitment of club volunteers and the hundreds of umpires, many of whom are also players within the SANFL Juniors competition, that dedicate their weekends to our great game. We also acknowledge and thank National Pharmacies for its tremendous contribution to the growth and success of SANFL Juniors as naming rights partner over the past five seasons.

# RESULTS



COMPETITION	GRAND FINAL RESULTS	DIVISION MEDALLIST
U12 Division 1	Henley Sharks Blue 6.8.44 def Walkerville Blue 6.4.40	Cooper Povey (Henley Sharks)
U12 Division 2	Angle Vale 4.5.29 def Mitcham Hawks 3.0.18	Edward Fleming (Mitcham)
U12 Division 3	SMOSH West Lakes 8.4.52 def Plympton Bulldogs 2.2.14	Nathan Zambezi (Elizabeth)
U12 Division 4	Para Hills 7.4.46 def Unley Jets Black 6.3.39	Luca Perna (Para Hills) and Andrew Lindsay (Salisbury North)
U12 Division 5	Golden Grove White 4.5.29 def by Henley Sharks White 5.5.35	Blake Harper (Houghton Districts)
U12 Girls Division 1	Plympton Bulldogs 8.9.57 def Henley Sharks Blue 1.2.8	Portia Borrillo (Plympton)
U12 Girls Division 2	Goodwood Saints 2.3.15 def Payneham NU 0.4.4	Olivia Jackson (Colonel Light Gardens)
U12 Girls Division 3	Angle Vale 2.5.17 def Unley Jets 1.5.11	Lilah Gow-Smith (Modbury)
U12 Girls Division 4	Houghton Districts 5.7.37 def North Haven 1.2.8	Dakota McKinnon (North Haven)
U13 Division 1	Unley Jets Blue 7.13.55 def Glenunga Blue 4.10.34	Ozi Howarth (Brighton Bombers) and Luke Brook (Unley Jets)
U13 Division 2	Henley Sharks Blue 6.7.43 def Athelstone 2.10.22	Liam Casburn (Athelstone)
U13 Division 3	Salisbury Magpies 11.13.79 def Broadview Tigers 3.7.25	Kai Butler (Salisbury)
U13 Division 4	Brighton Bombers Yellow 7.3.45 def Unley Jets Black 3.6.24	Cohen Howland (Woodville South)
U13 Division 5	Eastern Park 4.6.30 def Seaton Ramblers 4.3.27	Jaxx Cotton (Eastern Park)
U14 Division 1	Tea Tree Gully Red 6.9.45 def Gepps Cross Rams 1.9.15	Harry Hobby (Walkerville)
U14 Division 2	Port District 4.6.30 def by Lockleys 7.5.47	Brady Borgas (Golden Grove)
U14 Division 3	Edwardstown 6.4.40 def by Payneham NU 7.5.47	Jacob Morrissey (Payneham NU)
U14 Division 4	North Haven 4.2.26 def by Hectorville 14.7.91	Lachlan Macaitis (North Haven)
U14 Division 5	Ingle Farm Bulldogs 12.5.77 def Glenunga White 4.5.29	Joshua Sweetland (Ingle Farm)
U14 Girls Division 1	Glenunga Blue 6.8.44 def Tea Tree Gully Red 1.0.6	Izabella Nisbet (Port District)
U14 Girls Division 2	Salisbury North 3.8.26 def Plympton Bulldogs 2.1.13	Chelsea Marshall (Houghton Districts)
U14 Girls Division 3	Modbury 2.10.22 def Gepps Cross Rams 2.5.17	Shanae Gow-Smith (Modbury)
U14 Girls Division 4	SMOSH West Lakes 4.2.26 def Walkerville White 1.5.11	Alexis Brownlow (Ingle Farm)
U15 Division 1	Marion Yellow 6.11.47 def by Brighton Bombers Black 12.6.78	Jack Smans (Port District)
U15 Division 2	Walkerville 9.6.60 def Modbury 6.4.40	Harrison Webb (Lockleys)
U15 Division 3	Hope Valley 6.7.43 def Salisbury North 4.7.31	Levi Dudley (Salisbury North)
U15 Division 4	Brighton Bombers Yellow 11.9.75 def Houghton Districts 4.2.26	Tahj Cawley (North Haven)
U16 Boys Division 1(A)	Henley Sharks 16.12.108 def Brighton Bombers 5.10.40	Hudson Kaftan (Golden Grove)
U16 Boys Division 1(B)	Golden Grove 11.7.73 def Hectorville 5.8.38	N/A
U16 Boys Division 2	Colonel Light Gardens 10.8.68 def Lockleys 9.3.57	Cooper Tamas (Angle Vale)
U16 Boys Division 3	Gepps Cross Rams 7.12.54 def Adelaide Junior Bulldogs 3.7.25	Nate Fonseca (Adelaide Junior Bulldogs)
U16 Girls Division 1	Henley Blue 13.9..87 def Glenunga Blue 0.1. 1	Lillian Thomas (Tea Tree Gully)
U16 Girls Division 2	Plympton Bulldogs 6.5.41 def Angle Vale 0.2.2	Charlotte Maurits (Angle Vale)
U16 Girls Division 3	Hectorville 6.10.46 def Eastern Park 2.1.13	Khiara Lindsay (Eastern Park)
U16 Girls Division 4	Mitcham 9.3.57 def Golden Grove White 0.2.2	Taylah-Jane Peters (North Haven)
U17.5 Boys Division 1	Port District Black 12.11.83 def Tea Tree Gully Red 3.6.24	Noah Ah Chee (Port District)
U17.5 Boys Division 2	Modbury 3.9.27 def by Blackwood 7.6.48	Joshua Miller (Modbury)
U17.5 Boys Division 3	Hope Valley 5.6.36 def by Fitzroy 13.9.87	Connor McAuliffe-McFarlane (Hope Valley)
U18 Girls Division 1	Tea Tree Gully 2.3.15 def by Hectorville 2.8.20	Grace Sim (Edwardstown)
U18 Girls Division 2	Walkerville 4.12.36 def Salisbury North 3.1.19	Iris Newman (Walkerville)



Top Left - Houghton Districts' Junior Delegate Sharon Henderson and SANFL Juniors Competition Manager Oliver Graham with Houghton players after winning the 2024 National Pharmacies SANFL Junior Club of the Year award. Remaining photos - Action from National Pharmacies SANFL Juniors Grand Finals.





# INCLUSIVE COMPETITIONS

## APM SANFL INCLUSIVE LEAGUE



Athelstone Football Club completed its dream season after claiming a historic undefeated premiership with a 35-point win against Kilburn in the 2024 APM SANFL Inclusive League Grand Final at Maughan Thiem Kia Oval.

Winning their first crown in comfortable fashion, the Raggies appeared inspired by the opportunity to play immediately after the Woodville-West Torrens versus Norwood Hostplus SANFL League clash.

Athelstone captain Matthew Greenwood was the pick of the players winning the best-on-ground medal. End of season individual honours went to Kilburn's Dylan Martin who claimed the Marie Little OAM Medal with an impressive 25 votes from 12 matches.

Featuring over 180 players across seven clubs - Athelstone, Christies Beach, Goodwood Saints, Kenilworth, Kilburn, Salisbury, Tea Tree Gully - the 2024 APM SANFL Inclusive League began in April and featured 14 minor rounds before a three-week finals series.

The Inclusive League is a senior men's competition for players with an intellectual disability. The League provides regular competitive football and community connection for players and their families. The focus is on the development of players and their social inclusion at community football clubs.

### 2024 APM SANFL INCLUSIVE LEAGUE GRAND FINAL RESULTS

**ATHELSTONE 8.1 (49)**

**KILBURN 2.2 (14)**

**GOALS** - Athelstone: Carmine Pacchiano 2, Wayne Kinross 2, Brandon Vockings, Jamie Neate, Mark Henderson-Steele, Jamie Lovett.

Kilburn: Koddee McKenzie, Jacob Palkovics

### BEST ON GROUND

Matthew Greenwood (Athelstone)

### UMPIRES

Field - Paul Kaftan and Shaun O'Shea  
Goal - Maj Rasheed and Phil Atkins

## NOVITA SANFL WHEELCHAIR FOOTBALL LEAGUE



Woodville-West Torrens capped off its historic undefeated season by claiming the 2024 Novita SANFL Wheelchair League premiership with a hard-fought 48-point win against Norwood in the Grand Final.

Earning their first flag after breaking Sturt's run of three consecutive victories, the Eagles led at every change as they continued to extend their advantage throughout the title-decider, which was played in front of a crowd in excess of 400 at the Lights Community and Sports Centre. Exciting young Eagles talent Cooper Spillane was a fitting winner of the Best on Court medal, racking up 36 disposals and a game-high nine score assists.

In the playoff for third place, the Double Blues accounted for Central District by 60 points as captain Giang Danh put through a game-high eight goals.

The winner of the 2024 Novita SANFL Wheelchair League Best and Fairest award was announced at SANFL's Magarey Medal Function with Adam Roocke (Eagles) winning with 14 votes from 8 games played.

### 2024 NOVITA SANFL WHEELCHAIR LEAGUE GRAND FINAL

**WOODVILLE-WEST TORRENS 15.4 (94)**

**NORWOOD 7.4 (46)**

**GOALS** - Woodville-West Torrens: Trevor Jarrett 8, Steve Edge 4, Wayne Hale 2, Alexander Kouts 1

Norwood: Michael Neroni 3, Grant Leonard 2, Wayne McNamara 1, Simon Hingston 1

### BEST ON GROUND

Cooper Spillane (Eagles)

### UMPIRES

Field - Mark Rinne and Adam Penna  
Goal - Pranay Parmar and Riley Jensen

## AFL OPEN - INCLUSION (Previously AFL National Inclusion Carnival)

South Australia finished second in the national Inclusion competition at the inaugural AFL Open held in Brisbane in November 2024.

Tackling Tasmania in a Grand Final rematch of last season, the APM SA Inclusion team was unable to overcome the Tasmanians, who enjoyed a 50-point win in the title-decider played at South Pine Sporting Complex.

Harry Philp capped off a memorable tournament by not only being named as SA's MVP but also an All-Australian, joining seasoned campaigner Jesse Goodman in the elite Inclusion line-up.

## AFL OPEN - WHEELCHAIR (Previously AFL Wheelchair National Championships)

The Novita SA Wheelchair team finished in fifth place, after holding off Western Australia by seven points in the fifth-place playoff.

SA veteran Trevor Jarrett hit the scoreboard with six majors while Stewart Webster booted four in the decider.

Jarrett was awarded South Australia's MVP of the tournament while also earning a berth in the All-Australian team.

Coached by Giang Danh and captained by Grant Leonard, the Novita SA Wheelchair team also cruised to a comfortable minor round victory against the Sandgropers by 55 points.



Top - APM SA Inclusive captain Joshua Weetra motivates his teammates at the AFL Open; Middle left - Athelstone's Matthew Greenwood; Middle Centre - Eagles player Cooper Spillane in action; Middle Right - The Eagles celebrate their inaugural Novita SANFL Wheelchair League premiership; Bottom Left - Athelstone celebrates winning the APM SANFL Inclusive League premiership; Bottom Right - SA All-Australian Trevor Jarrett handballs at the AFL Open.



# GAME DEVELOPMENT

## AUSKICK



NAB AFL Auskick registrations in South Australia continued to grow in 2024 with more than 12,500 participants, surpassing the previous record set last year. This outstanding result represented growth in both female (+9 per cent) and male (+5 per cent) participants compared with 2023. Pleasingly, 2024 also achieved a record for customer satisfaction, highlighting a quality introduction to football for many new participants. These achievements would not be possible without the support provided by volunteers, who we would like to acknowledge, and highlight their valuable contribution to the NAB AFL Auskick participant experience across South Australia.

SANFL continued investment into improving volunteer education, reward and recognition this year, with four AFL match day functions exclusively for NAB AFL 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 centre visits undertaken by Game Development staff to provide hands on training and support during the program.

The prestigious 2024 NAB AFL Auskicker of the Year was awarded to South Australia's Alex Kouts. A participant at the SANFL Wheelchair NAB AFL Auskick centre, Alex was awarded with \$5,000 courtesy of NAB, flights and accommodation in Melbourne, tickets to the AFL Brownlow medal, participation in the AFL Grand Final Parade, AFL Grand Final half-time experience and the opportunity to present the premiership medal to South Australian-born Brisbane Lions player Lachie Neale. He will also have the unique opportunity to have AFL/W players Nick Daicos and Katie Brennan as his mentors throughout the year. Alex has been an outstanding young ambassador for the SANFL and its Inclusive programs and is a tremendous role model for young Australians living with a disability.

In 2024, more than 2,500 participants experienced the excitement of getting up close to their idols and playing a modified game during half-time of AFL and AFLW matches, including all nine games in AFL Gather Round and two finals for both AFL and AFLW. This experience will be a lifelong memory for those lucky participants and potential future stars.

## SUPERKICK

NAB AFL Superkick was introduced in 2024, to compliment the participation pathway between NAB AFL Auskick and

junior community football. The program is designed to elevate the participant experience through 15 minutes of coach led skill development, followed by 45 minutes of modified matches. Held at central locations and delivered by SANFL Game Development staff, NAB AFL Superkick was delivered to 800 participants in 2024.

## SANFL SCHOOLS COMPETITION

The SANFL Schools competition is metropolitan based and provides a fun, safe and inclusive environment for primary aged participants to represent their school with fellow students and classmates. In 2024, the competition provided a great experience for 47 teams across 10 rounds of modified football matches. School football is a vitally important format within the participation pathway.

## NEXT STEP

In response to high demand, SANFL's Next Step clinics expanded across three days of the October school holidays in 2024. A record 480 participants aged between five and 13 enjoyed the unique opportunity to develop their skills and learn from SANFL Game Development staff on Adelaide Oval. Each participant was given a merchandise bag and guernsey featuring SANFL's First Nations RAP artwork by artist Gabi Stengle.

## PROJECT HEART

Project Heart is a joint initiative between the SANFL, AFL, Adelaide and Port Adelaide football clubs to deliver South Australia's largest ever participation and fandom conversion initiative. Commencing as a pilot program in Term 4 of 2023, the program leverages data driven insights on student participation, targeting females, First Nations and multicultural primary aged students. Identified schools are offered a free four-week in-school clinic delivered by SANFL staff and AFLW players, and AFL gameday experiences. During terms 1-3, Project Heart was delivered to 55 schools and more than 6,000 students.

## SPORTING SCHOOLS

Sporting Schools is an 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 87 Sporting School Programs to more than 11,000 primary and secondary school students across SA in 2024. 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.

## MULTICULTURAL

SANFL and the Bachar Houli Foundation partnership continued in 2024, providing ongoing employment and supporting dedicated programs. The season was launched through SANFL's annual Iftar Dinner hosted at Adelaide oval, acknowledging the cultural significance of breaking the Ramadan fast, whilst connecting Muslim communities to football.

The 2024 SANFL and Bachar Houli program included Muslim leadership programs for senior boys and girls, and junior boys, assisting the development of future leaders. Bachar Houli Cups were once again extremely successful, with a larger Adelaide University oval (Park 12) required to accommodate Year 5/6 and 7/8 girls and boys, and Thebarton Oval and North Adelaide Football club utilised for Year 9/10 girls and boys respectively. In total, 27 female and 25 male teams participated in Bachar Houli cups in 2024, which is considerable growth compared to 2023.

The 2024 Hostplus SANFL Multicultural Round was hosted at X Convenience Oval during the Round 19 clash between Central District vs Port Adelaide. The gameday experience included a student designed league match ball, pre-game Bachar Houli cup grand finals, Middle Eastern drummers and multicultural food trucks.

## ECH SANFL WALKING FOOTY



After gaining recognition in the 2023 Future of Ageing Awards as winner of the Community Engagement category, ECH 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.

The Unley program has grown each term with 26 registrations in Term 3. The program was also delivered regionally in Kadina and Barmera along with a Come and Try event at Victor Harbor.

Another highlight was a Walking Footy exhibition held at half time of the Woodville-West Torrens versus Norwood SANFL match in August.

Support from City of Salisbury has been secured to start a Walking Footy program at the Salisbury North Football Club in 2025.



Pictured below AFL Auskicker of the Year Alex Kouts with Carlton Brownlow Medallist Patrick Cripps. Picture - AFL Photos



# UMPIRING

Umpiring in South Australia continued to thrive in 2024, with a record number of community football umpires across the State as a result of the SANFL Umpiring department's dedicated recruiting initiatives. There were 2306 umpires registered – a 10 per cent increase on 2023 as football participation continues to grow.

In the SANFL Juniors competition played across metropolitan Adelaide, there were 925 umpires, an increase of 22 per cent on the record-breaking 756 umpires in the competition in 2023. This enabled SANFL to fill umpiring appointments at every one of its 550-plus SANFL Juniors games every week, with decisive umpiring helping to reduce inappropriate behaviour on and off the field.

Female umpires increased by 36 per cent with 266 registered in 2024, compared with 197 in 2023, increasing inclusiveness within the sport on both sides of the field.

## STATE LEAGUE

At SANFL's highest level, umpiring enjoyed a successful season in 2024, highlighted by an officiating style which rewarded players having the ball as their sole focus.

There was no better example of this than the 2024 Hostplus SANFL League Grand Final. In a tough, hard-at-the-ball contest, the high standard of umpiring allowed the players to display their skills, resulting in one of the great SANFL Grand Finals of recent times.



## INDIGENOUS UMPIRING PROGRAM

In 2024, the SANFL, in partnership with the AFL and Tjindu Foundation, was proud to launch the inaugural Indigenous Umpiring Program, providing awareness and opportunities for Aboriginal and Torres Strait Islanders to connect with Australian football.

Led by AFL Indigenous Ambassador Joshua James, a Noongar Wardandi man, the four-week program offered 70 Tjindu students in Years 10, 11 and 12 a blend of classroom education and practical training.

The national pilot initiative was a significant milestone for SANFL and AFL, paving the way for a long-term vision of creating equal opportunities.

## HOSTPLUS SANFL LEAGUE GRAND FINAL UMPIRES

**Field:** Mitch Scott, Sam Morgan and Ben Williams  
**Boundary:** Martin Elsegood, Ben Sieben, Dylan Speck and Tobin Dolman  
**Goal:** Tom Sharpe and Michael Button

## HOSTPLUS SANFLW LEAGUE GRAND FINAL UMPIRES

**Field:** Josh Abbott, Peter Orr & Katelin Bayre  
**Boundary:** Emma Jones, Aaliyah Heritage, Jessica Gaffney and Tristan Rogers  
**Goal:** Patrick Backshall and Alex Scarman



## 2024 UMPIRING HIGHLIGHTS

- Field Umpires Craig Fleer, Curtis Deboy and Jamie Broadbent, Boundary Umpires Chris Bull and Matt Konetschka, Goal Umpires & Brodie Kenny-Bell participated in AFL Finals.
- Field Umpire Craig Fleer and Boundary Umpire Matt Konetschka went onto officiate in the AFL Grand Final.
- SANFL Umpiring Centre of Excellence, headed by Talent Manager Jason Brown, continued to develop young umpires destined for SANFL and AFL roles.
- Continued growth of umpiring panels to provide competent junior umpires across all grades as the SANFL Juniors competition continued to expand.

## 2024 SOUTH AUSTRALIAN AFL UMPIRES

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



## 2024 UMPIRING AWARDS

The following prestigious awards were presented at the 2024 Golden Whistle presentation night at Adelaide Oval.

**Golden Whistle (Best Field Umpire)**  
Mitch Scott

**Silver Whistle (Best Boundary Umpire)** Martin Elsegood

**Goal Umpire Award** – Tom Sharpe

**Most Improved Awards**

Field Umpire – Zac Packard

Boundary Umpire – James Haskard

Goal Umpire – Tom Oxford

**Mark Posa Award – Most Outstanding Young Talent**

Patrick Backshall (Goal Umpire)

**Andrew Vickers Medallion – Coaches Award** Giles Lewis (Field Umpire)

**David Elliott Award – Outstanding Service to Umpiring**

Graham Badcock (Field Umpires Coach)

## SANFLW PRESTIGIOUS AWARDS

**Golden Whistle (Best Field Umpire)** – Josh Abbott

**Silver Whistle (Best Boundary Umpire)** – Emma Jones

**Goal Umpire Award** – Patrick Backshall

**Most Improved Awards**

Field Umpire – Peter Orr

Boundary Umpire – Aaliyah Heritage

Goal Umpire – David Cunningham

**Eleni Tee Award for Outstanding New Talent**

Goal Umpire – Alex Scarman

**Coaches Award**

Boundary Umpire – Charlie Heritage



Top: SANFL coaches Adam Hartlett (left) and Hamish Hartlett after umpiring a SANFL Juniors match. Above right: Umpires line up before the Hostplus SANFL League Grand Final. Top far right - Golden Whistle award winners (L to R) Martin Elsegood (Boundary), Mitch Scott (Field) and Thomas Sharpe (Goal). Middle right: Goal Umpire Thomas Sharpe (right) walks out ahead of his 200th League match. Right: Field umpire Katelin Bayre in action during the 2024 Hostplus SANFLW Grand Final. Above: Members of the Indigenous Umpiring Program.





# COACHING

The overall number of coaches in SA remained steady in 2024, with 3,471 accredited coaches across the state.

As a result of strategic initiatives to increase the number of female accredited coaches in football, there was a record 311 women coaching across the State – a 25 per cent increase on 2023. SANFL delivered 12 Coach Your Way workshops across metropolitan and regional SA. In addition, two Female Coaching Academies were established, including a state academy for community coaches and another in the Barossa Light & Gawler Football Association (BLGFA). The state Female Coaching Academy saw 10 of the best female coaches at community level mentored by AFLW experienced coaches Courtney Cramey and Emma Sampson. The BLGFA-based Female Coaching Academy, led by Shaun Ribbons, grew the number of female coaches within the league from 12 to 25 in 2024.

A total 170 coaches completed their Level 2 Coaching Accreditation. This included a new female-only Level 2 Coaching Accreditation Course, providing women and girls with the best environment to

learn and network with peers. A further 23 coaches completed their Level 3 Coaching Accreditation, 13 coaches from SANFL clubs and 10 of those 'A Grade' community club head coaches.

## COACH DEVELOPMENT

Another important initiative introduced in 2024 to support and guide grassroots football coaches was the establishment of Community Coach Developer roles. SANFL employed eight casual Coach Developers to support community clubs and their coaches in each SANFL Club metropolitan zone. These roles assisted each Club Coach Coordinator and provided club-based coaching education to junior and youth coaches. A total of 45 clubs from SANFL Juniors and the Southern Football League were involved, with support and education provided to 600 coaches, including one-on-one education training for 80 junior coaches. These roles also provided game day coach behaviour education, contributing to 'poor coach behaviour' ratings reduced by a significant 40 per cent.

The exciting development of Club Coach Coordinator roles continued in 2024, with a new high of 81 per cent of SA community clubs having someone in this important role designed to guide, support, and educate coaches within football clubs. The program was supported by a pre-season conference, several induction webinars and a new webinar and other support resources on Recruiting Senior Coaches. AFL's Gather Round again created great opportunities for coach development in SA. SANFL collaborated with AFL coaches to deliver three coaching workshops and a Coaching Forum, with more than 350 coaches participating across the four days.

## TACKLE YOUR FEELINGS

Led by SANFL Coach Development Coordinator Rian Nelson, the Tackle Your Feelings mental health program was also delivered in record numbers again this year, with more than 1300 people across 52 SA clubs attending the club-based workshops. This program is vital in educating community coaches on how to identify and support players with mental health challenges.



Clockwise from top left: 2024 SANFL Community Female Coaching Academy members (L to R) - Mel Ruchs (Freeling), Sarah Niemann (Happy Valley), Hannah Dreckow (Hahndorf), Fiona Young (North Gambier), Monique Hepden (Christies Beach), Jaimee Millard (Victor Harbor), Brooke Faulds (Kilburn), Jaymie Hammond (North Haven); Walkerville U12 coach Jarrod Trish; Hahndorf's Hannah Dreckow

# RECONCILIATION ACTION PLAN

SANFL reaffirmed its commitment to recognise, welcome, understand and respect First Nations Peoples and their communities in 2024 with the continuation of our inaugural Reconciliation Action Plan (RAP). Undertaking our RAP journey has provided SANFL with the opportunity to reflect on the variety of ways we engage with Australia's First Nations Peoples. Through the dedicated framework of a Reflect RAP, we gained insight into how football in South Australia contributes to building stronger connections with First Nations Peoples and provides our organisation with the opportunity to have a deeper understanding of our First Nations history, heritage and culture. In our State League we celebrated SANFL and SANFLW First Nations Round with the exchange of gifts and storytelling through artwork featured on player guernseys. We were also proud to grow our second First Nations Round in the SANFL Juniors competition, showcasing SANFL's RAP artwork on the match day balls.

In 2024, we made meaningful strides on our team's cultural awareness journey, with two key cultural awareness initiatives.

We were honoured to spend time with newly inducted AFL Hall of Famer and Central District great Sonny Morey. His powerful storytelling offered invaluable insights into the power of footy to unite, while also providing insight to the painful atrocities experienced by First Nations Peoples. Sonny's reflections sparked important conversations within our organisation about reconciliation and the ongoing journey toward greater understanding and respect.

During National Reconciliation Week, we took the opportunity to deepen our understanding of the cultural and geographical significance of our home at Adelaide Oval. Our team participated in a 4km walk around Tarntanya (Adelaide) and Karrawirra Pari (the River Torrens), stopping at nine important sites and memorials along the way. This immersive experience provided a valuable opportunity to learn more about Kurna history,



culture, and the enduring connection of First Nations Peoples to the land. It was a meaningful step in our ongoing journey towards reconciliation, fostering greater awareness and respect for the traditional custodians of the Adelaide region.

Above: Smoking, and Welcome to Country, ceremonies performed before SANFL matches. Below: SANFL and SANFLW players wearing their specially designed guernseys for the First Nations Rounds.



# PEOPLE & CULTURE

Our people are the driving force behind our achievements, and their dedication and diverse talents are integral to our ongoing success. In 2024, our total employed workforce reached 207 employees, together with 227 SANFL umpires. We are proud to have achieved our highest-ever representation of women in the workforce, with 44 per cent being female employees. This includes 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. Our commitment to diversity and inclusion was further demonstrated by the composition of our permanent workforce, which includes 4.4 per cent First Nations Peoples. These results reflect our ongoing efforts to build a diverse, inclusive, and equitable workplace. In 2024, we continued to invest in our people, across the key areas of engagement, development, wellness and corporate responsibility.

## ENGAGEMENT

As part of our ongoing commitment to fostering a positive workplace culture, we continued our annual employee engagement survey in November 2023. The results for key metrics were encouraging, with 98 per cent of employees reporting that they are proud to work for SANFL, and 92 per cent stating they would recommend SANFL as a great place to work. These results reflect the strength of our organisational culture and our focus supporting high performing, high functioning teams in an environment where people feel valued and empowered.

## DEVELOPMENT OF OUR PEOPLE

At SANFL, the development of our people remains a key strategic focus. We implemented frameworks to support goal alignment, feedback and development plans across all levels of the organisation. These frameworks ensure that employees and leaders are aligned with our strategic plan, receive regular and constructive feedback, and have clear pathways for ongoing development.

In 2024, we made significant investments in building leadership capability through



a variety of initiatives, both in-house and external. These programs were designed to equip our leaders with the skills and tools necessary to drive performance, foster a positive workplace culture, and support the continued growth of our organisation. By prioritising leadership growth and structured development, we empower our people to succeed and drive the future of SANFL.

## WELLNESS

At SANFL, we recognise the vital role that employee wellbeing plays in maintaining a productive and engaged workforce. In 2024, we expanded our wellbeing initiatives to better support our people. Key initiatives included:

- Mental Health Support - enhanced access to mental health resources and developed a Mental Health Literacy Plan to provide employees with tools for managing their mental health and support others.
- Wellness Programs - continued our Flu Shot and Skin Check programs and introduced in-house yoga sessions to support physical and mental wellbeing. Our team also rallied together for StepTember. This initiative challenged us to collectively walk nearly 1 million steps throughout the month, raising vital funds and awareness for Cerebral Palsy.

These efforts reflect our commitment to fostering a healthy, balanced work environment and ensuring our employees have the support they need to thrive.

## CORPORATE RESPONSIBILITY

Our team are passionate about making a positive impact on the communities in

which we work and live. Our corporate responsibility efforts are focused on supporting causes that align with our values and allow our people to contribute to meaningful change. In 2024, we were proud to participate in several initiatives that highlighted our dedication to health, wellness, and raising awareness for critical causes and a culture of giving back. A cause close to our hearts in football was our participation in the Hospital Research Foundation's Pedal to Fight Parkinson's 24-hour bike ride. This challenging event brought together over 25 of our employees who rode in relay around the clock to raise funds and awareness for Parkinson's disease research. Our team's incredible effort resulted in a significant fundraising total, with all proceeds directed toward critical research initiatives to improve the lives of those living with Parkinson's disease.

## SERVICE RECOGNITION

In recognition of outstanding service to SANFL, the following people received milestone service awards.

<b>5 YEARS</b>	Anmarie Cox Richard Murphy Ross Starkey Tom Debenedictis
<b>15 YEARS</b>	Dave Reynolds

## VALE SEAN NICHOLAS

The SANFL team was deeply saddened by the passing of our valued team member Sean Nicholas in July 2024. Forever in our hearts.

Top: SANFL staff gather to mark the official sod turning of the Talent Facility to be built at West Lakes.

# COMMERCIAL OPERATIONS

## WEST LAKES

### MOSAIC HOTEL

Since the redevelopment and rebrand in 2019, the Mosaic Hotel has solidified its reputation as a key destination for residents of the western suburbs and as a central hub for the growing West development community.

Despite the challenges for the hospitality industry due to cost-of-living pressures, the hotel has thrived, particularly in its growing events business, top-tier gaming facility, and consistently positive customer feedback on service and food quality.

The Mosaic continues to perform well, enjoying increased patronage thanks to the expanded precinct offering from the X-Golf and Hey Caddy businesses on the upper floor, further establishing its status as a premier hospitality venue in the heart of the western suburbs.

## X-GOLF WEST LAKES

SANFL continued its focus on diversifying revenue streams and securing its financial future with the first full year of operating its X-Golf franchise. X-Golf enhances the offerings at the West Lakes precinct, catering to a broad customer base with the six cutting-edge golf simulators, an 18-hole Hey Caddy mini golf course, and a fully licensed bar and kitchen.

In its first full year of operations, the venue has continued to trade profitably, beyond its year-round appeal to golfers of all ages and skill levels, the venue provides a unique setting for functions, corporate team-building events, school holiday activities, and birthday parties.

## ULTIMATE FOOTBALL MEMBERSHIP

The Ultimate Football Membership provides members with access to all Port Adelaide

and Adelaide AFL home games at Adelaide Oval and, until 2026, includes access to all AFL Gather Round games at Adelaide Oval.

This exclusive product, capped at 8,000 members, serves as a significant revenue stream from SANFL's joint venture of Adelaide Oval and is managed internally by SANFL staff.

Membership numbers have continued to grow since 2019 and pleasingly the 2024 season saw a further growth in membership numbers of 9 per cent.

The members-only hospitality space, located on the David Hookes Terrace in the Western Stand, remains a key benefit and the VIP area offers Ultimate Football Membership pass holders a place to socialise before, during, and after games, with discounted food and beverages and complimentary snacks.



Left - SANFL's X-Golf facility at West Lakes in full swing. Right - Enjoying the benefits of the Adelaide Oval Ultimate Football Membership.



CORPORATE

# PARTNERSHIPS

**HOSTPLUS**

The 2024 season marked the third year of the partnership between SANFL and Hostplus. As naming rights partner for both the SANFL women's and men's State Leagues, the successful partnership continues to connect SANFL Clubs, participants and supporters and the broader football community with the Hostplus brand.

In addition, Hostplus also proudly continued as naming rights for the SANFL Volunteer of the Year award, extending the partnership to grassroots community football in SA.

Hostplus has confirmed a new multi-year partnership extension which will see one of Australia's largest superannuation funds continue to team with SANFL until at least 2026.

**WEST END**

In 2024, West End and SANFL proudly celebrated the 70th year of one of Australia's greatest sporting partnerships. The iconic West End brand is Major Partner of the men's State League 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. To mark the significant partnership milestone in 2024, the Hostplus SANFL League match ball

was emblazoned with a special 70th anniversary SANFL/West End lock up logo. This also featured on all West End State Team apparel.

In August, SANFL and West End announced the extension of the partnership for at least another five years, continuing one of the longest collaborations in SA sporting history, stretching back to 1954 with the birth of the SANFL Grand Final Chimney Ceremony. That much-loved tradition, which sees the colours of the premiers and runners up painted on the Hoffmann Kiln at the Brickworks Marketplace, remains a highlight of the partnership.

West End's partnership also extends to grassroots community football right across the State.

**PREMIER PARTNERS EXTEND**

The SANFL was proud to announce the following partnership extensions in 2024:

- AAMI, extending its existing partnership with SANFL to include Naming Rights of the SANFL v VFL State game over Gather Round, known as the AAMI State Game. AAMI committed to its premier partnership with SANFL until the end of 2025.
- THINK! Road Safety, aligned to Community Football and Naming Rights Partner of the SA Country Football Championships

- Serafino, Official Wine Partner
- SA Power Networks, Premier Partner of the Hostplus SANFL Women's League, SANFL Female Coaching Academy and EmpowHER networking program.

**NEW PARTNERS IN 2024**

In 2024, SANFL welcomed Sherrin as official match ball supplier, with the exciting new partnership seeing all SANFL competitions and programs use the iconic Sherrin.

Another new significant Premier partnership in 2024 was Health Partners, with the South Australian private health insurer's brand aligned to the SANFL men's and women's State Leagues.

SANFL was also pleased to forge a corporate partnership with Big Screen Video as its preferred scoreboard provider. Big Screen Video's high-quality digital scoreboards have already enhanced the spectator experience at SANFL club venues such as Prospect, X Convenience Oval and The Parade as well as Port Adelaide (Alberton).

SANFL also would like to thank and acknowledge its outgoing partners – Coles, McDonald's, National Pharmacies and TopSport – for their support of the League and football in South Australia over a number of years.



**NAMING RIGHTS PARTNER**



**MAJOR PARTNER**



**2024 PREMIER PARTNERS**



**CORPORATE PARTNERS**



**GOVERNMENT PARTNERS**



**MEDIA PARTNERS**



Above - A packed crowd prepares to watch the Hostplus SANFL League Grand Final at Adelaide Oval. Middle Left - Glenelg players celebrate at the West End Chimney unveiling. Top Far Right - SANFL captains gather with Hostplus' Mark Eiding at the Season Launch. Middle - The Thomas Seymour Hill Trophy with a West End-branded Sherrin football. Middle Right - North Adelaide CEO Craig Burton, Tracy Adams Big Screen Video State Sales Manager, Saul Heffernan BSV Group commercial director and SANFL CEO Darren Chandler.



# BRAND & MARKETING

Increased fan engagement and match attendance for the Hostplus SANFL and SANFLW Leagues, growth of audience reach through SANFL's digital channels and driving football participation across the state was a key focus for the Brand and Marketing team in 2024.

SANFL "Super Matches" continued to be key focus for the marketing team, with the family friendly atmosphere and activations aimed at the festival goer being forefront of the advertising. The highlight of this was developing a new brand and marketing campaign for Kick 'n Sip – a new street food-and-wine festival at Sturt Football Club on the King's Birthday public holiday.

The 2024 Finals Series marketing and media campaign contributed to combined attendances of 63,000 at Adelaide Oval across the four weeks (a 7 per cent increase on 2023), including 35,129 fans at the Grand Final - the largest crowd attendance since 2019. This was underpinned by strong digital statistics, with the Grand Final being our biggest day of content for the year across the social media channels in terms of impressions and engagement.

## LIVE STREAMING

For a second year, SANFL Men's League matches were shown live and free on the AFL Official App and AFL.com.au, with all SANFL competitions streamed behind a paywall on SANFL's streaming platform, SANFL Now. It was another strong year for SANFL's platform, with subscriber numbers maintained and peak viewing numbers on par with 2023 Grand Final day. Other strong-performing content on SANFL Now included National Pharmacies SANFL Juniors grand finals and the Think! Road Safety SA Country Football Championships.

## DIGITAL GROWTH

The past season saw impressive growth across SANFL's social media platforms. Our audience expanded by 7.4 per cent, with an additional 10,498 new followers. Impressions reached 58.6 million, while engagement was at 2.65 million interactions. Notably, Facebook led with a 17.6 per cent follower increase and a 9.1 per cent impression boost, highlighting the longevity of impact.

During the Finals Series, the digital strategy focused on capturing the excitement of the moment and delivering real-time updates that kept followers engaged. A dynamic and immersive experience across social platforms, allowing our content to resonate with our followers resulting in higher engagement and impressions.

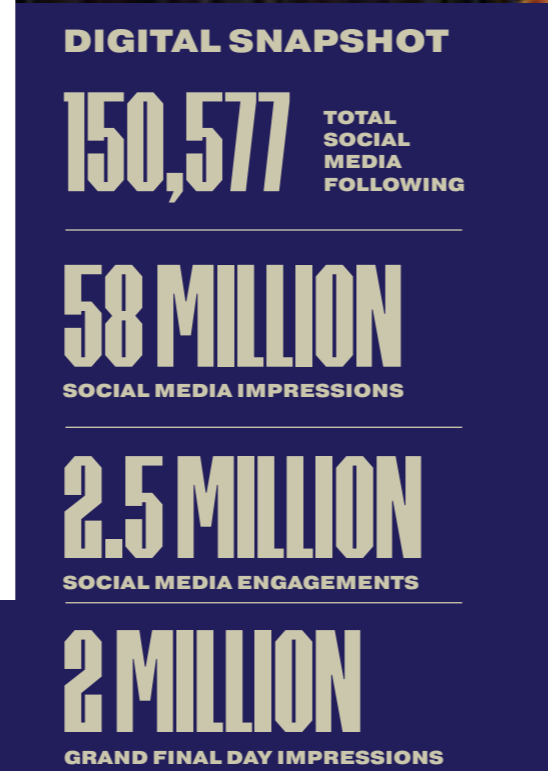
## SANFL CONTENT SHOOT DAY

In early 2024, a successful content shoot day was co-ordinated with all State League Clubs, bringing together player representatives from all 10 men's teams and eight women's teams for a full day of production. This initiative proved invaluable for several key objectives:

**Season Launch:** High-quality promotional videos were produced, setting a professional and engaging tone for the season.

**Season-Long Content:** Footage was utilised across a variety of platforms throughout the year, including Best & Fairest presentations and social media campaigns.

**Partnership Benefits:** Broadcast partners, particularly Seven Network, leveraged the footage for their SANFL coverage, enhancing the visibility and reach of the State League.



# MEDIA

Significant media coverage of SANFL competitions continued throughout 2024 across print, television, radio and online. The SANFL's broadcast partnership with Seven Network and strong relationships with the Seven News team ensured ongoing coverage on news bulletins, with broad audience reach across the State. Media partnerships with The Advertiser and SEN also ensured maximum coverage of the Hostplus SANFL and SANFLW Leagues, with strong growth of News Corp's online editorial coverage of SANFL State League news.

SANFL's partnership with The Advertiser's streaming platform, KommunityTV, continued to showcase SANFL State Talent programs, SANFL Youth Intra-State Carnivals and National Pharmacies SANFL Juniors finals with exclusive match streaming.

Official season launches and Hostplus SANFL/SANFLW Finals Series media events with captains and coaches generated widespread coverage across all television news networks, The Advertiser, radio and online.

All Hostplus SANFL League Finals Series matches were broadcast by Seven and 7plus, SEN and SANFL Now, with ABC Grandstand, Fiveaa and Triple M also continuing their commitment to broadcast the SANFL Grand Final, ensuring a high level of content across each of these stations throughout the Finals. The Hostplus SANFL Women's League Grand Final was again broadcast live by the Seven network with outstanding viewership

## PODCAST

In line with SANFL's digital growth strategy, the SANFL podcast series, Checkside Chats and South Aussie Select, was produced fortnightly and experienced growth in listenership in 2024 on mainstream platforms Spotify, Apple Play, Google and YouTube.

## WEBSITE AND YOUTUBE GROWTH

Driving traffic to SANFL's website news page continues to be a strategic focus to increase SANFL's digital footprint and audience reach for key stakeholders, especially corporate partners. In the 12 months to October 31, 2024, there were more than 2.1 million views of news pages on the SANFL website - content produced by the Media team - which was almost a third of all website traffic.

SANFL's YouTube attracted significant number of subscribers this year, reaching an all-time high of more than 6,100 subscribers, compared to 5,600 in 2023.

## FOOTBALL BUDGET

The SANFL Football Budget continues to be part of the game day experience for SANFL fans, more than 20,000 copies sold on match days across the season. The digital edition also was provided as a value-add to all SANFL Now season subscribers.

## MEDIA ACCREDITATION

The department managed the accreditation for approximately 250 media for the State League, including journalists, photographers and broadcast/streaming crew.



Top: Action from SANFL's Social Media content day. Middle left: Captains and coaches at the Hostplus SANFL League Grand Final press conference. Middle right: A social media post of Glenelg premiership player Chris Curran with his wife Kelly and son Grayson. Bottom left: Captains with the Hostplus SANFLW premiership cup. Bottom right: South Adelaide's SANFLW team is displayed prominently on the 'Premiership Bus' around metropolitan Adelaide.



# EVENTS

AND GAME DAY EXPERIENCE



## SEASON LAUNCHES

The 2024 season launch events for the SANFL Women's and Men's leagues took on new formats. The SANFLW season launch was held at the North Adelaide Football Club with a 'Race to the Cup' theme, also showcasing the female football pathway in SA.

The men's season launch was held outdoors on the Lindsay Head Terrace at Adelaide Oval, showcasing a range of interactive Partner activations delivered at 2024 SANFL Super Matches, along with a 'Set Shot Gameshow' to highlight the 70-year partnership with West End.

## HOSTPLUS SANFL WOMEN'S BEST AND FAIREST AND GRAND FINAL

The Best and Fairest Awards dinner and medal count 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 280 players, club officials,

corporate partners and invited guests for the third year, the prestigious event on June 24 was an opportunity to celebrate the season, announce and present players selected in The Advertiser SANFLW Team of the Year, acknowledge the inaugural Women's State Team and honour award winners. The medal count and Best and Fairest presentation also was live streamed on SANFL Now.

The Hostplus SANFLW Grand Final was held at Norwood Oval in a Saturday twilight timeslot on July 5 and attended by more than 2,400 fans. The game was broadcast live on Channel 7, with post-match presentations switching to 7Mate. The grand final attracted an exceptional peak audience of 60,000 viewers, doubling 2023's peak audience, with a 42 per cent commercial audience share. The event showcased the SANFL Super Match setup, while a pre-match function for club officials, State and local government representatives and corporate partners was hosted by SANFL in the Wolf Blass Community Centre.

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

SANFL's night of nights – the 2024 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 9. The event was attended by more than 600 guests and broadcast on Seven (7mate and 7Plus), with a strong audience reach. Both the Hall of Fame and Magarey Medal also were live streamed on SANFL Now.

## SANFL SUPER MATCHES

The Super Match program continued in 2024, elevating the match day experience for fans attending selected Hostplus SANFL League matches at SANFL Club venues across the season. The program was successfully implemented across nine match days, allowing each club an opportunity to host a Super Match during the season. A range of Super Match activations were aimed at families, festival goers and traditional footy

patrons. Each Super Match event allowed collaboration between SANFL Clubs, local councils, SANFL's Game Development team and key Partners to help maximise attendance and experiences. Super Matches achieved an average of 3,400 attendees across the season.

## HOSTPLUS SANFL LEAGUE GRAND FINAL & FESTIVAL OF FOOTY

After returning in 2023, The Grand Final Eve player presentation was delivered to a strong contingent of media and hundreds of adoring Glenelg and Norwood fans in Adelaide's Rundle Mall, a terrific prelude to the big day.

The 2024 Hostplus SANFL League Grand Final saw a thrilling matchup between Glenelg and Norwood, with the premiership coming down to the final moments before a crowd of 35,129 at Adelaide Oval – the biggest attendance at the Grand Final since 2019. The Channel 7 broadcast attracted a peak audience of 138,000 viewers, with an outstanding commercial market share of 67.6 per cent.

The Festival of Footy returned with various zones around the Adelaide Oval precinct covering the River Torrens footbridge, southern plaza and the gardens inside and outside the stadium, achieving a festive atmosphere. SANFL staff across all departments played a key role in delivering a successful triple-header game day, the Festival of Footy and the Official Grand Final Luncheon attended by more than 600 guests in the William Magarey Room. The luncheon featured special guest speaker and Thomas Seymour Hill Cup Ambassador Ken 'KG' Cunningham, along with entertainment from Titus O'Reilly and spectacular aerial artists in the room. The delivery of the premiership cup onto Adelaide Oval by the Westpac Surf Rescue Helicopter was an exciting new feature of the day.

The festivities continued post-match with the SANFL Grand Final 'Play On' After Party, held in the William Magarey Room, where The Lunar Society and DJ Lezen provided the entertainment, capping off an outstanding day.

## COMMUNITY VOLUNTEER AWARDS

The 2024 Community Volunteer Awards Dinner was held in the William Magarey Room at Adelaide Oval in mid-October and was elevated to a level which appropriately recognises the volunteers who make outstanding contributions to football in South Australia. The event was attended by more than 300 guests. Special guest speaker Titus O'Reilly added a memorable and comedic element to the awards night.

## GOLDEN WHISTLE AWARDS

The SANFL Women's League umpires were recognised in August at the SANFLW Golden Whistle Awards at Adelaide Oval for a second year, with the event elevated to a formal sit-down dinner in 2024. The awards provided an opportunity to acknowledge and present the most outstanding umpires in the 2024 SANFLW season.

The 2024 Golden Whistle Awards dinner was held in the Ian McLachlan Room at Adelaide Oval in October and was attended by 170 SANFL Men's League umpires and their partners, SANFL Executive and staff. The event recognises the most outstanding umpires in the SANFL State League and creates the opportunity to celebrate together.

Clockwise from above: The Thomas Seymour Hill Premiership Cup arrival on Grand Final day; Community Volunteer Awards night; Grand Final day Festival of Footy; Fans enjoy the 'Kick n Sip' experience at Unley; The stage is set for the Grand Final Luncheon; the glittering William Magarey Room on SA Football Hall of Fame and Magarey Medal night.



# 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 2024.

Woodville-West Torrens premiership coach and Sturt Magarey Medallist Jade Sheedy, seven-time Central District premiership mentor Roy Laird, dual Adelaide club champion Scott Thompson and North Adelaide All-Australian the late Lyle Griffin became the latest names to reside on 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 226 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 2024 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.

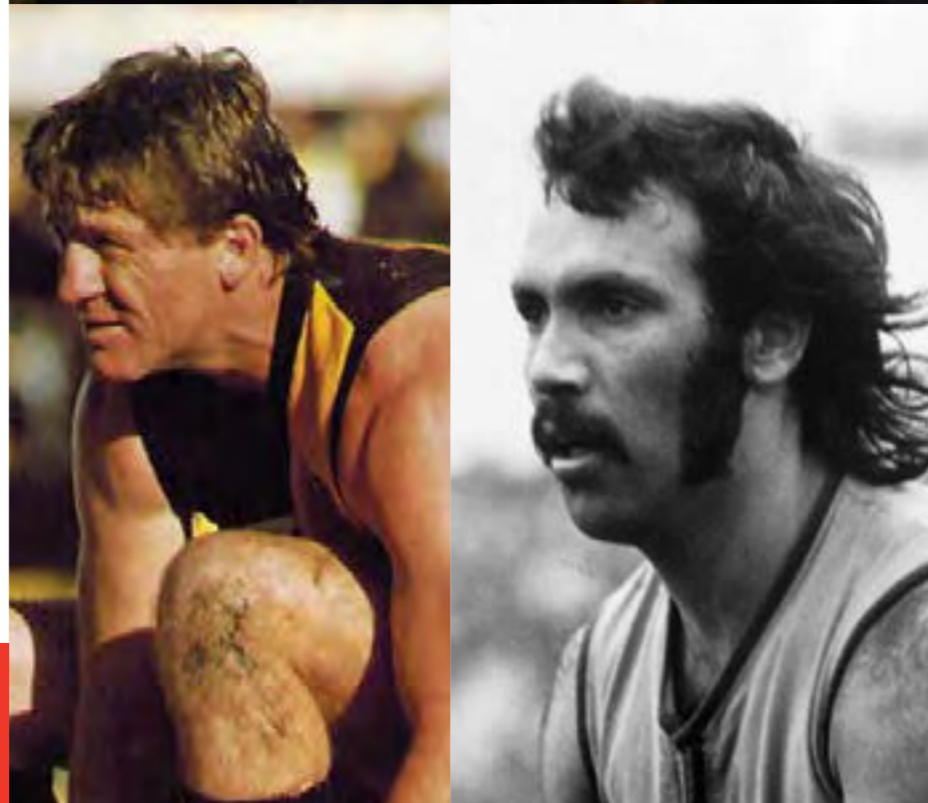
## AUSTRALIAN FOOTBALL HALL OF FAME

SANFL celebrated the richly-deserved induction of two South Australian greats into the Australian Football Hall of Fame in 2024.

Inaugural Adelaide Football Club captain and Glenelg premiership midfielder Chris McDermott, together with Sturt Team of the Century member and premiership half-forward Michael Graham were honoured at a gala ceremony in Melbourne.

Both inducted as inaugural members of the South Australian Football Hall of Fame in 2002, McDermott and Graham's significant achievements have been fittingly feted on the national stage.

Top - 2024 West End SA Football Hall of Fame Inductees (L to R) Jade Sheedy, Scott Thompson and Roy Laird.  
Bottom - Australian Football Hall of Fame Inductees Chris McDermott (left) and Michael Graham.



# SANFL LIFE MEMBERSHIP



## SANFL PLAYER LIFE MEMBERSHIP

Three SANFL stalwarts earned SANFL Player Life membership when they played their 200<sup>th</sup> game in the Hostplus SANFL League in 2024.

Sturt captain James Battersby, a dual premiership midfielder, reached his milestone in Round 5 after making his League debut in 2013.

Retiring Double Blues premiership defender Guy Page, who also featured in the club's 2016 and 2017 flags, brought up his double century in Round 13 after making his debut in 2013.

Jack Oatey Medallist Matthew Snook ended his career on a high with a third premiership medallion in his final game, the Grand Final, after clocking up 200 League appearances in Round 16 after making his debut in 2011.

## SANFL UMPIRE LIFE MEMBERSHIP

Three SANFL umpires earned Life Membership when they chalked up 200 League games in 2024.

Goal Umpires Thomas Sharpe and Matthew Williams joined boundary umpire Martin Elsegood with Sharpe and Elsegood also winning individual honours at the 2024 Golden Whistle presentation.

Sharpe and Williams both made their League debuts in 2013 while Elsegood reached his 200-game milestone by officiating in the 2024 Hostplus SANFL League Grand Final.

Top - Sturt's James Battersby (left) and Glenelg's Matthew Snook are chaired off after their 200<sup>th</sup> match.  
Middle - Sturt's Guy Page reached his 200<sup>th</sup> game in 2024.  
Bottom - SANFL Umpiring Life Members (L to R) - Martin Elsegood, Thomas Sharpe, Matthew Williams.



# SANFL HISTORY CENTRE

2024 was a year of building on current projects, as well as instigating new ones, for the SANFL History Centre and its team of committed volunteers.

A major project involving the cataloging of the centre's extensive collection of videos continues, whereby each video needs to be examined to identify its content, and the condition, before being catalogued. This is an ongoing project, with more than 4000 items already checked and approximately 1600 remaining.

Other highlights of 2024 include:

- An extensive report on the beginnings of women's football in South Australia from the 1990s has been compiled, including photographs, match videos, television news reports, interviews with key women and original newsletters, memos and articles.
- Video interviews with SANFL legends which continues to grow. It is imperative that as many significant football people, including administrators, are captured for posterity. Interviews with Wally Miller, John Platten, Neil Balme and John Cahill were added to the collection this year and can be viewed on SANFL's YouTube channel.
- A 'library' of profiles on significant people in football is being developed. This list is now at almost 50 and provides timely and accurate summaries of these people.
- Retrospective Magarey medals were installed in the display cabinet in the SANFL Chairman's Room at Adelaide Oval.
- Plans are underway to upgrade some elements of SANFL's history on the third floor of Adelaide Oval.
- The SANFL website's History page continues to develop to ensure more historical and relevant information is easily accessible to the public.
- Preparation commenced for SANFL's 150th year in 2027. The History Committee is represented on a working group established by SANFL to plan for this significant event.



Volunteers at the SANFL History Centre in Bowden.

- Work with the eight SANFL Clubs' history groups continued to develop further, with a combined Historians meeting held in 2024.
- The timeline of the history of football in South Australia, which can be viewed via the SANFL website at [www.sanfl.com.au/history](http://www.sanfl.com.au/history), is gradually being updated and will be a highly impressive comprehensive timeline of the League by 2027.

In 2024, the SANFL History committee farewelled Keith Conlon who made a significant commitment to the Centre over many years. We would like to acknowledge

Keith's outstanding contribution to the preservation and promotion of South Australian football history. Pleasingly, the committee welcomed a new member, Mark Gilbert of the State Library of South Australia, a passionate football supporter and curator of the two SANFL History exhibitions held at the library.

We thank SANFL History Centre manager Christine Halbert OAM, History Centre committee chair Dion McCaffrie and members of the committee, and all of the devoted volunteers who generously give their time and skills to the centre.

# FINANCIAL OVERVIEW

## CASH EARNINGS

	2024	2023
Cash Earnings	\$1,718,808	\$1,078,439
Statutory Profit/(Loss) per Annual Report	\$13,545,802	\$4,104,173
Net Assets	\$114,308,811	\$104,383,464
Secured debt	-	-

SANFL uses cash earnings as its key operating measure as this is the cash generated from operations. SANFL's cash earnings result for 2024 was \$1,718,808 compared to the 2023 result of \$1,078,439. This result is an outcome of growth in net revenue from Adelaide Oval and continued investment into talent and game development programs to grow the game of football in South Australia.

Cash earnings of \$1,718,808 is mainly attributable to improved stadium returns from Adelaide Oval due to an increase in major events, AFL finals and non-game day functions and events business. SANFL has planned to re-invest its cash earnings from 2023, 2024 and its budgeted earnings from 2025 into the Talent and Community Facility at West Lakes.

The stadium returns from Adelaide Oval improved compared to 2023 although due to increased operating expenses, remain lower than historical levels. In 2024, AFL crowds at Adelaide Oval averaged 39,430 per game and the venue hosted two AFL finals. This compared to an average Adelaide Oval crowd of 38,795 in 2023 and one home final.

SANFL remains financially prudent in managing its operations, balancing a cost-effective staff structure with modest increased investment in State League clubs, talent programs and game development to achieve SANFL's strategic objectives.

## OUTLOOK TO 2025

Looking forward to 2025, SANFL is budgeting for a cash surplus which will be dependent on improving attendance for the AFL season at Adelaide Oval and delivering a strong major event schedule. Whilst the broader economic conditions and inflationary pressure are expected to improve, Adelaide Oval's operating costs continue to be a challenge.

Financial performance will also largely depend on SANFL's diversified and traditional revenue streams, with continued growth anticipated for X-Golf and the Mosaic Hotel at West Lakes.

Revenue expansion will be supported by strict cost management and strategic investments aligned with SANFL's strategic plan.



# FINANCIAL OVERVIEW

## STATUTORY PROFIT

The statutory profit of \$13,545,802 is not reflective of SANFL's underlying operating performance as it includes several large non-cash balance sheet adjustments and funding for capital projects as outlined in the table below. The table reconciles the reported statutory profit back to cash earnings.

RECONCILIATION OF STATUTORY PROFIT TO CASH EARNINGS	2024	2023
<b>Statutory profit per annual report</b>	\$13,545,802	\$4,104,173
<b>ADJUSTED FOR NON-CASH ITEMS:</b>		
Less revaluation of balance sheet items measured at NPV – <b>Note 1</b>	(\$4,151,309)	(\$854,211)
Add depreciation, amortisation and asset write-downs – <b>Note 2</b>	\$1,882,995	\$1,737,026
Less the equity accounted increase in investment in AOSMA – <b>Note 3</b>	(\$639,179)	(\$1,189,983)
Less funding for capital projects – <b>Note 4</b>	(\$6,000,000)	-
Add other non-cash adjustments	\$261,811	\$572,389
<b>Statutory profit excluding adjustments</b>	<b>\$4,900,120</b>	<b>\$4,369,394</b>
Less Football Development Grants paid to State League Clubs	(\$3,620,454)	(\$3,245,000)
Less capital purchases	(\$158,729)	(\$366,539)
Add contributions provided for capital projects – <b>Note 5</b>	\$597,871	-
Add loan repayments	-	\$320,584
Cash Earnings	<b>\$1,718,808</b>	<b>\$1,078,439</b>

**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 AOSMA, SANFL equity accounts this investment and therefore recognises in its statutory result 50% of any movements in the net equity of AOSMA. This can fluctuate on an annual basis.

**Note 4** – Included in the statutory profit is non-cash funding recognised for capital projects that have no impact on cash earnings.

**Note 5** – Included in the statutory profit is payment towards the SA Football Facilities Fund and SANFL clubs' projects. These extraordinary items are removed as they are not related to normal operations.

## STATEMENT OF FINANCIAL POSITION

AS AT 31 OCTOBER 2024

	2024	2023
<b>Assets</b>		
Cash and cash equivalents	10,680,816	5,860,804
Trade and other receivables	10,679,977	4,572,478
Inventories	131,863	124,725
Property divestment receivable	5,472,399	8,620,941
Other assets	765,613	471,369
<b>Total current assets</b>	<b>27,730,668</b>	<b>19,650,317</b>
Trade and other receivables	2,985,222	3,920,442
Property, plant and equipment	83,806,666	78,820,169
Property divestment receivable	2,327,600	3,779,059
Equity accounted investments	13,033,384	12,394,205
<b>Total non-current assets</b>	<b>102,152,872</b>	<b>98,913,875</b>
<b>Total assets</b>	<b>129,883,540</b>	<b>118,564,192</b>
<b>Liabilities</b>		
Trade and other payables	4,941,748	6,038,834
Loans and borrowings	228,784	273,604
Employee benefits	1,562,247	1,376,903
Contract liabilities	8,241,768	5,914,468
<b>Total current liabilities</b>	<b>14,974,547</b>	<b>13,603,809</b>
Loans and borrowings	228,532	268,524
Employee benefits	371,650	308,395
<b>Total non-current liabilities</b>	<b>600,182</b>	<b>576,919</b>
<b>Total liabilities</b>	<b>15,574,729</b>	<b>14,180,728</b>
<b>Net assets</b>	<b>114,308,811</b>	<b>104,383,464</b>
<b>Equity</b>		
Accumulated surplus	114,308,811	104,383,464
<b>Total equity</b>	<b>114,308,811</b>	<b>104,383,464</b>

The Statement of Financial Position represents SANFL activities, and its equity accounted interest in the Adelaide Oval SMA Ltd and related entities.



# FINANCIAL OVERVIEW

## STATEMENT OF PROFIT OR LOSS

AS AT 31 OCTOBER 2024

	2024	2023
Revenue	55,344,920	42,195,929
Cost of sales	(869,263)	(714,490)
Catering & licenced club expenses	(4,551,675)	(3,736,182)
Share of profit/(loss) in equity accounted investee	639,179	1,189,983
Depreciation	(1,882,995)	(1,737,026)
Other expenses from football operations and administration	(40,697,327)	(35,354,066)
<b>Results from operating activities</b>	<b>7,982,839</b>	<b>1,844,148</b>
Finance income	5,562,963	2,260,025
<b>Net finance income</b>	<b>5,562,963</b>	<b>2,260,025</b>
<b>Total comprehensive profit for the year</b>	<b>13,545,802</b>	<b>4,104,173</b>







REGISTERED OFFICE

Turner Drive West Lakes, SA 5021

POSTAL ADDRESS

PO Box 606 North Adelaide SA 5006

[sanfl.com.au](http://sanfl.com.au)

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