

Fremantle Football Club

# docker

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**FREMANTLE**  
FOOTBALL CLUB

Edition 2, 2003 PP606264/1022

## Directory

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Gary Walton	Chief Financial Officer
Keith Black	Corporate Affairs and Communications Manager
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Chris Connolly	Senior Coach

## Edition 2 2003

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COVER PHOTOGRAPH: Peter Bell making his way through the torrential rain at the MCG versus Richmond Round 3. Photo: Getty Images

All photography by Getty Images, Official AFL Photographic Agency, except pages 5, 6, 8 and 28 courtesy of Keith Black.

## CEO's Message

Perhaps the most used word in the AFL vocabulary is the word respect. Think about it, barely an interview with a player, coach, administrator goes by without the interviewee speaking in terms of the need for the club/team to earn respect.

Quite clearly respect is linked to the self esteem of the individual and his role within the team, the team in context of the Season, and of course the Club within the competition itself. And respect is hard won. All players yearn for the respect of their peers, and their teammates in particular, measured across a myriad of efforts and outcomes. And just when real respect is being won, this competition has a tendency to throw up another challenge, where once again the individual is required to go again, and re-win possibly lost ground.

And the further the player goes up the respect ladder, the more that sit in judgement, and who seek to undermine the status of both the player and the person. It is tough for those at the pointy end.

For the team, respect is often week to week, and often judged at the most superficial level. The challenge is always to ensure the internal measurements are such that they can withstand the conjecture and diatribe, the acclamations and proclamations, the sycophants and doomsayers. Often even the win-loss ratio and ladder position are not accurate measurements. Analytical honesty from player to player, person to person is our guide.

And for a Club it takes years, and ultimately a Premiership to earn real respect. Tell me a club in the competition who has not won a Premiership in the last ten or so years who is truly respected. It is a real tough challenge.

So at the half way mark of the Season, where does the Fremantle Football Club stand?

For the players, individual respect for many is building and that is pleasing. The next test is as tough as the last. These players will now be subject to far greater scrutiny as footballers and people. Real respect is earned over time, sustained performance on the biggest stage and that is ahead of most of our boys. We are confident they are up to it.

For the team, turning eight wins/four losses is positive. A few tough wins outside of our comfort zone is the most satisfying aspect of this. Opposition teams will now try and breakdown our game plan and we will be required to respond and maintain winning momentum. The upside is, opposition clubs are more likely to respond to our moves whereas in the past they focused more on their own plans. A subtle but important difference when trying to control the flow of a game and only achieve when the opposition plays with respect.

And as a Club – still much to be done. A question answered in five years time maybe, but we feel we remain on track. In the meantime, for our supporters – the same nervous anxiety which comes with the burgeoning belief that their players, team and club are going somewhere exciting.

*Rest assured, Fremantle will have its day.*

## Club Song

<i>Freo, heave ho!</i>	Hit 'em real hard, send 'em down below
<i>Freo, heave ho!</i>	Oh Freo, give 'em the old heave ho
<i>Give 'em all the old</i>	We are the Freo Dockers
<i>Freo, heave ho!</i>	
<i>Freo, heave ho!</i>	<i>Freo, heave ho!</i>
<i>Freo, way to go!</i>	<i>Freo, heave ho!</i>
Hit 'em real hard, send 'em down below	<i>Give 'em all the old</i>
Oh Freo, give 'em the old heave ho	<i>Freo, heave ho!</i>
We are the Freo Dockers	Dock dock Dockers
<i>Freo, heave ho!</i>	Show 'em how we rock (Freo heave ho)
<i>Freo, heave ho!</i>	Dock dock Dockers
<i>Give 'em all the old</i>	Show 'em how we'll roll
<i>Freo, heave ho!</i>	Go Dockers, Go Go Go
We're the rollers	Freo, way to go!
We're the rockers	Hit 'em real hard,
We're the mighty Freo Dockers!	send 'em down below
We're gonna roll 'em and we'll rock 'em	Oh Freo, give 'em
We're gonna send 'em to the bottom	the old heave ho
And if they get up, we'll do it again	We are the Freo
The Dockers stop at nothing – nothing	Dockers
Freo, way to go!	



# Positive start has given perspective

EIGHT WINS and four losses after 12 rounds is a positive start to the season. Our away wins against Melbourne and the Western Bulldogs were significant and a major step forward. Our hard fought win against Geelong has helped steel our resolve. However, our four losses against quality opposition have given us clear perspective and we must continue to improve.

Dogged injuries to two of our class players, Shane Parker and Luke McPharlin, has been a major frustration for all concerned but has given opportunities to young, hungry players. The improvement and competitiveness of Robert Hadrill, Graham Polak, Dion Woods, Paul Medhurst, Aaron Sandilands and Roger Hayden has been outstanding. Along with the development of Andrew Siegert, Scott Thornton, Daniel Haines and Andrew Browne they have together been the injection of strength we were looking for. Peter Bell continues to lead from the front and has so far played some of the best football of his career. Matthew Pavlich has accepted the responsibility of taking on a variety of roles in our team to give us an edge. Matthew Carr, Paul Hasleby and Justin Longmuir have taken their performances to a new level. Shaun McManus and Troy Cook have improved their games to maintain their positions in the team. Des Headland and Byron Schammer have added class



and Troy Simmonds has evolved his game, back and forward, to add flexibility to the team and accommodate the development of Aaron Sandilands and eventually Ricky Mott whose individual improvement and commitment to the program has been excellent.

Jeff Farmer has displayed great leadership in our forward line and Trent Croad and Steven Koops have assumed workmanlike roles up forward and are the cornerstones of our physical pressure in the front half. James Walker and Antoni Grover add express speed to our defence and midfield and are important members of our squad as the game will increase in speed. Troy Longmuir, Ben Cunningham, Luke Toia and Anthony Jones have continued to train hard and perform well at WAFL level with limited opportunity. Clive Waterhouse continues to

work hard and improve as recovering from two seasons on the sidelines does not happen overnight. Luke Webster has been in outstanding form at East Perth and is poised for elevation from our rookie list. Our younger players continue to train hard and challenge our senior group at every session.

Our improved performance from 2002 is a reflection of the professional attitude of the players to self improvement and team success.

At this point in time it is fair to say that our opposition will now pay us genuine respect. They will challenge our playing framework, set plays and each individual player. We need to work through this process; it will drive us to improvement.

The players enjoy the passionate and loud support of our members. I am sure that the home crowd influenced the Geelong result.

We must take each of our remaining ten games on their merits. Never look past the up coming challenge. All at Fremantle firmly believe that this group of players has not played its best football yet. That's the most exciting aspect of our Club.

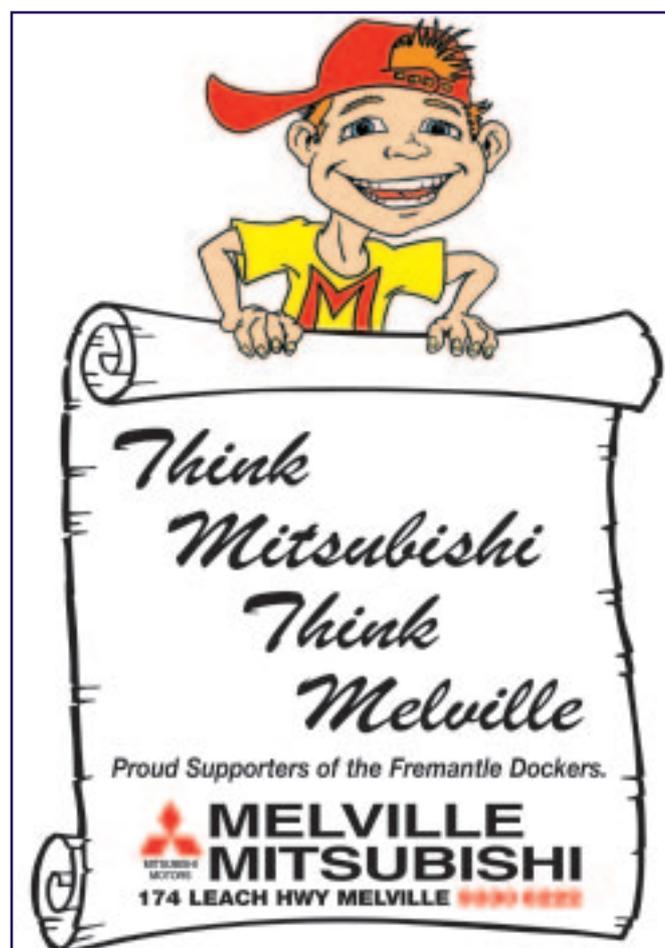
*Like my old mate Orlando says, "maintain the rage".*

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# Season of *firsts*

AS THE CLUB completes the first half of its ninth season in the AFL, it has been a season of firsts in lots of ways. Here's the list:

## FIRSTS

- Shane Parker became the first player to play 150 games for Fremantle in round 4 against the Kangaroos.



*Vice Captain Shane Parker chaired off the ground after playing his 150th game for the Club.*

- Shane Parker became the first player to qualify for Life Membership of the Fremantle Football Club.
- The team kicked its highest ever score in the AFL against the Kangaroos in round 4.
- The most indigenous players to play in one AFL team in round 4 against the Kangaroos – Jeff Farmer, Steven Koops, Antoni Grover, Troy Cook, Des Headland, Roger Hayden and Dion Woods.
- The team kicked its highest score away from home in round 7 against the Western Bulldogs.
- The team kicked its highest winning margin away from home in round 7 against the Western Bulldogs.
- The team had its first win in Melbourne under coach Chris Connolly against the Western Bulldogs in round 7.

- Justin Longmuir kicked 6 goals against Melbourne in round 9, the first time he has kicked 6 in his AFL career.
- Byron Schammer kicked his first AFL goal in round 9 against Melbourne.
- Aaron Sandilands kicked his first AFL goal in round 1 against Adelaide.
- Aaron Sandilands at 211cms became the tallest player ever to play AFL
- The home crowd of 33,612 was the highest non-derby home crowd for Fremantle.
- The team's winning streak of 5 from round 6 to 10 was the first time the team had won more than 2 games in a row in one season.
- Paul Medhurst kicked 7 goals versus Carlton in round 10, the first Fremantle player to do so.

## MILESTONES

- Aaron Sandilands and Byron Schammer made their AFL debuts against Adelaide in round 1.
- Des Headland made his debut for Fremantle against Adelaide in round 1.
- Peter Bell played his 50th game for Fremantle in round 7.
- Matthew Carr played his 50th game for Fremantle in round 7.
- Antoni Grover played his 50th game for Fremantle in round 11.
- Paul Hasleby kicked his 50th AFL goal in round 4.
- Troy Cook kicked his 50th AFL goal in round 7.
- Paul Medhurst kicked his 50th AFL goal in round 7.
- Peter Bell kicked his 150th AFL goal in round 4.
- Jeff Farmer kicked his 300th AFL goal in round 9.



# Bank Secures *Shorts*

*BankWest Managing Director Terry Budge and Sponsorship Manager Lisa Edwards at the lunch of BankWest's shorts sponsorship.*

YOU MAY have noticed something a little bit different about the Dockers playing shorts this season. For the first time, the shorts feature the BankWest name and logo on the right leg.

BankWest has been a premier sponsor of the Fremantle Dockers for 4 years now but this season, the Bank and the Dockers decided to do things a little bit differently. So BankWest is now the proud Shorts Sponsor of the Fremantle Dockers.

The shorts were first unveiled at a special media launch held at Government House on 27 March 2003 where they were modelled by Captain Peter Bell and senior players Trent Croad, Paul Hasleby, Des Headland and Troy Simmonds. The launch was also attended by many high profile West Australians including His Excellency, Lieutenant General John Sanderson AC, Governor of Western Australia and the Hon. David Malcolm AC, Chief Justice of the Supreme Court of Western Australia.

BankWest Group Managing Director, Terry Budge, addressed the function and said that BankWest was delighted to be entering its fourth year as a Premier Sponsor of the Fremantle Dockers, especially with 2003 promising to be such an exciting year for the team. He went on to say that the sponsorship "was important for BankWest because it continues the Bank's long-standing support of the West Australian sporting community and forms an integral part of BankWest's sponsorship and community program which benefits people right across the state".

Fremantle Dockers Chief Executive Cameron Schwab added that BankWest's Shorts Sponsorship was "a very significant announcement for the Fremantle Football Club" and that the Club was "thrilled to have one of Western Australia's best known and most respected companies taking up a key sponsorship property on the Club's playing uniform".



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## Creating a Subiaco Purple Haze

REMEMBER these great scenes from the 2002 World Cup soccer. South Korean fans dressed themselves in the national team colours and turned the stadium into a sea of red, creating a daunting scene to greet opposition teams as they entered stadium. The colour and passion of the South Korean supporters went a long way in helping South Korea reach its first ever World Cup semi final.

The round 18 clash against Richmond at Subiaco is the day the Club wants its supporters to create a Subiaco Purple Haze. With the passion of Freo supporters well known, it is a day the

Club wants to see the home crowd create a similar overwhelming scene to greet the Tigers as they run onto Subiaco Oval.

So get your purple on, paint your faces, dye your hair, wave those flags, drape yourself in Club merchandise and get along to the game and create a scene that will rival that of South Korea in 2002. Let's create the Purple Haze.

The players will play their part also wearing a special all-purple playing strip for the day. And you can have the chance to own the playing jumper of your favourite player from this game. In a unique opportunity, the Club will be



providing every players jumper for auction on eBay immediately following the game. That's right – all 22 playing uniforms will be available and you can bid for the uniform of your favourite player. Not only will you be the proud owner of this unique playing jumper but the player will personally autograph his jumper for you! The eBay link will be available from the Club's web site at [www.fremantlefc.com.au](http://www.fremantlefc.com.au)

Round 18 versus Richmond

### PURPLE DAY

Own your favourite player's jumper actually worn in the game, unwashed and personally autographed to you – each jumper will be available on eBay immediately following the game and you can bid to own this unique Fremantle playing jumper. You can link to the eBay auction directly from the Club's web site at [www.fremantlefc.com.au](http://www.fremantlefc.com.au)

## Wayne's World

ON FRIDAY 23rd May, prior to the match against Melbourne at the MCG, the players, coaches and staff visited AFL House at the Docklands in a first for an AFL team. Retiring

CEO Wayne Jackson spoke to the group in the AFL Board Room before handing over to AFL executives who gave an overview of every aspect of AFL operations, including a



discussion with AFL Umpires Manager Jeff Gieschen and Umpires Coach Rowan Sawers. Jackson, a "self-confessed" Dockers supporter visited the rooms prior to the game as is his custom for all teams and, following the team's second consecutive win in Melbourne,

its first at the 'G' since 1999, Jackson visited the ecstatic Dockers rooms and, with some persuasion, ended up in the circle joining in the Club song with Chairman, Rick Hart. The scene had much of Melbourne talking, and Jackson defending his actions in the days following.

# A heart beat

WE ALL KNOW that AFL players are subjected to extreme physical challenges on the training track and more so on the playing field. They are constantly monitored and scrutinised using a vast array of methods of analysis, including heart rate monitors.

## BUT WHAT ABOUT THE COACH?

Subjected to constant, high levels of stress and required to concentrate for every second of a game, what physical exertion is an AFL Senior Coach subjected to during the course of a game? Well we decided to find out.

Senior Coach Chris Connolly wore a technologically advanced heart rate monitor, supplied by Polar, on match day for the round 10 clash with Carlton starting from the pre-game address, for the entire game, and through to the post game address to the players after the team had won a hard fought contest by 28 points.

In a summary, Chris had his heart rate recorded for three hours, forty-five minutes and

thirty seconds. For this period, Chris' heart rate averaged 110 beats per minute, with a minimum heart rate of 76 beats per minute and a maximum heart rate of 168 beats.

The coach's highest average heart rate for the game was in the second quarter at 114 beats per minute following a high of 135 beats per min during his quarter time address to the players.

The stairs at Subiaco Oval to and from the coaching box presented an additional physical hurdle reaching a maximum heart rate of 168 beats per minute on Chris' return to his seat after the three quarter time break. The coach is then expected to be in a state of complete mental and physical control, relaxed for the start of the fourth quarter, at a time when the opposition have really taken up the challenge to the home team.

It's a tough ask, having to make quick decisive moves to combat the opposition's positional and other tactical



The graph shows the various stages of the game and the coach's heartbeat in beats per minute (BPM) during the round 10 clash with Carlton. The numbers along the bottom of the graph correspond to the various stages of the game as follows:

**0-1** Pre game address Ave Heart Rate: 110 BPM, Max Heart Rate: 125 BPM  
**1-2** Pre game Warm up Ave Heart Rate: 100 BPM, Max Heart Rate: 157 BPM  
**2-3** First Quarter Ave Heart Rate: 113 BPM, Max Heart Rate: 131 BPM  
**3-4** Quarter Time Ave Heart Rate: 135 BPM, Max Heart Rate: 162 BPM  
**4-5** Second Quarter Ave Heart Rate: 114 BPM, Max Heart Rate: 153 BPM  
**5-6** Half Time Ave Heart Rate: 113 BPM, Max Heart Rate: 148 BPM  
**6-7** Third Quarter Ave Heart Rate: 111 BPM, Max Heart Rate: 131 BPM  
**7-8** Three Quarter Time Ave Heart Rate: 129 BPM, Max Heart Rate: 161 BPM  
**8-9** Fourth Quarter Ave Heart Rate: 108 BPM, Max Heart Rate: 168 BPM  
**9-10** Post Game Ave Heart Rate: 104 BPM, Max Heart Rate: 132 BPM  
 Total heart beats for the time of recording: 24,832

moves, despite having a highly elevated heart rate at the time. It is at this point that levels of fatigue are high, even for the fittest footballer. But judging on the result, the Coach answered the challenge.

To put these results in perspective, the average

functioning heart rate during a normal day for the average person would be 70 beats per minute and the results for Chris on game day would be the equivalent of the same average person going for a 3 hour and 45 minute continuous jog.

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## McManus double act

SUNDAY 11 MAY will go down in McManus folklore as the day a McManus stole two shows on one day.

For Docker Shaun McManus, he put on a best on ground display against the Western Bulldogs picking up 23 disposals, 8 marks, making 4 tackles, and kicking a stirring goal to all add up to a great day at the office for the Fremantle stalwart.

The team's victory celebrations were then backed up by the fantastic success of the Club's Number 1 Ticketholder and cousin of Shaun, Rove

McManus, who scooped the major prize, the Gold Logie, at the 45th Annual Logie Awards. The presentation of the major prize followed Rove capturing two Logies earlier in the evening for Most Popular Light Entertainment for his show Rove Live and Most Popular Television Presenter.

In accepting the appointment as the Club's Number 1 Ticketholder on 11 April, Rove said "I feel like I grew up in and around footy in Fremantle, many of my family have either played, coached or cut oranges in Freo all through my life. There are still McManus' dotted throughout the Fremantle FC, my new role now cements the family takeover! [insert evil laugh]"

"Now that I live in Melbourne I sometimes feel like I'm a long way from home, re-connecting with Fremantle is great way for me to keep a connection with Perth and my roots", Rove said.



## Patrons appointed

CLUB CHAIRMAN, Mr Rick Hart announced on 27 March in the grounds of Government House that His Excellency, Lieutenant General John Sanderson AC, Governor of Western Australia, had accepted appointment as Patron of the Fremantle Football Club. Mr Hart also announced the appointments of Hon David Malcolm AC, Chief Justice of the Supreme Court of Western Australia, prominent business identity Mr Syd Corser, and Fremantle Legends Mr Jack Sheedy and Mr Steve Marsh as Vice Patrons of the Club.

Captain Peter Bell, and senior players Trent Croad, Paul Hasleby, Des Headland and Troy Simmonds were also on hand to congratulate the Patrons on their appointments and welcome them to the Club.

"Fremantle is fortunate that in its short history in the AFL competition, it has attracted a passionate group of supporters from all walks of life," Rick Hart said today. "In making these appointments, we recognise five people who have contributed significantly to the Fremantle Football Club, and who are committed to establishing Fremantle as one of the great clubs of the AFL competition."

Mr Hart said, "We are indeed proud that five prominent West Australians have accepted their invitations to become the first Patron and Vice Patrons of the Fremantle Football Club, and importantly they will wear their support for the Club on their sleeve, and do whatever they can to build this Club."



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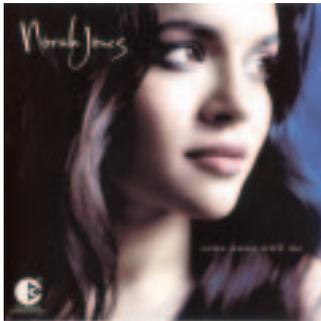
Music review with Luke McPharlin



# Luke's Lounge

WELCOME to Luke's Lounge. Thanks to EMI/Virgin, I will be bringing reviews of the latest CDs to cater for all tastes for our members and supporters. Luke's Lounge is also available on the Club's Internet Site and I look forward to bringing you CD reviews each and every month.

## COME AWAY WITH ME NORAH JONES



"Come away with me" is a vastly original collection of songs performed by the incredibly talented Norah Jones. Its mellow flavour coupled with Norah's husky voice and seemingly effortless vocal abilities create a terrific album that can be enjoyed in a relaxed environment. The tracks feature soft percussion, guitars, bass and sometimes a piano played by Norah herself, and I would have to say my favourite track is 'Don't know why,' which is also the first track on the album. Its relaxed style and free-flowing melody makes it an instantly likeable song. The title track 'Come away with me' is also a terrific tune, and what makes it more impressive is that Norah wrote it herself. On the whole a terrific album that appeals to all listeners, no matter what your musical taste.

## ON AND ON JACK JOHNSON

Jack Johnson's 'On and On' is a mellow and reflective album that imparts a more gradual impression on the listener rather than rapid appeal. Much like the title, the songs flow on and on with a quiet passion, nurtured by the free-flowing melodies delivered by Johnson's unassuming vocals. The unprocessed nature of the music-consisting of only guitar, bass and percussion is

a welcoming change from the often more popular top 40 electronic music. The album gets back to music at the grass roots level, and you can imagine Jack and his mates just sitting around on stools jamming near the beach in his home town Hawaii, an impression gathered in the final track of the album 'Symbol in my driveway.' His lyrics tend to focus on deeper issues and indeed in tracks such as 'The horizon had been defeated,' and 'Gone' his social commentary is interesting. His inference in the lyrics that "simple is better" is not contradicted by the simple nature of the music. I would have to say my favourite track is 'Taylor' due to its cool guitar intro and smooth beat, however it was hard to pick a favourite since there are so many catchy tunes-all round a terrific album.



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For your chance to win a copy of the Jack Johnson CD, just tell me where Jack's home town is.

For your chance to win a copy of the Norah Jones CD just tell me what my favourite track is on Come Away With Me.

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## **A Knight's Tale**

WELL KNOWN flamboyant businessman Sir Richard Branson was special guest of the Club for the home match against St Kilda on 18th May.

Earlier in the day, Sir Richard graciously gave up his time to be special guest at a fundraising brunch for the Club held on stage at His Majesty's Theatre for over 200 guests. The informal brunch was a huge success raising significant funds for the Club, helped by Sir Richard spontaneously donating two return air fares anywhere in Australia with VirginBlue for auction. For over 40 minutes Sir Richard frankly answered questions from the guests, before closing with a confident prediction of a five goal win for the Dockers.

After tossing the coin, Sir Richard sat back to watch the two most exciting young playing groups in the AFL



battle it out and by half time it was clear that the knight's bold pre-game prediction was well on its way to being fulfilled. As the game drew to a close with victory assured, the enthusiastic new Dockers supporter (and footy tipster) wanted to celebrate the victory with the team. Greeting the players as they came from the field, Sir Richard joined in the circle of players and staff to sing the Club song and celebrate the win in the rooms.

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*ON SUNDAY 4 MAY, eight senior officers from the USS Constellation were special guests of the Club for the home match against Essendon. Returning from duties in the Gulf, the Constellation had a brief stop over in Fremantle, before making way to its home port in the United States. Chief of Staff of the Constellation Battle Group, Captain Steve Luce, had the honour of tossing the coin, using a special commemorative medallion that was cast for every pilot to carry on flight missions in the Gulf. The officers were amazed at the skill*



*and athleticism of the players and the speed of the game but were more amazed that no padding or protective gear was being worn. Captain Luce summed up the day as "simply fantastic, the best day at any football game for all of us and the hospitality and friendship of the Fremantle club will remain with us for a long time."*

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# The Right Help

THE CLUB'S Strategic Plan 2003-2005 set four strategic priorities for the Club, with the Fremantle Football Club brand identified as one of those priorities.

The Right Group (formerly known as Right Marketing) have been selected to assist the club through the detailed process of defining and developing the Fremantle Football Club brand, a vital step in the growth of the Club in the national sporting landscape.

Specialising in brand strategy, strategic planning, the Right Group has worked with some of the country's most recognisable companies including Bunnings Warehouse, AlintaGas, Auto Masters, Dulux, Blackwoods, Rival Swimwear, James Hardie, BGC Housing and WA Salvage. The Group has worked with Bunnings Warehouse for over eight years and their recent brand strategy project with AlintaGas has them widely viewed as Perth's leading brand strategy consultancy.

"The Right Group prides itself on the close partnerships we establish with our clients and are committed to the delivery of results focused, leading edge solutions," said David Kent, principal of The Right Group. "We look forward to working in such a passionate business as the Fremantle Football Club at this exciting time of the Club's development, both on the field and off."

"Our role is to work with the Club to develop a powerful brand strategy to assist the Club deliver its objectives," Mr Kent said.

"The Right Group is a proven boutique business specialising in brand strategy with a unique approach that will assist the Club significantly," Chief Executive Cameron Schwab said. "The development and growth of the Fremantle Football Club brand is essential to the achievement of our other strategic priorities that will ensure this Club becomes a financially secure and respected Club."



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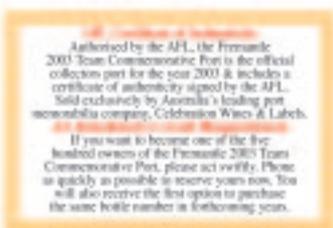
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Featuring 2003 official team photograph presented on a Limited Edition Commemorative 2003 Fremantle label for which only **500** will ever be printed.



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## The Science of Things

IN THIS DAY and age, the gap between the top and bottom AFL teams is shrinking. The game continues to evolve at a rapid pace as players become faster, stronger and more focussed on conditioning. It is a trend that Fremantle must capitalise on to be a force in the competition.

"Our aim, from a conditioning perspective, is to be one of the most durable teams in the competition," says the team's strength and conditioning coordinator, Adam Larcom, who along with Kevin Ball is merging sports science and football. Countless hours are spent monitoring players on and off the field, detailing the slightest changes, developments and inconsistencies.

Ball, who is the only biomechanist to be employed by an AFL club, works with players and coaches to improve kicking techniques, accuracy and tackling.

With the assistance of software programs such as **Silicon Coach**, measures of a player's technique such as height of ball drop or speed of foot movement can be regularly monitored and assessed. Ball works individually with each player and is able to pinpoint the adjustments, however slight, required to improve kicking

technique and performance.

The individual models that Ball develops are based on "body type, height, strength, weaknesses and special awareness". It is Ball's view that there is no such thing as the best kick in football as each player has the ability to do something unique with his kick. For example, Troy Simmonds has one of the best kick on the run, whereas Peter Bell has an excellent low flat kick.

Kicking isn't the only area of speciality for Ball who also works with players and coaches to improve the effectiveness of tackles. "A good tackle requires good technique, positioning, anticipation and importantly, attitude," said Ball. "These are the philosophies I have been working with players such as Daniel Haines, Peter Bell and Roger Hayden, who are small framed but carry strong commitment to compliment accomplished tacklers like Troy Cook, Shaun McManus, Steven Koops and Des Headland.

For Larcom, his focus is on the strength and conditioning of all players so that they are able to cope with the excessive physical requirements of the gruelling home and away season. A significant benefit from the right conditioning program to build durability is

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less injuries during the season. In addition, it is imperative to continually develop an individual's running biomechanics, speed, and speed endurance qualities relevant to AFL football.

"Simmonds, Browne, Schammer and Bell are classic examples of players on our list who are showing constant development in these areas," said Larcom.

Larcom uses the same principles in his work with Australian 100m sprinter Adam Basil who recently achieved a personal best of 10.29 secs. Currently ranked third in Australia, Basil is a member of the Australia 4x100m men's relay team at the World Championships in France in 2003.

Larcom's computer screen is often littered with graphs indicating a player's blood levels, speed, strength and recovery trends. The pool of technical knowledge available allows Larcom to continually develop the most physically challenging program for each player whilst maintaining the highest individual performance and durability status.

Players are constantly measured with blood and urine samples to check for hydration levels which help in recovery after the game. This allows Larcom to monitor how the players are physiologically coping with the requirements

of training and playing at the AFL level. As a result of this monitoring a players program can be adjusted if needed.

"Sometimes players can get to a stage where their physical demands cause excessive tiredness," explains Larcom. "At this stage, their training needs to be modified".

The most hectic day is game day, where Larcom works the bench alongside the players and monitors the midfield, Ball sits in the coach's box and studies the players' kicking and tackling, with the help of video replays.

Despite the achievements made so far, both Larcom and Ball admit that there is a long way to go. "There is always something new to learn and one can never do enough", says Ball. It is a sentiment that Larcom echoes. "Kevin and I are very passionate about our fields and we're constantly discussing the latest technology and advances so that we can be at the cutting edge of sports science to give the Fremantle Football Club the advantage."

Despite all the science and technology involved, at the end of each game the killer python has a vital role to play. The pythons, the lolly variety that is, help in the restoration of blood glucose.



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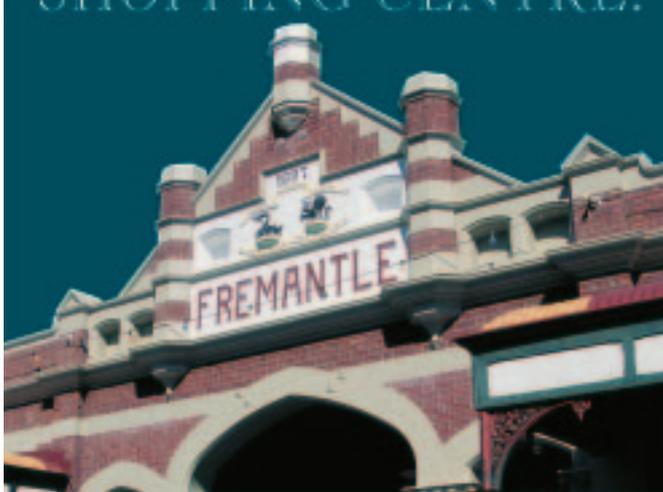
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# New look Alinta

NOTICE anything different about our major sponsor?

Those attending or watching this year's Dockers' home games may have noticed the signage behind the goals sporting a new-look logo and message – our major sponsor has officially shortened its name to Alinta.

The name change was approved by Alinta shareholders at their annual general meeting in early May. According to Sue Dixon, Alinta's Manager Marketing, the new name better reflects the company's future direction.

"We believe the name Alinta is a more relevant name for our company as we extend our business beyond gas-related activities," Ms Dixon said.

"We are currently undertaking a project with Alcoa to produce our own electricity via a co-generation power plant at their Pinjarra site. Initially, we'll be supplying that

electricity to industrial and commercial customers. Residential customers will have to wait a few more years after that before we will be allowed to supply them with our electricity.

"We are also in a transactional proposal to merge our business with an electricity and gas distribution company based in Melbourne, so it's an exciting opportunity for Alinta to create a new and dynamic national energy utility.

Alinta is moving into electricity generation and retailing (to industrial and business customers in WA), and is in a transactional proposal to merge its business with an electricity and distribution company based in Melbourne.

"Alinta is definitely on the move, but our customers can be assured that we are still a Western Australian company,

and we will continue to operate from Perth and provide our high standards of service," Ms Dixon said.

The word Alinta is an Aboriginal name for flame originating from the Yorta Yorta tribe in western Victoria. The original name "AlintaGas" was chosen after extensive research, when the company began in 1995. Permission was sought and given by the Yorta Yorta tribe to use Alinta which, today, is very well recognised not only in Western Australia, but the whole of Australia.

So over the next few months, you should notice the subtle change from AlintaGas to Alinta. However, at this stage, the Dockers' guernseys and training apparel will remain unchanged as will some of the club stationery and branding. Alinta's new web address is [www.alinta.net.au](http://www.alinta.net.au)

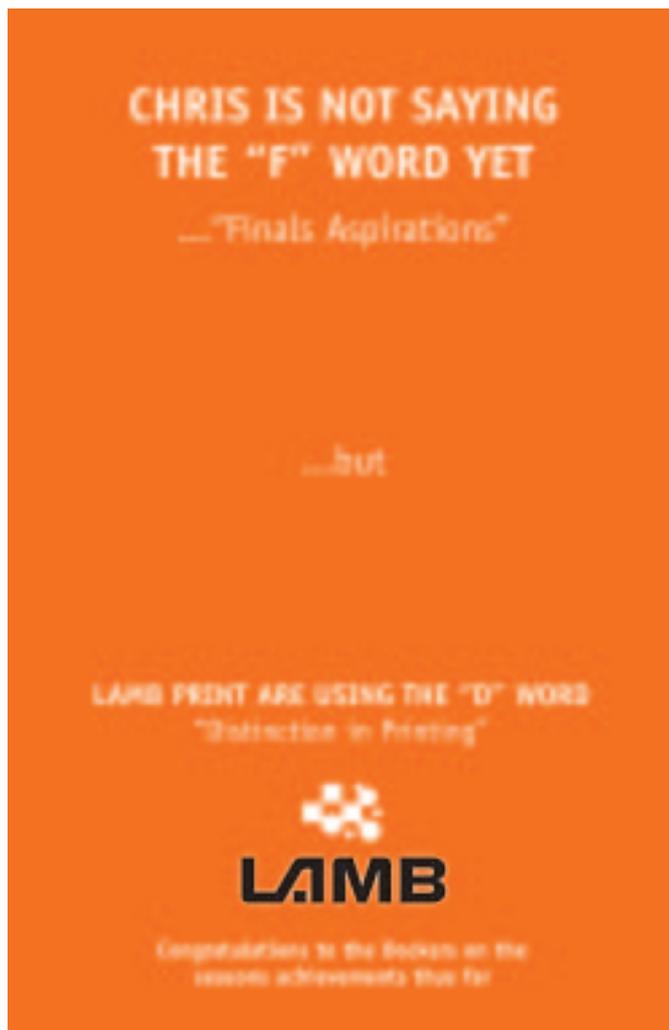
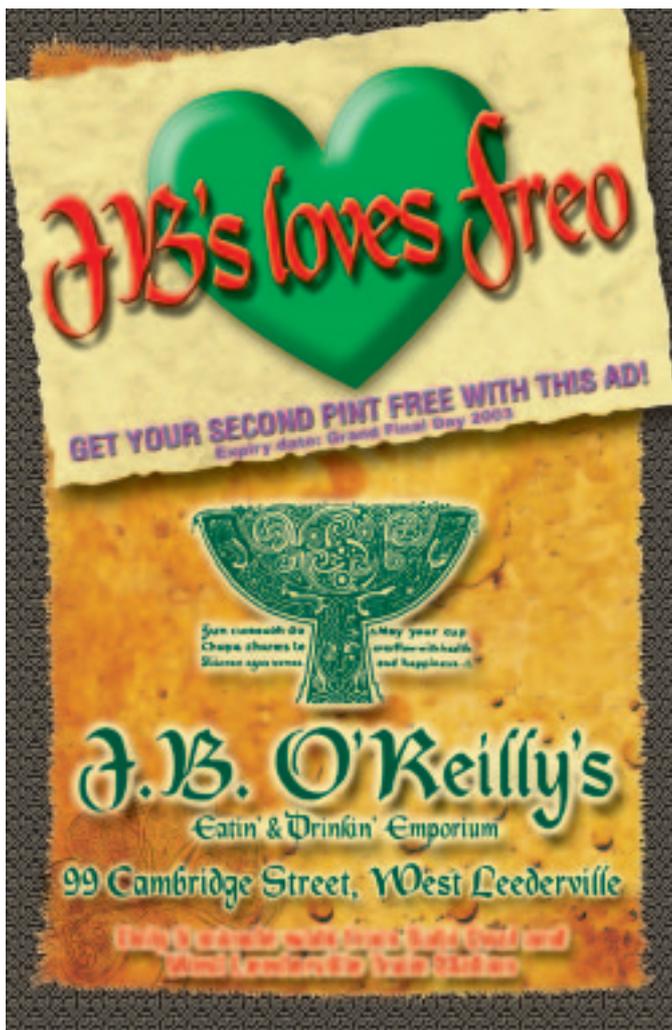
## Thank you from the Salvos

THE SALVATION Army's Red Shield Appeal was successfully launched at the St Kilda game on 18 May, thanks to the generosity of Freo supporters. A small group of Alinta people and their family and friends joined the army of volunteers to shake tins on the day. \$3,500 was raised through collections and Alinta also presented the Salvos with a cheque for \$5,000 to kick-start the Appeal.

Major Neil Venables from The Salvation Army was thrilled with the outcome.

"The opportunity to launch the Appeal in conjunction with the Fremantle Football Club and Alinta enabled us to meet our community objectives in raising awareness of our cause," he said.

And what better way to top the successful Red Shield Appeal launch? A 41 point victory over the Saints, of course!!





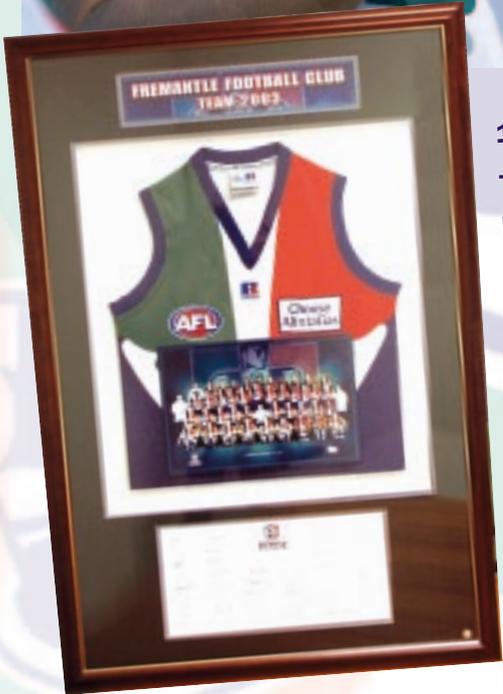
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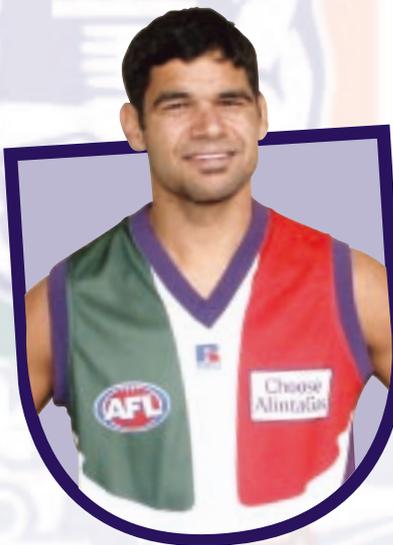
This framed Club Guernsey comes complete with a photograph of the 2003 Squad and a plaque signed by every player. Each piece comes with an A-Tag and certificate of authenticity to guarantee your investment.

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Sizes: 8, 10, 12, 14



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# Statistics

**After 12 rounds: 8 wins, 4 losses**  
**Ladder position: 5th**  
**Average Winning Margin: 37.5 points**  
**Average Losing Margin: 47 points**  
**Average Score For: 104.1**  
**Average Score Against: 94.8**

## PLAYED ALL 12 GAMES:

Troy Simmonds	Antoni Grover
Paul Hasleby	James Walker
Dion Woods	Matthew Pavlich
Shaun McManus	Peter Bell
Matthew Carr	Paul Medhurst
Troy Cook	Robert Hadrill

## THE TOP 5'S

Goals	Total	Ave Per Game
Justin Longmuir	25	2.3 (11 games)

Paul Medhurst	25	2.1 (12 games)
---------------	----	----------------

Matthew Pavlich	18	1.5 (12 games)
-----------------	----	----------------

Trent Croad	13	1.3 (10 games)
-------------	----	----------------

Matthew Carr	13	1.1 (12 Games)
--------------	----	----------------

Total Disposals	Total	Ave Per Game
Peter Bell	321	26.8 (12 games)

Paul Hasleby	288	24.0 (12 games)
--------------	-----	-----------------

Matthew Pavlich	232	19.3 (12 games)
-----------------	-----	-----------------

Matthew Carr	226	18.8 (12 games)
--------------	-----	-----------------

Troy Cook	215	17.9 (12 games)
-----------	-----	-----------------

Kicks	Total	Ave Per Game
Peter Bell	193	16.1 (12 games)

Paul Hasleby	186	15.5 (12 games)
--------------	-----	-----------------

Matthew Carr	171	14.3 (12 games)
--------------	-----	-----------------

Matthew Pavlich	167	13.9 (12 games)
-----------------	-----	-----------------

Troy Cook	142	11.8 (12 games)
-----------	-----	-----------------

Shaun McManus	142	11.8 (12 games)
---------------	-----	-----------------

Handballs	Total	Ave Per Game
Peter Bell	128	10.7 (12 games)

Paul Hasleby	102	8.5 (12 games)
--------------	-----	----------------

Troy Cook	73	6.1 (12 games)
-----------	----	----------------

James Walker	67	5.6 (12 games)
--------------	----	----------------

Shaun McManus	66	5.6 (12 games)
---------------	----	----------------

Tackles	Total	Ave Per Game
Troy Cook	66	5.5 (12 games)

Shaun McManus	48	4.0 (12 games)
---------------	----	----------------

Peter Bell	34	2.8 (12 games)
------------	----	----------------

Dion Woods	33	2.8 (12 games)
------------	----	----------------

Matthew Pavlich	30	2.5 (12 games)
-----------------	----	----------------

Hit Outs	Total	Ave Per Game
Troy Simmonds	215	17.9 (12 games)

Aaron Sandilands	122	13.6 (9 games)
------------------	-----	----------------

Justin Longmuir	30	2.7 (11 games)
-----------------	----	----------------

Matthew Pavlich	21	1.8 (12 games)
-----------------	----	----------------

## PREMIERSHIP LADDER

At the end of Round 12

	P	W	D	L	F	A	%	Pts
Port Adelaide	12	9	0	3	1196	935	127.91	36
West Coast	12	8	1	3	1409	1127	125.02	34
Brisbane	12	8	1	3	1230	1060	116.04	32
Sydney	12	8	0	4	1201	995	120.7	32
<b>Fremantle</b>	<b>12</b>	<b>8</b>	<b>0</b>	<b>4</b>	<b>1249</b>	<b>1236</b>	<b>109.85</b>	<b>32</b>
Kangaroos	12	7	1	4	1198	1236	96.93	30
Adelaide	12	7	0	5	1226	998	122.85	28
Collingwood	12	6	0	6	1191	1148	103.75	24
Richmond	12	6	0	6	1065	1047	101.72	24
St Kilda	12	6	0	6	1087	1244	87.38	24
Essendon	12	5	0	7	1182	1224	96.57	20
Hawthorn	12	5	0	7	1007	1140	88.33	20
Carlton	12	4	0	8	1088	1342	81.07	16
Geelong	12	3	0	9	998	1134	88.01	12
Melbourne	12	3	0	9	1021	1324	77.11	12
Western Bulldogs	12	1	1	10	1185	1442	82.18	6

## COMING UP...

Round 13	Hawthorn	Sunday 29 June	York Park
Round 14	Brisbane	Saturday 5 July	Subiaco
Round 15	Collingwood	Saturday 12 July	MCG
Round 16	Adelaide	Sunday 20 July	Subiaco
Round 17	Sydney	Sunday 27 July	SCG
Round 18	Richmond	Saturday 2 August	Subiaco
Round 19	Kangaroos	Sunday 10 August	MCG
Round 20	Western Bulldogs	Sunday 17 August	Subiaco
Round 21	Essendon	Saturday 23 August	Telstra
Round 22	West Coast	Saturday 30 August	Subiaco (away)



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**Round 1 v Adelaide** Sunday 30 March at AAMI Stadium



<b>Fremantle</b>	<b>13</b>	<b>11</b>	<b>89</b>
Adelaide	22	13	145

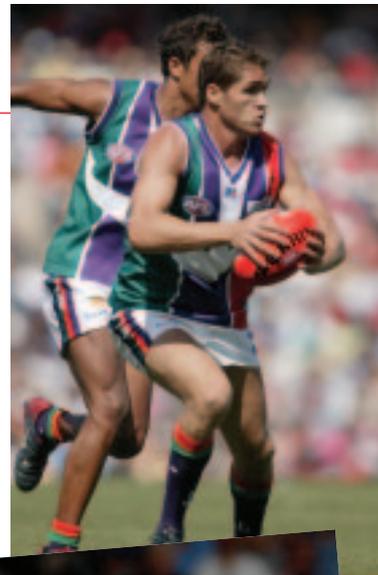
**Goals:** Medhurst 3, Pavlich 2, Hasleby 2, McManus 2, Carr 1, Simmonds 1, Sandilands 1, Bell 1

**Kicks:** Headland 19

**Handballs:** Bell 17

**Disposals:** Bell 33

**Marks:** Hasleby 6, Hayden 6



**Round 2 v Sydney**

Saturday 5 April at Subiaco Oval

<b>Fremantle</b>	<b>12</b>	<b>14</b>	<b>86</b>
Sydney	8	12	60



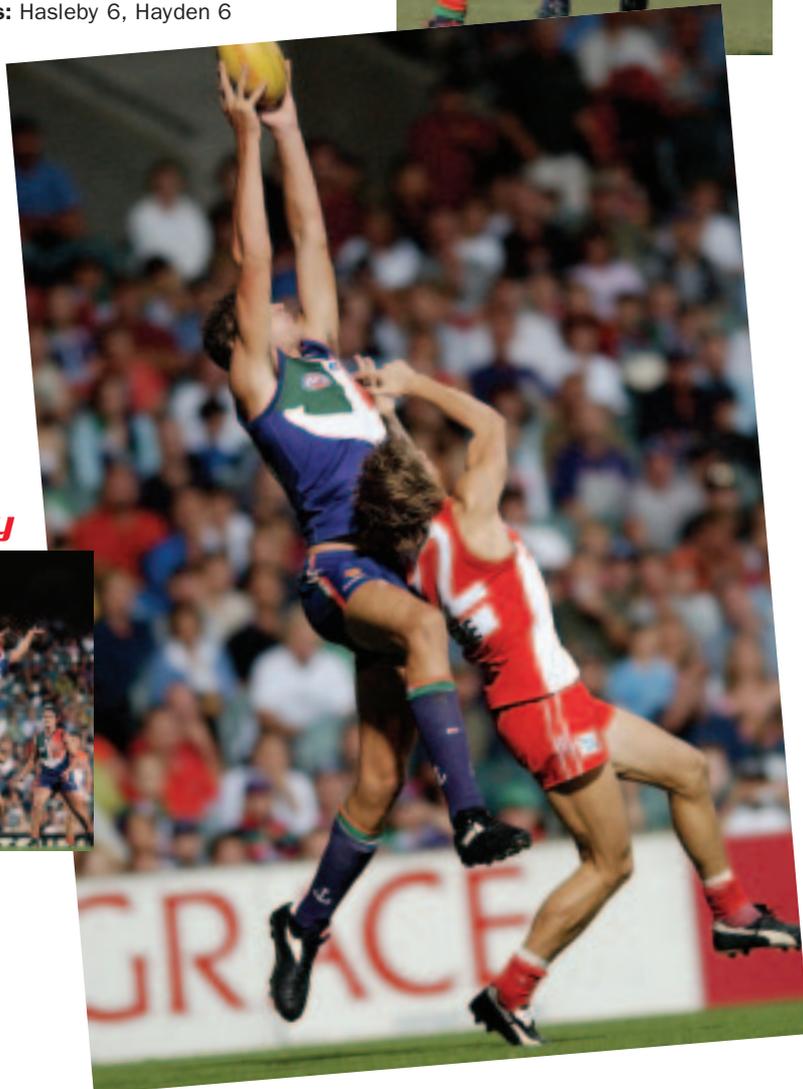
**Goals:** Simmonds 2, Farmer 2, Medhurst 2, Carr 1, Headland 1, J. Longmuir 1, T. Longmuir 1, Sandilands 1, Haines 1

**Kicks:** Pavlich 22

**Handballs:** Hasleby 17

**Disposals:** Hasleby 33

**Marks:** Hasleby 10



**Jim McGinty MLA**  
**State Member for Fremantle**

If I can be of any assistance please contact:



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## Round 3 v Richmond

Sunday 13 April at MCG

<b>Fremantle</b>	<b>6</b>	<b>10</b>	<b>46</b>
Richmond	14	10	94

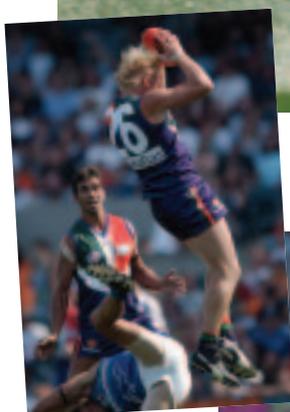
**Goals:** McManus 1, Carr 1, Headland 1, T. Longmuir 1, Pavlich 1, Farmer 1

**Kicks:** Carr 17

**Handballs:** Hayden 10

**Disposals:** Simmonds 20, Carr 20

**Marks:** Simmonds 7, Carr 7



## Round 4 v Kangaroos

Sunday 20 April at Subiaco

<b>Fremantle</b>	<b>25</b>	<b>17</b>	<b>167</b>
Kangaroos	19	8	122

**Goals:** Farmer 3, Bell 3, Pavlich 3, J. Longmuir 3, Hasleby 2, Carr 2, Cook 2, Headland 2, Waterhouse 2, Medhurst 2, Croad 1

**Kicks:** Hasleby 22

**Handballs:** Bell 19

**Disposals:** Bell 31

**Marks:** Medhurst 10



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## Round 5 v West Coast

Sunday 27 April at Subiaco

<b>Fremantle</b>	<b>10</b>	<b>13</b>	<b>73</b>
WCE	16	12	108

**Goals:** Medhurst 2, Waterhouse 2, Cook 2, Hasleby 1, Carr 1, Croad 1, Haines 1

**Kicks:** Bell 19

**Handballs:** Parker 9, Pavlich 9, Bell 9

**Disposals:** Bell 28

**Marks:** Parker 8, Waterhouse 8



## Round 6 v Essendon

Sunday 4 May at Subiaco

<b>Fremantle</b>	<b>20</b>	<b>11</b>	<b>131</b>
Essendon	15	10	100

**Goals:** J. Longmuir 3, Pavlich 3, Medhurst 3, Bell 2, Croad 2, Headland 2, Cook 2, McManus 1, Hasleby 1, Farmer 1

**Kicks:** Hasleby 21

**Handballs:** Hasleby 11, Cook 11

**Disposals:** Hasleby 32

**Marks:** Headland 10





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## Round 7 v Western Bulldogs

Sunday 11 May at Telstra Dome

**Goals:** Medhurst 4, J. Longmuir 4, Carr 3, Headland 3, Cook 2, McManus 1, Grover 1, Walker 1, Croad 1, Koops 1, Pavlich 1, Sandilands 1

**Kicks:** Carr 18

**Handballs:** Bell 10

**Disposals:** Bell 27

**Marks:** Carr 9, Cook 9, Polak 9



Fremantle	23	17	155
Bulldogs	10	12	72



## Round 8 v St Kilda

Sunday 18 May  
at Subiaco

Fremantle	18	15	123
St Kilda	11	16	82

**Goals:** J. Longmuir 3, Farmer 3, Hasleby 2, Croad 2, Pavlich 2, Simmonds 1, Carr 1, Cook 1, Headland 1, Waterhouse 1, Bell 1

**Kicks:** Headland 18

**Handballs:** Hasleby 11

**Disposals:** Headland 28

**Marks:** Headland 11



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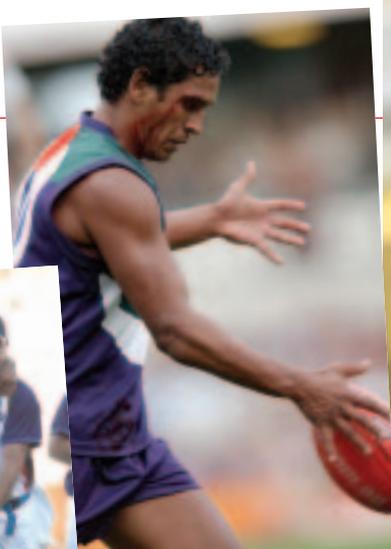
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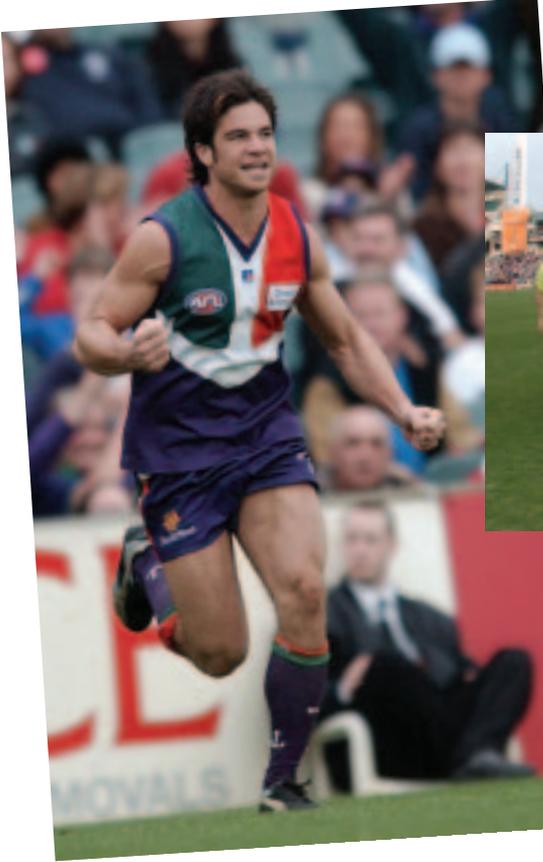
### Round 9 v Melbourne

Saturday 24 May at MCG

Fremantle	16	5	101
Melbourne	10	11	71

**Goals:** J. Longmuir 6, Farmer 2, Koops 2, Simmonds 1, Schammer 1, Carr 1, Croad 1, Waterhouse 1, Sandilands 1

**Kicks:** Carr 19  
**Handballs:** Bell 10  
**Disposals:** Carr 27  
**Marks:** Carr 10, Polak 10



### Round 10 v Carlton

Saturday 31 May at Subiaco

Fremantle	19	13	127
Carlton	15	9	99

**Goals:** Medhurst 7, Croad 3, J. Longmuir 2, Pavlich 2, Hasleby 1, Carr 1, Waterhouse 1, Koops 1, Bell 1

**Kicks:** Pavlich 20  
**Handballs:** Carr 9  
**Disposals:** Hasleby 26  
**Marks:** Carr 7, Polak 7

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**Round 11 v  
Port Adelaide**

Sunday 8 June at AAMI

<b>Fremantle</b>	<b>9</b>	<b>9</b>	<b>63</b>
Port Adelaide	16	16	112

**Goals:** J. Longmuir 3, Cook 2, Carr 1, Headland 1, Grover 1, Croad 1

**Kicks:** Carr 17

**Handballs:** Bell 11

**Disposals:** Bell 24

**Marks:** Siegert 8

**Round 12 v Geelong**

Saturday 14 June at Subiaco

<b>Fremantle</b>	<b>13</b>	<b>10</b>	<b>88</b>
Geelong	10	12	72

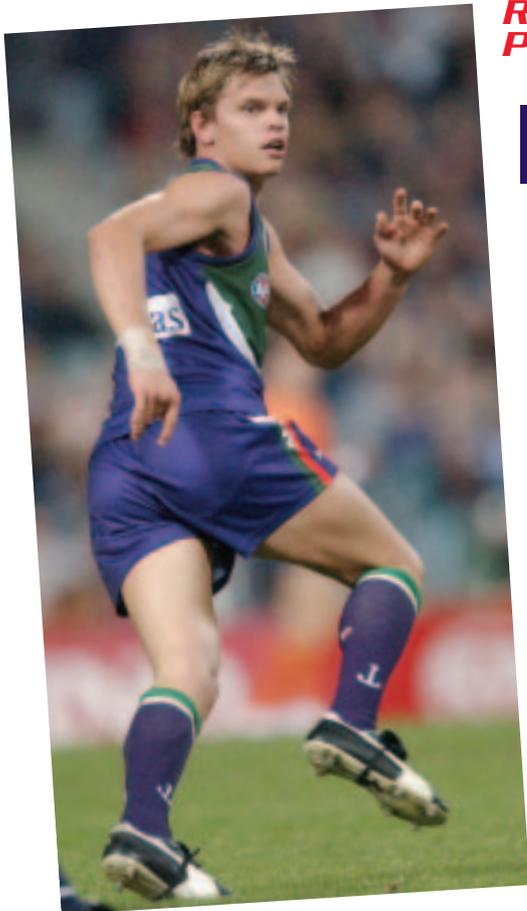
**Goals:** Pavlich 4, Medhurst 2, Hasleby 2, McManus 1, Cunningham 1, Croad 1, Cook 1, Bell 1

**Kicks:** Bell 20

**Handballs:** Hasleby 15

**Disposals:** Bell 33

**Marks:** Grover 9, Woods 9



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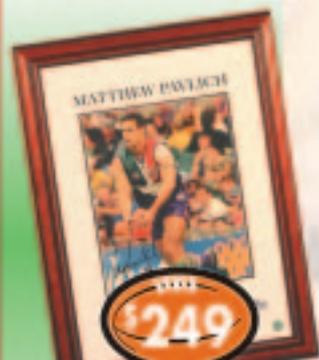


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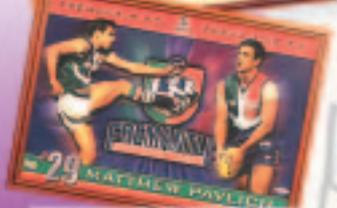
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It’s the same deal with football. Most Freo supporters would have been happy at the end of last year with 9 wins and here we are with 8 already. Try and imagine how you could have been so content with 9 wins now.

Our expectations may have risen, but I don’t think we can be accused of complacency. Looking back over the year so far, at no point did I think, “We should be winning 5 games in a row pretty soon.” Worse, until the Geelong game, I was never once convinced. We were winning games and I didn’t know how. All my usual spectator expectations were being confounded. Not only were we winning, but we were doing it in ways that I wasn’t used to. We weren’t taking teams by

surprise. We weren’t grinding out plucky victories or having fluke days where the fragile plans came together. So far this year we haven’t even really come from behind, running over teams with our superior fitness (a method of winning I became accustomed to last year). We have been posting early leads and defending them all game. Damn it, we have even belted teams.

We who have sat through the darkest of the dark days are still scratching ourselves a bit and wondering how it all happened. A number of important milestones have been reached and the millstone attached to each one has fallen away. “You don’t win often enough at home” – scrub that. “You can’t win away” – check. “Well, you’ve never even won three in a row” – tick that box, baby. “You can’t handle tagging and man-on-man pressure” – where’s your texta?

Of course, the last hurdle remains. The “F” word. There is still a species of clown too foolish to grasp that you don’t have to be a chicken to be on the egg board. In the Monday morning “discussions,” their special trump card of idiocy is

to declare that our arguments are irrelevant until our team has played in a final. The trouble is, of course, that even when we get there, there will always be one step further. You can hear them now, can’t you? “Well, when you blokes have won a flag – rah-rah-rah.” The solution is, of course, extreme violence. A few judicious pokes to the tender parts of a face always does the trick. They were never going to listen anyway, so the loss of an ear shouldn’t trouble them greatly.

So, while we divert everyone’s attention from the “F” word with threats of physical distress, let’s turn to my favourite parts of the season so far. As an aficionado of freakiness, it would be remiss of me to begin without mentioning 2-1-1. Aaron Sandilands shows a healthy disrespect for at least three or four laws of nature. I love watching some bloke like Steven King, who has been the biggest thing he has seen his whole life, look across the centresquare and see...The Big Fella. Pretenders to the “Spider” nickname should hand in their resignation forms. There’s got to be some lesser form of creature

they can name themselves after now that the real Spider is here – anyone for Stick-insect Everitt and Waterboatman Burton?

2-1-1 aside, the biggest revelation so far this year has been the entire Fremantle backline. People say that backmen can’t be rockstars, but no-one has told The No-Names. These guys rock like there’s no future. They’re young and lanky; skinnier than an English lead guitarist. Backing into packs, marking like it’s a Sunday arvo kick-to-kick, running off the hapless and burning up the slow – The No-Names play footy like it should be played. Courage, daring, wild flair and stoney-faced conviction. I know you like it.

Like the backline, the entire team has actually added a bit of steel to the lairy talent and freaky skills. They have some tough tests ahead. Let’s cheer them on and never undermine them with complacency. We’ll all have our rewards when Fremantle has its day.

*Voice From the Outer* can be seen every week on the Club’s web site  
[www.fremantlefc.com.au](http://www.fremantlefc.com.au)

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# WIZ KIDZ!

HEY KIDS, welcome back to another edition of Wiz Kidz! I have had a couple of days off training lately on the couch relaxing so I have had plenty of time to devote to my favourite part of the Docker... Wiz Kidz!

Well the team has definitely lived up to its promise and given all you kids some spectacular wins at home and away this season. I hope all of you have been going to the games and showing your support for all of us boys.

I have been told by our hard working membership department that we have more junior members this season which is great news. Let's make sure that this trend continues throughout the remainder of the season and well into Season 2004.

OK guys gotta go, I want to hear all of you making lots of noise at the rest of our home games, we really appreciate it when the crowd gets behind the us. Keep up the good work and see you all in the next edition of Wiz Kidz.

Jeff Farmer

## CLINICS

The Coca-Cola AFL Experience Clinics have been running for the last five weeks down at the Fremantle Football Club. There has been an amazing response from Western Australian schools and Terms 2 and 3 are completely booked out. It is great to see the kids running around on the oval learning the basic skills of AFL from their favourite players. (see pictures). Luke Webster has taken over the job of Clinic Coordinator from Leigh Brown and is doing a fantastic job organising the players and running the day to day

activities involved with the clinics. If you have any queries regarding the clinics, or would like to go on a waiting list for Term 3, please contact our Membership Clubs Coordinator Bianca on 9433 7111.



# DOCKER TRIVIA

## Who Am I?

I grew up in Northampton in Western Australia. I made my debut in Season 2000 and was picked number 2 in the National Draft. My favourite food is Chops. My WAFL club is East Fremantle... who am I?

## QUICK QUIZ

### TEST YOUR KNOWLEDGE

1. Name the surnames of the players that share the first name Troy?
2. Which Fremantle player played his 50th game for the club against Port Adelaide on June 8th?

3. Which player kicked 7 goals against Carlton in Round 10?
4. Name the player from South Australia who made his debut with the Fremantle Football Club in Round 1 against the Adelaide Crows?
5. What is one of Justin Longmuir's nicknames at the club?

Email your answers to Docker Trivia at:

[competitions@fremantlefc.com.au](mailto:competitions@fremantlefc.com.au) to go into the draw for your chance to win one of five family passes to the new Disney movie 'Freaky Friday'.

**WORD SLUETH** See if you can find these words in the puzzle below:  
BELL, DOCKERS, FINALS, FOOTBALL, FREMANTLE, MEDHURST, MCMANUS, SCHAMMER, SUBIACO OVAL, TRENT CROAD, WEBSTER, YOUNG

A	K	L	S	F	J	G	D	O	C	K	E	R	S	L
B	M	F	R	E	M	A	N	T	L	E	O	I	F	U
V	C	H	O	N	D	B	E	L	L	K	S	T	S	E
F	M	K	I	O	H	B	D	P	Y	S	F	H	C	L
I	A	A	X	B	T	Y	C	W	D	T	E	S	H	R
N	N	F	T	S	U	B	I	A	C	O	O	V	A	L
A	U	L	A	M	G	O	A	R	W	I	J	K	M	P
L	S	R	T	N	V	A	Z	L	B	W	U	S	M	Q
S	D	A	U	I	T	D	R	U	L	E	K	N	E	L
R	E	O	G	F	M	E	D	H	U	R	S	T	R	P
C	Y	B	V	B	S	Q	H	R	E	T	S	B	E	W
T	R	E	N	T	C	R	O	A	D	C	J	M	O	A

## Coming soon... FREAKY FRIDAY.

Psychiatrist Tess Coleman (JAMIE LEE CURTIS) and her teenage daughter Anna (LINDSAY LOHAN) are not getting along. They don't see eye-to-eye on clothes, hair, music, and certainly not in each other's taste in men.

One Friday, their disagreements reach a fever pitch – Anna is incensed that her mother doesn't support her musical aspirations and Tess, a widow about to remarry, can't see why Anna won't give her fiancée (MARK HARMON) a break.

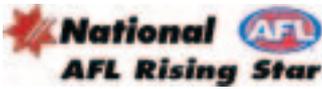
But everything soon changes when two identical Chinese Fortune Cookies cause a little mystic mayhem, and Tess and Anna realize that they have suddenly and magically... exchanged bodies.

With Tess's wedding on Saturday, and

Anna set to audition at the House of Blues, chaos and comedy ensue as they try to switch back (and fast!).

In cinemas 25 September 2003  
Disney [www.disney.com](http://www.disney.com)





# Rising Star



*Graham has had had some big tasks this year, none bigger than lining up on Wayne Carey in Round 1 at AAMI stadium.*

GRAHAM POLAK was the round nine National AFL Rising Star nominee. Standing at 193cms and playing for East Fremantle, Graham was Fremantle's first selection (fourth overall) in the 2001 National AFL Draft.

Graham made his debut in Round 1 2002 in the Western Derby at aged 17 before suffering a shoulder injury during the game that would restrict his 2002 season to 6 games requiring Graham to undergo shoulder surgery before the season ended.

Graham also has a family connection with Fremantle; his brother Troy was on the original Fremantle list in 1995 after being traded from the Kangaroos.

Now 19, Polak was a talented junior forward who made his way to the AFL via the National AFL Player Pathway Program. He represented Western Australia in both the National AFL U16s and U18s Championships and was a

member of the 2001 Under 17 AIS/AFL Academy squad.

The nomination for Graham came following his Round 9 performance against Melbourne when he amassed 12 kicks, five handpasses and 10 marks. He played an important defensive role, also picking up the resting ruckman, in a critical away win for the Dockers at the MCG.






## DOCKERS DOTS PUZZLE!

If you can join up all 9 items with only 4 continuous straight lines you could win a signed Fremantle Football Club jumper!

Draw your answer to the puzzle on this sheet then fill in your details below and mail this page off to:

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PO Box 3500,  
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(Entries close Thursday 28th August 2003).



HINT: Try extending your lines outside the nine dots!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

P/C: \_\_\_\_\_



Telephone: \_\_\_\_\_

Age: \_\_\_\_\_

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# Membership News

## Transperth's the way to go!

IF YOU CATCH public transport to every game but didn't take advantage of Transperth's special members offer when you joined this season, we have good news – it's not too late! Plus, as we're at the half way stage of the season, you can purchase this public transport offer at a discounted price.

For just \$18 for adults and \$8 for concessions, you can travel to and from all Fremantle's remaining home games at Subiaco Oval for Season 2003. Your membership card will be specially marked and you simply show this on Transperth buses and trains when travelling to and from Subiaco Oval on game day.

So get to the ground the easy way, without the hassle of traffic and parking. To take up this offer, call the Membership Department on 9433 7111.

### WESTERN DERBY TICKETS – ROUND 22

The Western Derby in Round 22 on Saturday, August 30 is a West Coast Eagles home

game. This means that Fremantle Football Club season members *will not be able to gain entry* to this match using their membership cards (as it is an away game for us).

Fremantle members wishing to attend this game will need to purchase a ticket through ticketmaster7. Tickets will be on sale to Fremantle members only on the Monday and Tuesday two weeks prior to the game (August 18 & 19).

Any remaining tickets will be made available to the general public from the Wednesday (August 20).

Please note that this situation is the same as previous years and all tickets are sold through ticketmaster7 (contactable on 1300 135 195 or 1300 136 122). *These details are the reverse of our home Derby held in Round 5 where Fremantle members gained entry as per any normal home game using their membership cards.*

### FREMANTLE DOCKERS SERVICE CENTRE

Remember that the Membership Department manages the Fremantle Dockers Service Centre at all home games. This service point is open from 1.5 hours before each game and is located outside Gate 24 at Subiaco Oval (Subiaco end). So if you lose your membership card or have any queries regarding your Fremantle Dockers membership, feel free to approach our staff before the game (please note that this service point is only open until the commencement of the game).

### NUMBERS COUNT

This season has seen the average attendances at Fremantle home games grow a very healthy 14.6% on the average home crowd achieved in 2002 and a staggering 43.2% on the 2001 average. In 2002, Fremantle achieved the highest growth in the AFL of 23%, the only club to achieve double digit growth and one of only six clubs to achieve a positive growth in home attendances. Last year, 10 clubs experienced a decline in home match attendances with Richmond down 29%, Kangaroos down 23% and Melbourne down 19%.

The growth achieved so far in season 2003 represents a significant boost to the finances of the Club. It is also the first time the Club has achieved an average home attendance level above 30,000.

Year	Ave Home Crowd
1995	23,294
1996	22,369
1997	22,025
1998	22,781
1999	23,801
2000	22,440
2001	21,258
2002	26,564
2003	30,465

Members are critical to every football club and this year the Club has experienced similar growth in its membership numbers.

In its strategic plan for 2003 to 2005, the Club targeted to achieve membership of 26,000 in 2003. At June 13 this target figure had been shattered and the Club's membership had swelled to 26,717.

"This is a fantastic result for the Club," said Cameron Schwab. "It shows the passion of our supporters and the faith they have in the plans that have been put in place to make the Fremantle Football Club a respected Club within the AFL."

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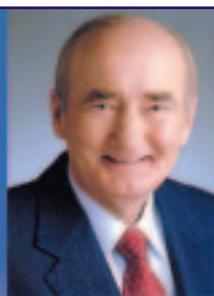


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John Hughes'  
**Skipper**

- MITSUBISHI
- HYUNDAI
- VOLKSWAGEN
- DAEWOO

49 SHEPPERTON ROAD,  
VICTORIA PARK.  
(Just over the Causeway.)

**9334 3333**

# Corporate focus

JUMP ON board and experience the excitement of the Fremantle Football Club from the comfort of our corporate facilities available at Subiaco Oval. Watch all the excitement from the comfort of a VIP Private Box or a deluxe suite.

## VIP SPECIAL OFFER

As a special mid-Season offer we are promoting a 'Buy 3 Get 1 FREE' package on our VIP Private Boxes.

With some exciting games coming up in the second half of the season including Brisbane, Adelaide, Richmond and the Western Bulldogs, you can choose to attend all four games and only pay for 3! Or pick the game you most want to see and view the action from VIP Box seating.

All VIP Box holders receive complimentary AFL Records, waiter service to your box, VIP parking at Subiaco Oval and corporate box seating.

For further details on how you can make the most of this offer, please call the Corporate Sales team on 9433 7000.

## COTERIES

The Club hosts four magnificent coterie functions every game day at Subiaco. These exclusive networking functions include a sumptuous meal (3-course sit-down, or

two-course buffet depending on which function you choose), premium under-cover seating, bar facilities stocked with quality product from Carlton & United Breweries, Coca-Cola and Xanadu Wines, first-class entertainment and guest speakers.

Entertain your clients and friends in premium corporate surroundings when you purchase a coterie package with the Club.

For further details on pricing and how you can purchase these packages, please call the Corporate Sales team on 9433 7000.

## FOR THE DIARY

### Annual Banquet Auction

The Club's annual Banquet Auction will be held this year at the Burswood Ballroom on Saturday 5 July in 'A Night In Las Vegas' theme. Tickets cost just \$120 per person including a three course meal and tea and coffee. Tables of 10 can also be purchased. Join all the players and enjoy the glamour of this event by booking your tickets now through the Club on (08) 9433 7000.

For all the latest on functions and events, keep an eye on [www.fremantlefc.com.au](http://www.fremantlefc.com.au)

# fremantlefc.com.au

The Fremantle Football Club web site is the easiest way you can provide financial support to the Club – and it costs you absolutely nothing. The AFL/Telstra sponsorship arrangements for the design and management of Club web sites means that every time the Fremantle web site gets a “hit” it contributes to the Club receiving an end of year bonus. The more hits the site gets, the more money comes to the Club. All it takes is to set your home page to be the Club’s home page and every time you start your browser, you can start helping that bonus dollar increase. Get your friends to set their home pages as well and really make a contribution. And don’t forget to subscribe to the free email newsletter to have the latest news and information sent directly to your computer. For the second half of the year, the Club’s web site will be improved with new sections and easier navigation to guide you around to find

everything you need to know about the players, the Club, membership, merchandise and much much more.

Another fantastic part of the web site is the Multimedia section for audio and video of games, player and coach interviews, media conferences, and action highlights. And not just Freo games. The Video Pass includes all games, quarter by quarter, in season 2003 and the Video Search lets you look at game video round by round in season 2003 and season 2002, as well as classic matches from 1995 to 2001. You can even make your own video highlights package of spectacular marks, top tackles, great goals and even clangers.

The Video Pass is a special subscriber section with packages available either on a weekly, monthly or yearly basis starting from only \$4.95 per week. The annual subscriber package is only \$59.95.

The Audio Pass package lets you listen to live radio game broadcasts, player and coach interviews and pre and post match press conferences for only an annual subscription of \$29.95.

Subscriptions to either the Video or Audio Passes assist the Club with part proceeds being returned to the Club, another great way that you can enjoy the total excitement of the game and help the Club in the process.

For all the details, go to **fremantlefc.com.au** and check out Match Video for full details.



## Like a Photo?

Have you seen a great action photo on the Club’s Internet site or in the Docker News? Did you know that the Club offers these pictures for sale. Orders can only be made in person at the Club and payment is required at the time of ordering, either by cash or credit card. Photos are available from 12.5cms by 17.5cms right up to the huge 50cms by 80cms.

These are all high quality action photographs from Getty Images and prices start from \$25.00 for 12.5cms by 17.5cms.



# Carlton Midstrength and Freo... the way to go!



Carlton Midstrength Bitter  
Stubbles 24x375ml

ONLY  
\$23<sup>99</sup>



Limit one coupon  
per customer

## WIN framed autographed Dockers Jumper\*

Signed by the 2003 Fremantle Dockers team

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

\* Simply purchase a carton of Carlton Midstrength Bitter stubbles (24x375ml). Fill out coupon and send it together with proof of purchase to: Carlton Midstrength Competition GPO Box 5361, Perth WA 6002. Winner will be drawn on 28/7/03 and will be notified by phone. Your personal details will be managed in line with National Privacy Principles. For more information please call 08 9438 0777. Entries close 28/7/03. Liquor and tobacco not sold to under-18's. Price available until 12/7/03, or while stocks last. Specials not available through Coles Direct or Liquorland Direct. No exchange on credit cards. FOR YOUR NEAREST LIQUORLAND STORE PHONE 1300 883 913 (local call charges apply) OR VISIT [www.liquorland.com.au](http://www.liquorland.com.au)

