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DOCKERS



THOMMO⁵S TOP 9 A look at season 2010

AN EXCITING FUTURE A BOLD NEW LOOK

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Good luck for the 2011 season

Go Dockers!



FREMANTLE DOCKERS

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FREMANTLE FOOTBALL CLUB LTD Docker – Official Magazine of the Fremantle Dockers Football Club Volume 6, Edition 3, October 2010

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Printing Abbott & Co 21 Glassford Road Kewdale WA 6105 T (08) 9353 1166 www.abbottco.com.au

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Photography: Fremantle Football Club, AFL Photos Front cover: Block Branding







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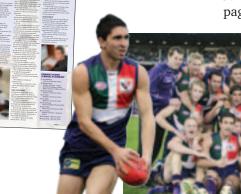
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PURPLE POCKET



JUST LIKE THE OLD DAYS

IN ONE OF THE last training sessions of the season the players went back to the good ol' days of grassroots footy when they donned their former clubs jumpers for a training session at Subiaco Oval.

Chris Mayne and Michael Johnson proudly wore their old Belmont Bombers jumpers, while captain Matthew Pavlich went out in his old South Australian club Woodville-West Torrens guernsey.

All of the boys appreciated the opportunity to display the colours of the teams that helped them get to where they are today. \updownarrow

Back Row (L-R): Antoni Grover (Balga), Nick Suban (St Patricks College), Michael Walters (Midvale), Matthew de Boer (Swanbourne), Dylan Roberton (Frankston), Matthew Pavlich (Woodville-West Torrens), Alex Silvagni (Casey Scorpions), Roger Hayden (Brookton), Rhys Palmer (Bullcreek-Leeming), Paul Hasleby (Northampton)

Middle Row (L-R): Ryan Crowley (Calder Cannons), Steven Dodd (Lynwood-Ferndale), Kepler Bradley (Kingsley), Nathan Fyfe (Lake Grace), Ryan Murphy (Traralgon), Joel Houghton (Perth), Paul Duffield (Darkan), Des Headland (Lockridge)

Front Row (L-R): Chris Mayne (Belmont), Michael Johnson (Belmont), David Mundy (Murray Bushrangers), Garrick Ibbotson (Bullcreek-Leeming), Zac Clarke (Oakleigh Chargers), Justin Bollenhagen (South Adelaide), Ben Bucovaz (Claremont), Stephen Hill (Quinns)



RISING STARS

TWO OF FREMANTLE'S exciting crop of first-year players gained NAB Rising Star nominations in 2010.

Mid-sized forward Nat Fyfe earned his nomination for gathering 23 disposals in Fremantle's win over the Sydney Swans at the SCG in round 9.

Nat was a mainstay in the side after making his debut in the round 5 Len Hall Game against Richmond at Subiaco Oval.

Midfielder Anthony Morabito gained the honour following his promising display against Carlton at Subiaco Oval in round 22 under the Friday night spotlight.

Anthony backed that performance up the following week in the elimination final against Hawthorn. His brilliant run, several bounces and goal in the first quarter will be remembered for years to come.

Nat and Anthony, along with Freo's five other debutants, have performed admirably in 2010 and look set to go on with it in 2011.‡

THE SUBJECT OF ART

IT CAN BE AN interesting request getting footballers to remain still for 20 minutes but Alex Silvagni and Matthew de Boer were great sports at PMH when they 'posed' for a Celebri-Art workshop in Starlight's Club Ado.

Club Ado is an initiative of the Starlight Children's Foundation and is a place specifically designed for teenage patients to go and relax, hang out with their friends and forget they're in hospital.

This year, a number of WA celebrities made it in to Club Ado to do art workshops, including Adam Gilchrist, Master Chef finalist Kate Rodrigues and members of the band Eskimo Joe.

The faces of Matthew and Alex came to life for the kids in August, and encouraged a few of the talented youngsters to choose Dockers' players as their subjects for this year's Youth Portraiture prize.

Well done to Alex and Matt for getting in the spirit of the workshop and even taking up the challenge of sketching each other's portraits in five minutes... with interesting results! \ddagger





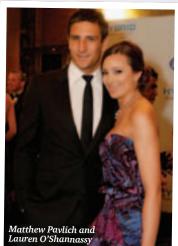






BROWNLOW BOYS YOUNGSTERS Stephen Hill and Michael Barlow would have been forgiven for being starry eyed on Monday 20 September when they attended their first Brownlow Medal count in Melbourne.

Rubbing shoulders with football royalty would have been a great experience for a duo likely to see a few more Brownlow Medal



counts in their careers. Brownlow regular

Matthew Pavlich joined David Mundy on the Dockers table along with Aaron Sandilands, who was quick off the blocks in the count polling 12 votes in the first five rounds.

Wouldn't it be nice to watch Juddy present Charlie to one of our boys in 2011! ‡



MICHAEL BARLOW GETS THE NOD FROM HIS PEERS MICHAEL BARLOW capped Tom Scully (49).

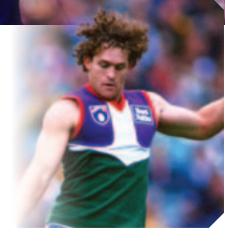
off his terrific debut season by taking out the AFLPA's Best First Year Player Award on Monday 6 September.

Barlow was a runaway winner of the award, despite being out of action since round 14 after a broken leg ended his season. He polled 442 votes to win from Richmond's Dustin Martin (129) and Melbourne's Michael debuted in round 1 against Adelaide and made an instant impact, gathering 33 possessions

and kicking two goals. The 22-year-old was 13 days too old to be eligible for the NAB AFL Rising Star.

Michael is now upbeat about returning to football in early 2011.[‡]

DOCKERS



BACKGROUND

In September 2008, the Fremantle Football Club advised that it would be undertaking a review of its brand elements, including its logo, jumper and name, Fremantle Dockers.

As part of that process, the club engaged consultants who were given a brief to research the relevance of the brand elements amongst members, supporters, sponsors, stakeholders and other interested parties.

The research that was undertaken in 2009 included but was not limited to

face-to-face interviews with supporters at home games and an online survey of the brand elements that was sent to almost 23,000 club members.

More than 2900 members took part in the survey in May 2009.

One clear theme from the research conducted in 2009 was that members and other stakeholders wanted to retain the reference to the club as the Fremantle Dockers, and that the most popular name for the club was the Fremantle Dockers, or Dockers, rather than the Fremantle Football Club.



CLUB COLOURS

The colour purple was the brand element that members and other stakeholders "most strongly felt" should be associated with the Fremantle Football Club. It was seen as being "strong, liked and unique".

While white was accepted as a second colour, the research strongly indicated that red and green were viewed as "fragmenting and distracting". The use of red and green also contributed to the perception that both the logo and jumper contained too many elements and contributed to the "cluttered" appearance of both the logo and the jumper.

The overall outcome of the survey of members, supporters and other stakeholders showed that any changes to the logo and jumper should reflect the key themes of "simplicity, authenticity and strength".

GUERNSEY

In terms of the guernsey to be worn in 2011, which will replace the current strip, the club has gone "back to the future" by tapping into the design of the club's red and white heritage jumper.

Fremantle players first wore the red and white heritage jumper in season 2003 at the MCG, when the AFL dedicated round 19 to the theme of football's heritage, recognising the traditions and history of the game. The club continued to wear this strip in the heritage round in seasons 2004, 2005 and 2006.

In the 2007 heritage round (round 14) Fremantle played Sydney (red and white), so the players wore a strip based on the East Fremantle jumper from the 1970s (royal blue and white

vertical chest panels). The red and white heritage strip first worn by Fremantle players in the game against North Melbourne on Sunday 10 August, 2003 had its origins in the strip worn by the Fremantle Football Club that contested its first season in the Western Australian Football Association (WAFA) in 1885.

The club is both proud and dutybound to ensure that Fremantle's rich football heritage continues to be promoted and maintained for future generations of supporters. The Fremantle Football Club believes that one of the most appropriate ways to achieve that goal is via the jumper worn by the players every time they run out to represent the club.

DESIGN

Modelled on the guernsey worn in the heritage rounds from 2003 through to 2006, Fremantle's 2011 home jumper will be purple with three white Vs, while the clash strip will be white with three purple Vs. In addition to the new jumper's heritage links, the apex, or point, of the three Vs on both the home and clash guernsey is representative of the base, or "crown", of the anchor in the new primary logo.

The prominent positioning of the three Vs on the chest of the new jumper, as opposed to the positioning of the crown of the anchor in the stomach region of the old jumper, is in keeping with the key themes, one of which was strength.

The final design, which was one of many considered during the brand elements review, formed the basis of



FREMANTLE

Fremantle's 2010 training strip.

The 2010 training strip - comprising four guernseys, including jumpers with purple and three white Vs; white with three purple Vs; red with three white Vs and green with three white Vs - was very well received by members, supporters and the playing group.

In a competition run on Fremantle's website during the 2010 season, members and supporters were asked which one of the above four jumpers plus either of the current home or clash guernseys they wanted the players to wear at the club's third open training session in July.

Almost 70 per cent of people voted for the purple and three white Vs, an overwhelming indication of strong support for the new design theme.

LOGO

Fremantle's new primary logo is inspired by traditional club insignias of days past and the pride they represent. Strength, tradition and an acknowledgement of the club's port heritage underpin the new design that is striking in its simplicity. The complexity and confusing connotations of a "docker" holding the anchor have been replaced by a strong monogram that incorporates the letter "D" interlocking with a simple anchor design that was motivated by the monograms that both East and South Fremantle Football Clubs have used over the past 100 years.

The logo also contains the words Fremantle Dockers, with Dockers occupying a prominent position. The design is reminiscent of great sporting club symbols that have stood the test of time.

> The new logo represents the establishment of a symbol that will become synonymous with football in Fremantle and beyond for decades to come.

HISTORY

In 1885, the WAFA premiership was contested by four clubs: Rovers (predecessor of the Perth Football Club), Victorians and Perth High School all of which were Perth based plus Fremantle, who wore a red and white playing

strip. Perth High School withdrew after only a couple of matches.

In 1886, a second Fremantle-based side, Unions, brought the number of teams back to four. Fremantle won all seven matches contested.

In 1887, Fremantle did not field a team, leaving Unions as the only Fremantle team. Unions adopted Fremantle's red and white playing uniforms that year and in 1890 they adopted the Fremantle Football Club name. The team won flags in 1888 and 1889 as Unions, and in 1890 as Fremantle.

Between 1892 and 1896, Fremantle won five consecutive flags and tasted success again in 1898, the club's last season. The club folded reputedly as a result of a dispute with players over uniforms and train fares. In 1898, a new club emerged at the port, East Fremantle, wearing the blue and white they continue to wear today, breaking through for its first premiership in 1900, the year that also saw South Fremantle, wearing red and white, admitted to the competition.‡

AN EXCITING FUTURE **A BOLD NEW LOOK**

N 1 OCTOBER 2010 the Fremantle Dockers launched a bold new look for the club. unveiling a new logo and new home and clash guernseys for season 2011 with a major presentation on Fremantle Oval.

Fremantle President Steve Harris gave a brief background on the events leading up to the new brand launch, before a DVD capturing iconic moments from Fremantle's 16-year history in the AFL was shown.

It included footage of the club's birth in 1994, its first game at the MCG on 1 April 1995 and highlights of some of the 153 players to have represented the Dockers in their 358 AFL games.

At the DVD's conclusion, the club's new logo made its first appearance.

Striking in its simplicity and inspired by traditional club insignias of days past and the pride they represented, the new logo is a strong monogram that features the anchor prominently, interlocked with a boldly placed 'D' as well as the name 'Fremantle Dockers'.

PLAYER

Fremantle Chief Executive Steve Rosich then gave a summary of the new brand elements, and welcomed Matthew Pavlich, Aaron Sandilands, Paul Duffield and Stephen Hill to the stage, proudly sporting the club's new home and clash guernseys.

Pavlich and Hill wore the new home jumper, which is purple with three white Vs, while Sandilands and Duffield presented in the white away jumper which has three purple Vs.

The Fremantle captain said the players had embraced the new guernseys and looked forward to playing in them.

"The guys have been training in them for about 12 months and there's been some really good feedback from the playing group about how strong and bold it looks," Pavlich said.

"It is our heritage guernsey from way back in the 1800s so it's terrific that the club's made the move and we as a playing group are very happy with it."

Pavlich said he hoped Fremantle's

fans would also jump on board the new look.

"The broader supporter group should embrace the fact that the club's been extremely diligent to look at this as a review process and to push forward into a new part of our history coming up," he said.

Rosich recognised the launch was a significant event.

PASSIONATE

"In time, the unveiling of our new logo and jumper will be regarded as an important phase in our club's history. It is both an exciting development to be part of and a major plank of our future direction," he said.

"Significantly, we will officially call ourselves the 'Fremantle Dockers'."

President Harris said he encouraged supporters to have a look before passing judgement.

"One of the great things about Fremantle is our supporters are very passionate and they feel very strongly about the club," he said.

"I think when our members and supporters see us playing at Subiaco Oval, when they see us playing on the MCG next year, they'll feel very positive about it."

HERITAGE

Rosich said that the new logo would entrench the anchor as a lasting symbol of the Fremantle Dockers Football Club.

"Furthermore our new jumper, which was inspired by the heritage jumper first worn by the Dockers in 2003 at the MCG, is both an important tribute to our past and an acknowledgement of our football origins," he said.

"We are proud of our 16 year history and proud of the jumper and logo that we have worn and displayed with pride in that time.

"Given the nature of the changes to our logo and jumper and their undeniable acknowledgement to where we have come from as a football club, let there be no doubt that our new logo and jumper will be worn with as much pride in

the future as they were in the past." Rosich also said that consideration to changing the club song was not undertaken as part of the review process to date.

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fremantlefc.con

"Now that an arrangement has been struck with Levi Strauss & Co that

process will now take place," he said. "In the 2011 pre-season, the club will seek feedback from members, supporters and the general public on the Fremantle Dockers' club song, including possible alternatives." ‡

To view the video of the launch of the new brand tune in to \mathbf{FTV}

Available **now** at the Team Stores: **Fremantle Oval** Parry Street, Fremantle **Subiaco Oval**

Gate 13, Roberts Road, Subiaco

SEASON 2010: ROUNDS 14 TO 16

ROUND 14 v PORT ADELAIDE

Saturday 3 July 2010, Subiaco Oval, 1.10pm

Saturday 3 July 201	0, Suc	olaco Ov	ai, 1.10pr	n	
Fremantle	5.4	8.7	12.11	17.13	(115)
Port Adelaide	1.1	7.3	7.7	8.10	(58)
Goals: Crowley 5		K	icks: Duffi	eld 18	
Handballs: Palmer 1	D	isposals: P	almer 31		
Marks: Duffield 12		Та	ackles: Mu	ndy 5	
Crowd: 32,442	6			•	
		C	A.C.	SS NO	



ROUND 15 v RICHMOND

Saturday 10 July 2010, Etihad Stadium, 7.10pm

Fremantle	5.5	8.9	8.13	11.15	(81)
Richmond	5.1	7.4	10.8	15.10	(100)
Goals: Bradley, Pav Handballs: Palmer Marks: McPhee 13 Crowd: 25,707		Di		dy, McPh ⁄lundy 29 orabito 9	

ROUND 16 v MELBOURNE

Sunday 18 July 2010, Subiaco Oval, 2.40pm								
Fremantle	6.3	9.8	10.10	11.16	(82)			
Melbourne	1.2	3.5	9.8	10.11	(71)			
Goals: Ballantyne 4Kicks: Broughton 15Handballs: Hill 13Disposals: Duffield 22								
<i>Marks:</i> Duffield, Fy <i>Tackles:</i> Palmer 9	vfe, Pav		rowd: 32,8	816				



SEASON 2010: ROUNDS 17 TO 19

ROUND 17 v WESTERN BULLDOGS

Sunday 25 July 2010, Etihad Stadium, 1.10pm

Fremantle 3.0		5.2	9.3	12.4	(76)
Western Bulldogs	9.3	14.5	18.9	24.14	(158)
Goals: Pavlich 4	Kicks: Suban 20				
Handballs: Palmer,	Di	sposals: S	Suban 24		
Marks: Johnson, Su	Та	ckles: Su	ban 8		
Crowd: 26,797					

ROUND 18 v WEST COAST

Sunday 1 August 2010, Subiaco Oval, 2.40pm

Fremantle	7.6	13.8	18.12	24.16	(160)	
West Coast	0.3	4.4	9.5	13.7	(85)	
Goals: Ballantyne	Kicks: Suban 17					
Handballs: Broug	ghton 19	Disposals: Broughton 31				
Marks: McPharli	Tackles: Broughton, Fyfe 7					
Crowd: 40,451				2 /	-	

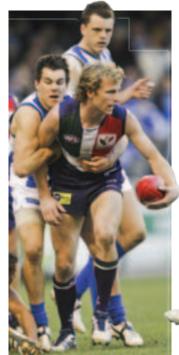


1 BOO MY TIES WWW DEFERATE ISSNET AU OFFICIAL OF

ROUND 19 v NORTH MELBOURNESaturday 7 August 2010, Etihad Stadium, 2.10pmFremantle1.27.68.710.9

Fremantle	1.2	7.6	8.7	10.9	(69)				
North Melbourne	7.2	9.5	15.8	19.9	(123)				
Goals: De Boer, Hasleby, Mundy 2									
Kicks: Duffield 14	•	H	Handballs: Broughton 15						
Disposals: Broughton 26			arks: Mcl	Pharlin 9					

Crowd: 14,891



Tackles: Mundy 8



SEASON 2010: ROUNDS 20 TO 22

ROUND 20 v SYDNEY

Saturday 14 August 2010, Subiaco Oval, 1.10pm

Fremantle	3.2	5.6	10.6	13.9	(87)
Sydney	2.5	5.8	9.9	14.12	(96)

Goals: Bradley, Hasleby, Walters 2 Kicks: Pavlich, Roberton 14 Disposals: Broughton 24 Tackles: Mundy 7

Handballs: Bradley 17 Marks: Roberton 8 Crowd: 34,087

ROUND 21 v HAWTHORN

Saturday 21 August 2010, Aurora Stadium, Launceston, 2.10pm

	,		,		· •	
Fremantle	0.2	1.5	1.7	5.9	(39)	
Hawthorn	5.4	12.8	18.11	24.11	(155)	
Goals: Johnson, M	Kicks: Duffield, Walters 16					
Handballs: Brough	ton 18	Disposals: Broughton 30				
Marks: Johnson 11	Tackles: Suban 7					
Crowd: 15,532						



ROUND 22 v CARLTON

Friday 27 August 2010, Subiaco Oval, 6.40pm								
Fremantle	3.4	8.6	11.11	13.15	(93)			
Carlton	4.2	6.2	7.6	13.9	(87)			
Carly Hill Marma Johnson Davlich Waltows ?								

Goals: Hill, Mayne, Johnson, Pavlich, Walters 2 Kicks: Ibbotson, McPhee 15 Handballs: Pavlich, Sandilands 15 *Disposals:* Hill, Pavlich 25 Marks: Johnson 9 *Tackles:* Duffield, Pavlich 6 Crowd: 39,376 Record home crowd v Carlton









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SEASON 2010: FINALS SERIES

ELIMINATION FINAL v HAWTHORN

Saturday 4 September 2010, Subiaco Oval, 1.20pm

				-			
Fremantle	4.3	6.4	12.7	14.10	(94)		
Hawthorn	1.4	1.11	4.13	8.16	(64)		
Goals: Pavlich 3	Ki	Kicks: Broughton, Duffield 18					
Handballs: Mundy 12			Disposals: Broughton 26				
Marks: Duffield 10	Tackles: De Boer 8						
Crowd: 42,719							
Descend Cashing on Qual mound for Enomenated							

Record Subiaco Oval crowd for Fremantle

SEMI FINAL v GEELONG

Friday 10 September 2010, MCG, 7.45pm

• •			-			
Fremantle	1.1	4.2	7.6	10.6	(66)	
Geelong	8.1	10.7	14.13	20.15	(135)	
Goals: Pavlich 4 Handballs: Mundy	<i>Kicks:</i> Pavlich 20 <i>Disposals:</i> Mundy 30					
Marks: Johnson 13		ckles: Mc	6			
Crowd: 45,056						

Record away crowd v Geelong, record MCG crowd for Fremantle



THORMON'S TOP:::9 Perth Sports Director Michael Thomson

Channel 9 Perth Sports Director Michael Thomson has followed Fremantle's 2010 season closely. Here are his top Dockers' moments of the year.

THE SEASON of 2010 had so many special moments for the Fremantle Dockers. Fans saw an exciting new style of football develop: a fast, uninhibited brand that played through the corridor and relied heavily on fierce forward pressure. It was as though coach Mark Harvey, who had implemented a youth policy two years earlier, decided to give his young guns a "licence" to take risks. It produced exciting results that, not only surprised the critics, but won the Dockers new respect from the other 15 teams in the competition.

Here are my top nine moments from a season I think Fremantle will look back on as a crucial chapter in its history.

> **1** A STAR IS BORN In round 1 Fremantle took on the highly fancied Adelaide at Subiaco Oval. It marked the debut of matureaged rookie Michael Barlow, When Barlow kicked his second goal late in the final quarter, not only had the Dockers won their first match of the season in emphatic style, but a genuine star was born. On top of his two goals, Barlow had amassed a stunning 33 possessions in one of the most impressive debuts in AFL history.

2 SIX OF THE BEST

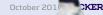
Hayden Ballantyne is one of the most exciting players in the AFL. Fiery and brilliant, he has the perfect mix of skill and aggression. In the second Carlton Mid Derby of 2010, Ballantyne had a blinder. When he kicked his sixth goal, the crowd went nuts, delighting not just in the massive lead Fremantle had established. but the recognition that the Dockers had unearthed one of the most potent attacking weapons in the AFL.

3 THIRTY SECONDS OF BRILLIANCE

In the lead-up to the 2009 draft, not much was spoken about Nathan Fyfe, a gangly colt from

Claremont who possessed almost freakish overhead marking skills and a wonderful understanding of the game. From the Wheatbelt town of Lake Grace, Fyfe played his football with a seemingly laid-back country style. But while it looked like he was cruising, none of the opposition seemed to be able to catch him. It was a clever piece of recruiting to draft Nathan Fyfe at pick 20. He received the ultimate compliment in his first season when Essendon great James Hird described him as a "special talent". There was a magic moment in the Elimination Final against Hawthorn at Subiaco

Oval. Fyfe ran at the ball on the wing and, at full speed, scooped the ball up with one hand and then banged it into attack. But within seconds the ball was sailing back towards the teenager. Fyfe soared into the air and completed one of the marks of the season. A sensational passage of play.





4 RUN AND STUN

One of the moments of the season. Again it was in the Elimination Final against Hawthorn at Subiaco Oval. First-year player Anthony Morabito gathered the ball on the wing and sprinted towards the goals. As he bounced his way through the half forward flank, a Hawks' player flew in from the side to lay a tackle. But the All-Australian ruckman, the manmountain Aaron Sandilands, sprinted to the teenager's aid. Sandilands executed a brutal but fair shepherd that not only took out the Hawthorn player, but made the ground shake.

The crowd roared, Morabito straightened up and kicked a memorable goal.

5 LEADING FROM THE FRONT

When Fremantle took on AFL superpower Geelong at Subiaco Oval in April, it was seen as the Dockers' first genuine test of 2010. They passed it with flying colours. Captain Matthew Pavlich was absolutely brilliant and there was a magic moment in the second quarter when the skipper sprinted out of the centre circle and bombed a "ball burster" from inside the centre square. It went through the big sticks for a truly amazing goal. A genuine 70m supergoal.

6 WORTH THE ADMISSION FEE ON ITS OWN

Too many moments to pick one. But to Stephen Hill, thank you for those thrilling bursts of speed that gave us so much enjoyment in 2010. One of the great sights in the modern game is seeing Hill grab the ball at halfback and take off on one of his long runs. His acceleration is amazing, but there's more to it than that. He has the ability to change direction at top pace and maintain balance. Not many players in the competition can do it as well as Hill. Looking forward to the next three to four years as this emerging champion develops.

7 REACH FOR THE SKY

On 18 July 2010, Luke McPharlin took to the sky to take one of the marks of the year. The gun defender was on the comeback after a medial ligament injury and proved not only was he back to his best, but he hadn't lost any of that remarkable leap. When he took the mark, McPharlin was perched on Demon Cale Morton's shoulders. A stunning grab.

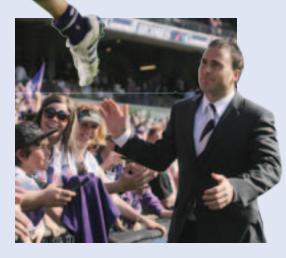
8 COURAGE UNDER FIRE

Carlton Mid Derby number two for 2010 saw Fremantle produce another emphatic win over its arch rivals. There were many memorable moments. But one stood out for me.

Matt de Boer has made a habit of producing inspiring pieces of play that usually feature his fierce appetite for tough physical clashes. There was a moment in that Derby when the ball was kicked into a vacant area at the top of the Fremantle goal square. De Boer and an Eagles' opponent both sprinted towards the ball, and for a split second, it looked as though the Eagle would get there first. But somehow de Boer managed to launch himself and dive headfirst into the contest and get a crucial tap to the ball. That tap put the ball into the path of waiting teammate Justin Bollenhagen, who duly converted the goal. That contest signalled Fremantle's mental and physical intent. From that moment on, there was no question who was going to win the game.

9 THE BATTLE OVER

It was a special moment for Fremantle fans when Paul Hasleby went on to the ground at half-time of the Dockers-Hawthorn Elimination Final at Subiaco Oval, to say goodbye. Four Ross Glendinning medals reflects the big-game brilliance of Hasleby, although injuries caused him serious problems during his career. When they talk about "great" Dockers' players, the name Hasleby will always be mentioned. ‡



ME BANK & FREMANTLE SUPPORTING THE LOCAL COMMUNITY

FOR THE LAST five years, ME Bank has been a committed supporter of the Fremantle Football Club. This partnership provides ME Bank with the opportunity to support the local community, in addition to encouraging the success of sport in Western Australia and nationally.

ME Bank and Fremantle share a common philosophy of contributing to important causes which affect the community, such as the fight against breast cancer. Earlier this year, the club, and its recognised charity partner the National Breast Cancer Foundation (NBCF), encouraged fans to join players in the annual Mother's Day Classic, a national fun run/walk event held to raise funds for the NBCF's research programs.

ME Bank has been the major sponsor of the Mother's Day Classic since 2005 and appreciates Fremantle's contribution and efforts to generate support for such a worthy cause.

More than 3,600 people took part in the Perth event on 9 May at Lake Monger and nationally, more than 105,000 people walked or ran to raise funds for breast cancer research. Through the events held across all capital cities



and 23 regional locations, participants contributed to the \$2.1 million raised for the NBCF's vital research.

Fremantle has established an extensive program of community partnerships and initiatives which ME Bank looks forward to continuing to support in 2011.

For more information on ME Bank, please visit www.mebank.com.au/community.[‡]



DEBUT: JUSTIN BOLLENHAGEN



WHEN 18-YEAR-OLD JUSTIN BOLLENHAGEN RAN OUT ONTO Subiaco Oval in the round 18 Carlton Mid Derby, he became Freo's seventh debutant for the season and the 17th in the club's past 40 games.

The youngest player on Fremantle's list got his AFL career off to a flying start, kicking two team-lifting goals in his side's 75-point win over their cross-town rivals.

Originally from South Australia, Bollenhagen said making his debut in a Carlton Mid Derby was a wonderful experience.

"The Derby is a bit like the Showdown back in SA," he said.

"It really brings out the passion from both sets of supporters.

"I was just really pleased it was our home game so we had most of the crowd on our side."

Bollenhagen showed great poise and clinical finishing ability to complete two nice moves with goals.

"Getting that first goal was really special," he said.

"The ball ended up in my hands and so I just steadied and kicked it. Luckily it went through.

"And Matty de Boer made a really courageous play that helped me



with the second one, so I just wanted to make sure I finished it off for him," Bollenhagen said.

Bollenhagen hopes he can continue to improve on his game and make a push for more senior appearances in 2011.

YOUNG TASMANIAN RECRUIT JESSE CRICHTON MADE HIS AFL debut in round 17 against the Western Bulldogs at Etihad Stadium.

The side was beaten comprehensively, but Crichton made a good impression, gathering 13 disposals and kicking a goal in his first game.

Crichton, 19, backed it up the following week in the Carlton Mid Derby against West Coast.

One passage of play in particular highlighted his undoubted talent.

Gathering the ball on the half-forward flank, he danced around a couple of opponents and put the ball lace-out onto a teammate's chest.

Crichton said making his debut against a quality team like the Bulldogs on their home ground was a tough initiation, but an important lesson on what it takes to make it at the top level.

"It's opened my eyes to how demanding the game is and the level I need to get up to," he said.

The boy from the Apple Isle said what opened his eyes up most about playing AFL was the speed of the game.

In round 20, Crichton was given the tough task of minding Sydney Swans' star Jarrad McVeigh.

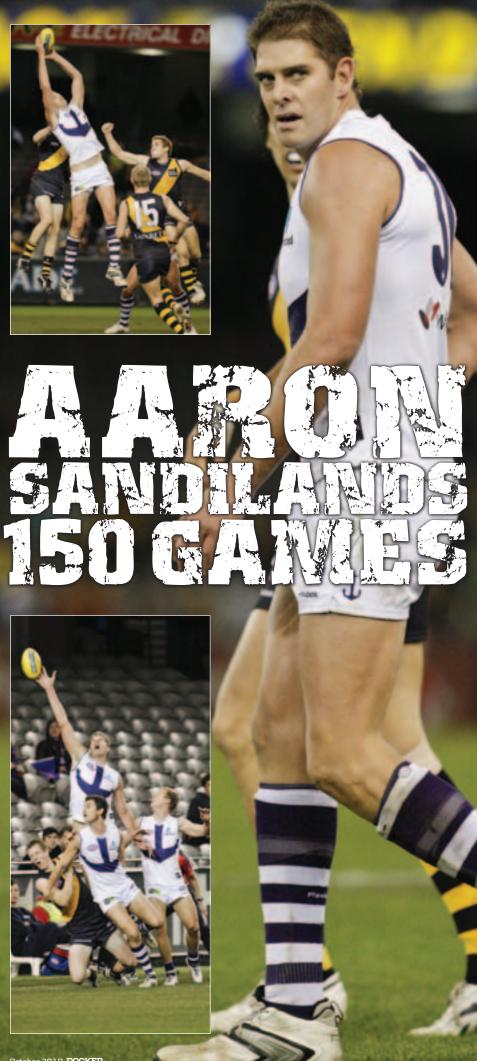
He took a lot out of that opportunity to play on one of the AFL's best midfielders.

- "It was a good lesson to play on him," Crichton said.
- "He's really smart and he'd always be on the move.

"He'd take me up to a contest and push me off at the right time." An AIS-AFL Academy graduate, Crichton has represented Tasmania at the NAB AFL Under-18 Championships and played 10 senior matches for North Launceston in the Tasmanian State League in 2009.







UNFORTUNATELY, FREMANTLE COULDN'T get up for Aaron Sandilands' 150th AFL game in round 15 against Richmond at Etihad Stadium.

But that took nothing away from Sandilands' milestone, which was the reward for years of hard work that has culminated in the ruckman's rise to elite status in the AFL.

Football was the social event of the week for Aaron Sandilands when he was growing up in the South-West WA town of Mount Barker.

"I remember going out to the footy grounds to watch my dad play for North Mount Barker every weekend," he said.

Sandilands started playing football as soon as he was old enough.

"It's hard to remember back that long ago, but I loved playing the game," he said.

His journey would take him through Mount Barker and then Willeton junior ranks when he moved to Perth, East Fremantle in the WAFL and eventually to Fremantle in the AFL.

The game's tallest player made his debut in round 1 of 2003, where he had 13 hit-outs and kicked a goal in a heavy loss to Adelaide at AAMI Stadium.

By that season's end, Sandilands would accumulate 41 hit-outs in Freo's first ever finals appearance – a 44-point loss to Essendon at Subiaco Oval.

He continued to improve every year, and in 2008 he was named on the interchange bench in the AFL All-Australian Team.

He went one better in 2009 when he was selected as the first-choice All-Australian ruckman and won the Doig Medal as Fremantle's best and fairest player.

In 2010, he took his ruck work to a new level and gained his third consecutive All-Australian selection.

"Those were massive honours," Sandilands said.

"You don't really play the game for individual things like that, but it was nice."

His improvement in the crucial hit-outs to advantage stat from 7.4 per game in 2009 to around 10 this season has been a major instigator in Fremantle's rise up the ladder.

The milestone put Sandilands in elite Dockers' company when he was awarded Life Membership at the 2010 Doig Medal Presentation Dinner.

"It's great to receive Life Membership of the Fremantle Football Club," he said.

"When I'm done I'll be able to sit next to Paul Hasleby and watch the boys play."

LUKE MCPHARLIN 150 GAMES



LUKE MCPHARLIN PLAYED HIS 150TH GAME FOR THE Fremantle Football Club in the round 18 Carlton Mid Derby.

- It was a milestone to remember for the 28-year-old as Freo recorded its biggest ever winning margin against West Coast, with a 75-point victory.
- McPharlin said he really enjoyed singing the song with his teammates after the game.
- "It was a great victory from the guys," he said.
- "I didn't expect it to go so well."
- "I timed it pretty well to have my 150th in a Derby. It's always a great occasion for Perth."
- McPharlin said there have been quite a few fond memories during his time at the club.
- "To get into a Preliminary Final was sensational," he said.
- "There's been a couple of great close wins over the years. I remember Jeff Farmer kicking a goal after the siren against Melbourne and Justin Longmuir against St Kilda in the same way.
- "While it would have been nice to enjoy a bit more success, I certainly don't regret any moments at Fremantle."
- McPharlin began his AFL career at Hawthorn, which took him with pick 10 in the 1999 AFL Draft.
- He played 12 games for the Hawks before being traded to Fremantle at the end of 2001.

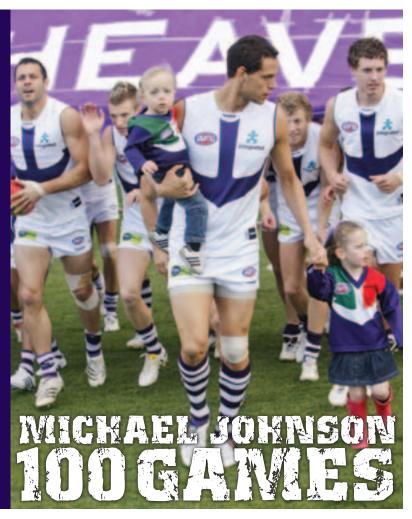
McPharlin has made his name primarily as an athletic key defender who can also swing forward if the team needs him to play there.

MICHAEL JOHNSON'S PARTNER DAYNA AND THEIR children Levi and Amelia were on hand in Launceston in round 21 to see the Freo utility play his 100th AFL game.

Johnson said it was great to have his family present for his milestone.

- 'To have them there and to have them run out with me was special and something I'll always remember," he said. "It was awesome."
- Unfortunately for Johnson, an under-strength Freo line-up went down to Hawthorn, but he said he was still proud of his achievement.
- "I can now say I've played 100 games for the Fremantle Dockers and I'm really proud of that," he said.
- "It would have been nice to win, but it was a tough outing."
- Johnson is now focused on helping the team improve and achieve its goal of sustained success over the coming years.
- "I'll look to get myself fit and ready over the break for the upcoming season," he said.
- "Hopefully I can be a one-club player and get to 150 or 200 games for this club, which would be really special for my family and I.
- "I can look back in 10 or 15 years and tell my grandchildren that I played this many games for the Dockers."

Johnson was taken by Fremantle in the 2004 Pre-Season Draft (No. 8 overall) and made his debut against Richmond at the MCG in round 4, 2005.











THE GRAND BALLROOM at Burswood Entertainment Complex was packed to the rafters on Saturday 2 October as players, staff, corporates and fans gathered for the 2010 Doig Medal Presentation Dinner.

The club's night of nights got underway with the Gold Carpet arrivals, as guests posed for the ever-present football paparazzi.

As the players arrived, they gave FTV their tip on who would be crowned the 2010 Doig Medallist and three names popped up repeatedly... Aaron Sandilands, Matthew Pavlich and David Mundy.

When the final votes were revealed it was David Mundy's name at the top of the leaderboard and his magnificent season was duly rewarded with his first Doig Medal.

The 25-year-old polled 190 votes ahead of 2009 Medallist Sandilands (171) and five-time winner Matthew Pavlich (160). Stephen Hill rounded off the top four with 137 votes.

Michael Barlow took out the Beacon Award as the best first year player and Matthew de Boer was voted by his teammates as the Best Clubman.

Channel 9 Sports Director Michael Thomson hosted the evening's proceedings, and West Australian rock band Jebediah were the special entertainment after the Doig Medal had been awarded.

fremantle

DOIG DAL

As seen on FTV

The club also honoured its retiring players, Paul Hasleby, Des Headland and Scott Thornton with special presentations.

Aaron Sandilands and Luke McPharlin were awarded Life Membership of the club after reaching 150 games for Fremantle.

Thank you to everyone who attended the evening to help officially close our 2010 season. ‡

fc.com.au

Some Fremantle Dockers have struck a perfect balance between life on and off the field – they go to university. Analysing opposition game plans isn't the only

HE AVERAGE lifespan of an AFL footballer's career is 3.9 years. With this statistic in mind, it is no wonder that players are looking for ways to ensure their own well-being long after their careers have ended.

One of these avenues is tertiary study. The Fremantle Football Club currently has 10 players involved in an academic degree at university.

Some of these players were already studying before they were drafted, while some have begun degrees during their AFL career.

One such student at Fremantle is club captain Matthew Pavlich, who last year completed a Bachelor of Science degree in Human Movement at the University of Western Australia, eight years after he commenced the course.

"It took me a lot longer than I had anticipated to begin with and there were some challenges along the way with training and travelling," Pavlich said.

"Guys would be playing cards on the plane, whereas I would be getting out the study books and trying to do as much work as I could coming back and forth from the interstate trips."

Pavlich, who is involved on the AFL Players' Association (AFLPA) board, said it was paramount that footballers retained the one day off per week.

His message to younger players is to always keep an eye on the future and make sure they find a balance in their lives.

"Study is not for everyone, but from my experiences, having that balance in my life to go and do some study, or be involved in something completely outside of football is very beneficial," Pavlich said.

"It gives you that balance to come back to the club and be enthusiastic about your football."

DEADLINES

form of study these players do. Story: Costa Kastanis

Pavlich is now planning to embark on a Master of Business Administration (MBA).

"In this next period I want to touch on some business and admin, and get a bit more of a clearer understanding of how the commerce world works," he said.

"Once footy's over, hopefully I'll be in the business and corporate world from Monday to Friday, with potentially some media on the weekend."

Another senior player who has been studying during his football career is Luke McPharlin.

The experienced defender is halfway through a Pharmacy degree at Curtin University. He has been completing one to two units a semester on campus.

He said balancing his study with his football hasn't been easy, but he wouldn't have it any other way.

"I never wanted to solely be a footballer," McPharlin said.

"I wanted to keep the brain ticking over and develop other areas of my life."

He said it was important for footballers to have something to fall back on when their careers were over.

"You don't hit the ground with such a thud," he said. "Some guys can really struggle post-football if they have nothing."

McPharlin admits that he is a typical uni student – stressing over assignment deadlines and upcoming exams.

"I was cramming pretty solidly for an exam last semester, which I managed to scrape through," he said.

"I tend to leave things to the last minute but I've managed to get through it all so far."

LECTURES

Matt de Boer is studying Law/ Commerce at UWA, but he hasn't encountered any problems with assignments and exams.

"I haven't had to cram because I stay on top of things," he said.

De Boer started his degree straight after high school and managed to finish one full year of full-time study of a five-year full-time course, before he was drafted.

He is now doing it part-time, which will take him a fair amount of time to complete, but he said he enjoyed the balance study gave him with football.

"It helps me take my mind off footy," he said. "Sometimes you can get caught up with footy. Study is a good release."

Like many of his academicallyinclined teammates, de Boer utilises the football-free Tuesday to attend campus and study.



"I've scheduled my tute for the dayoff, but if I can't make another tute, UWA is handy because they record the lectures, so I can go online and watch the lecture," he said.

One of de Boer's favourite times to study is when the team travels interstate.

"Getting on the plane every two weeks gives me a bit of dead time to knock off a bit of study," he said.

Jay van Berlo studies Geophysics at Curtin.

He only has six units left of a threeyear-degree, but he has been forced to defer until 2011 because this year's second semester timetable wouldn't fit in with his football commitments.

After completing year 12, van Berlo began an Engineering degree at UWA, but it wasn't for him so he pulled out.

His older brother, Nathan, who currently plays for the Adelaide Crows, was doing Geophysics and told Jay that he was enjoying it.

"We always did the same subjects at high school, so I thought I'd give Geophysics a crack," Jay van Berlo said.

Van Berlo said there have been times when juggling football with study has been tough to pull off, but he has managed.

"It's been hard when I've had a couple of assignments building up, especially when I'm travelling away and focusing on training," he said.

"But I still get through fine. It's tough but manageable."

He hopes that his degree may one day land him a position in the mining industry.

"It's a highly travelled job," van Berlo said.

"It could take me anywhere in the world. Who knows where I might end up?"

TIME CONSUMING

Having been overlooked by AFL recruiters year after year, Michael Barlow knows all too well that relying on a football career to carry you through life is a mistake.

He began an Urban Planning and Development course at Melbourne University after he left school.

After having completed four years, he chose to defer his study until 2011 to focus on his move to Fremantle, but he is very much aware of the need to plan for life after football.

"I'm a big wrap for study while playing footy," he said. "Footy can become tedious and time consuming, and you can become quite stressed about it.

"To have that release through study or work is definitely a necessity."

Barlow plans to finish his degree and then start working one day a week to gain experience.

MANAGEMENT

Tertiary study is not the only pathway Fremantle's players can take to help secure their futures after football.

Some players are enrolled in Tafe or other short courses, while every first year player must complete a one-year apprenticeship program.

Six players are part of Team Freo, which conducts weekly school footy clinics and visits.

And, the club's leadership group are all currently involved in a front-line management course. \ddagger



FREMANTLE PLAYERS CURRENTLY AT UNIVERSITY

- Luke McPharlin
- Bachelor of Pharmacy (Curtin)
- Matthew Pavlich
 - Bachelor of Science Human Movement (completed at UWA in 2009), enrolled in an MBA unit (2010)
- Anthony Morabito
 Bachelor of Commerce (Curtin)
- Zac Clarke
- Bachelor of Commerce (Curtin)
- Tim Ruffles
 - Bachelor of Commerce (Curtin)
- Michael Barlow
 - Urban and Regional Planning (UWA)
- Matt de Boer
- Bachelor of Commerce/Law (UWA)
- Jay van Berlo
 - Bachelor of Science Geophysics (Curtin)
- Paul Duffield MBA Unit (2010)
- David Mundy MBA Unit (2010)

PROUD HEADLAND

After 166 AFL games, 114 for Fremantle and 52 for Brisbane, Des Headland has hung up the AFL boots.

T F PASSION was a barometer to measure a footballer's standing in the game, Des Headland would be up there with the all-time greats.

The 29-year-old is passionate about his football and he is passionate about his teammates.

You would only need to sit near him while his beloved Dockers are playing to realise this.

When he was unavailable because of injury, which was an all-toocommon sight this year, Headland rode every bump from the sidelines.

At times, it seemed like he was ready to jump out on to the field, corporate suit and all, and stand up for his teammates.

He is also passionate about his fellow Indigenous people. And above all, he is passionate about his family.

The retiring Docker credits most of the success he has had in his career to his loved ones.

"My mum, dad and sister took me everywhere I had to go when I was young," he said.

"Without them I wouldn't be where I am today."

In 1998, a 17-year-old Headland was selected by the Brisbane Lions as the number one pick in the National Draft.

The daunting move East was made easier by a question he asked to his girlfriend, Chantelle.

"We were both 17 and I asked her to move to Brisbane with me," he said.

"She's ridden the waves of my AFL career since I've started.

"If Chantelle hadn't come with me, it would have been a lot harder."

In 2002, Headland had a breakout year in the AFL, helping Brisbane win a second flag.

"It was a very proud moment for me and something that I'll cherish for the rest of my life," he said.

With the arrival of his first child



Madisan, who was born in 2001 and is prominent on a tattoo on his left shoulder, Headland would make the ultimate sacrifice for his family after the '02 premiership win.

He headed back home to raise Madisan and join the Fremantle Dockers.

The Lions won a third-straight premiership in 2003. But Headland doesn't regret his decision.

He has fond memories of his time there, in particular the relationships with his mentors at the club, fellow Indigenous stars Michael McLean, Darryl White and Chris Johnson.

He said the lessons he learnt from them helped mould him into the person he is today.

"They took me in as a 17-year-old and taught me the ropes," he said.

"It's the things I learnt from them that I've tried to do the same at Freo."

Headland turned his hand to mentoring at the Dockers.

One player that he has helped guide is young Indigenous recruit, Michael Walters.

Headland said Walters has already asked if he could wear his number 11 guernsey next season.

"Dale Kickett, a proud Nyoongar man, wore number 11 first, and he handed it down to me," he said.

"I'll have a talk to Harvs (Mark Harvey) to see if I can do the same thing with young Michael Walters."

Dockers' coach Mark Harvey paid Headland the ultimate tribute, who he said had not been able to show his full potential in recent seasons because of injury.

"To see how Des went about it, he was professional," Harvey said.

"A lot of that would be reflective with the younger players here now.

"What he could do with the ball, not a lot of other players could do.

"He was one of those blokes that would bring his teammates into the game."

Now married to Chantelle, and with three children in tow, boys Mason and Carson joining Madisan, Headland is looking forward to life after football.

"It's all fatherhood from now," he said. "I'm looking forward to spending time with my family and taking them to their own sports and enjoying life with them."

Headland will also turn his attention towards mentoring Indigenous youth.

"I was one of those kids back in the day and I was lucky enough to play 12 years of AFL footy," he said.

"Hopefully, I can do something for those young kids.

"I'm looking forward to guiding them in the right direction and

helping them achieve their dreams." And how does he want to be remembered?

"Everyone gets asked that question when they retire," Headland said.

"But it doesn't faze me how people perceive me as a footballer, as long as they perceive me as a good bloke off the field and a family man.

"That's what really matters for me." \updownarrow

LOYAL THORNTON



On Monday, 28 June, Scott Thornton finally gave up his determined fight to keep alive a career that never reached its full potential, announcing his retirement from the AFL.

COTT Thornton has battled through more obstacles than most elite athletes would have to encounter during their professional sporting careers.

Injury and illness have ridden shotgun for the better part of his 10-season journey at Fremantle that wielded just 88 AFL appearances.

Originally from Victoria, Thornton was recruited in the 2000 National Draft and made his AFL debut in round 8, 2002 against Melbourne at Subiaco Oval.

But staying fit and on the park would not prove to be easy for the dashing defender.

In the end, the thought of yet another rehabilitation program and a gut-wrenching pre-season was too much for the 28-year-old to go through again.

Thornton had just returned to WAFL action for South Fremantle after missing the first half of the 2010 season with a groin injury when he suffered another setback.

This time a broken leg effectively meant the end of his season and a long rehab, which Thornton said was "draining".

"It can take you to your limits every day," he said.

Giving up on his AFL dream, although shattering, was the most sensible choice left to make for his battered body.

"I had been thinking about retiring for a while," Thornton said.

"I just couldn't put my body through another AFL pre-season."

So ravaged by injury had his AFL career been, Thornton was never able to complete a full pre-season.

"That was very frustrating because it's always good to hit the ground running at the start of a season," he said.

WARNING SIGN

Football-related injuries were not the only problems Thornton had to live with during his career. He also suffers from Crohn's disease, an inflammatory bowel disease which he was diagnosed with in 2004.

While he has been symptom-free for five years now, Thornton remembers the first time he realised that something wasn't right.

"I was playing for South Freo back in 2003 when I started feeling unwell during the game," he said.

"I was lethargic and I couldn't go out and play.

"That was the first warning sign that something was wrong."

Being an elite athlete with a debilitating disease, the idea of being a role-model for others who have struggled to live a normal, healthy life because of illness has grown on Thornton.

"As I've gotten older and more mature, I've realised how I can inspire other people," he said.

"Hopefully, they have a look at what I've done and say to themselves, 'I can get myself right and I can make myself healthy'."

HEALTHY LIFESTYLE

Thornton said what he will miss most after retiring will be running out onto a football ground with his teammates.

"I'll miss the feeling of getting pumped up before a game, putting the jumper on and representing the Fremantle Football Club," he said.

"I've been here the best part of 10 years, so that's been a big chunk of my life.

"I'll miss the camaraderie. I've made best friends for life here."

Senior coach Mark Harvey said Thornton's battles over the years with injury and Crohn's disease were an inspiration.

"He achieved highly in an elite field, knowing that not a lot of things went right for him," Harvey said.

"Let's face it, he found more difficulty living a healthy lifestyle, let alone trying to be an elite footballer.

"That was a massive battle that he had. He never gave up the fight, until now."

An emotional Thornton announced his retirement in front of the entire playing group.

"I told the boys to make sure they make the most of the success that they created for themselves in 2010," Thornton said.

"They have to take this chance because you never know when it will come again."

Thornton said he would be forever indebted to the Fremantle Football Club, which he said had become his family.

"I owe the footy club everything for the chance it's given me to become a better person," he said.

"I was privileged to be a part of it." ‡

Paul Hasleby walked off Subiaco Oval in round 22 a winner, after he and his teammates had defeated Carlton to cement a home final the following week. That would be the 208th and final time the 29-year-old would exit an AFL arena as a player.

N AN AGE where sporting careers played out entirely at one club are becoming increasingly uncommon, retiring Fremantle champion Paul Hasleby is proud to say he was a Docker for life.

He was never the fastest, nor the strongest, and his leap wasn't something to write back home to Northampton about.

But what Hasleby had in truckloads was an insatiable desire to succeed and a football IQ as good as any.

He loved his club, too. And he loved the fans even more.

Hasleby had one last chance to give something back to his loyal followers when the side played Hawthorn in an Elimination Final at Subiaco Oval on Saturday 4 September. He was not selected in the team, but while his teammates were in the change rooms at the half-time break, Hasleby walked a lap of honour around his beloved Subiaco Oval to say goodbye to the fans.

Pumping his fists and yelling out aloud, Hasleby knew that, while the possibility remained he could still play the following week if Freo got up, this match would be the side's last game at home.

FATHERHOOD

Looking towards the future, the first order of business Hasleby must attend to is fatherhood – his fiancée Nicole Westaway is due to give birth in November.

Hasleby said Nicole had been

a "tower of strength" during the ups and downs of his career.

"It's been a journey and every player has people behind them who ride every bump along the way and she's certainly done that," he said.

"Along with my family, they've been a rock."

FOOTBALL DEGREE

A coaching role is also on the four-time Ross Glendinning medallist's agenda.

Hasleby believes his ability to keep reinventing himself over his 200-plusgame career will hold him in good stead as a teacher.

"I feel I've got a degree in football," he said. "I've always been able to stay ahead of the game in

ELASIEB

some way, shape or form.

"I feel as a football coach I do have a fair bit to offer to a lot of the young players and it's certainly an area I'll be exploring.

"When you're in the AFL you've got to keep reinventing yourself and coming up with new ways to stay in the team and I've done that for as long as I can.

"I feel like I have a lot more to give to AFL and football in general."

BITTERSWEET

Peeking over the horizon, the 2000 AFL Rising Star predicts success to be just around the corner for the new crop of Freo youngsters.

"I look around and they've all got the eye of the tiger these young guys, and they're all keen as mustard," he said.

"When you see that as a player, you know the future of this club is in good hands."

Watching Fremantle achieve sustained success will be bittersweet for Hasleby, whose decade-long tenure at the club wielded minimal on-field glory.

"When I was thinking about the decision to retire that was one of the biggest things," he said.

"I know where this club's come from in the past and I certainly know where it's going.

"It's going in the right direction, so that made it even harder.

"I just thought for myself and my young family, I think the time's right to step aside and let the young guys come through and take it forward.

"It's in a much better position than when I first arrived at the club and I think the guys that have been around can be very proud of that achievement, that we've taken it forward to this point.

"I'm very proud of the way I'm going to go out and I'm very happy with that."

The Fremantle Football Club congratulates you on an amazing journey, Paul. You have been a true champion of this club and we wish you all the best for the future. Hopefully, in two decades time, we'll see another Hasleby running around for the Dockers. ‡





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MEMBERSHIP MATTERS

THIS IS YOUR CLUB... AND IN 2010 YOU WERE OUR EDGE!

THE 2010 season revealed many positive signs about where our club is headed. The exciting group of youngsters coming through the ranks showed great maturity and discipline and as a result we played in our first finals series since 2006.

During the finals there was one thing that was very clear... the Fremantle supporters are definitely our edge. The almighty roar that went around Subiaco Oval during the Elimination Final is one we will not forget in a hurry. Not to mention the Freo chant that went around the MCG before the ball was even bounced against Geelong in the Semi-Final. So from the leadership group, thank you for being an unbelievable group of supporters. Your loyalty, your pride and your passion is something that we do not take for granted... it is what drives us each and every game.

We look forward to getting stuck into a solid pre-season in preparation for the 2011 season and can't wait to have you on board with us again next year.

THANK YOU!

The 2010 Leadership Group

(Matthew Pavlich, Aaron Sandilands, David Mundy, Antoni Grover, Roger Hayden and Des Headland) ‡

RENEWAL INFORMATION ALL MEMBERS with a

registered email address should have already received an e-renewal allowing you to renew your membership online.

If you do not have an email address or you do not wish to renew using this method, then you will receive a paper renewal during the third week of October. All information should be completed on the forms and returned to the office at your earliest convenience.

The priority renewal deadline is 30 November, 2010. Please ensure to return your membership renewal form prior to this date. We cannot guarantee that seats will still be available for any renewals returned after the priority deadline.

If you have any questions regarding your 2011 membership renewal, please do not hesitate to contact the membership services team on (08) 9433 7111.‡

IMPORTANT CONTACTS

Your membership services team is here to help so please call, email or come visit us if you have any issues, queries or concerns. **Membership Services Centre** Phone: (08) 9433 7111 (1300 88 20 77 for interstate or country callers) Fax: (08) 9433 7002 Email: membership@fremantlefc.com.au Address: Fremantle Oval, Parry Street, Fremantle WA 6160 Latest club news and information To keep in touch with the latest information about the club go to www.fremantlefc.com.au

The Membership Services Team sends exclusive emails to members with the most up-toinformation and Team Store member-only discounts. Please keep your personal information up to date. Give the Membership Services Team a call or email **membership@fremantlefc. com.au** to update your details.

date club and player news, event



TRIBUTE TO A TRUE SUPPORTER

One of Fremantle's proudest, most loyal and passionate supporters, Colin Hoskyns-Abrahall, was honoured recently when the club erected and dedicated a marble bench outside its clubrooms to him.



HE FREMANTLE Football Club was a way of life for Colin Hoskyns-Abrahall.

Every morning he would put his Freo hat on his head, white zinc on his nose and catch the train from Maddington to Fremantle to be at the club he loved so much. Armed with his chair, cushion and radio, Mr Hoskyns-Abrahall would sit outside the club headquarters at Fremantle Oval and watch the team train or talk footy with staff members.

On match days, he would almost certainly be the first person to enter Subiaco Oval, take up his seat in the grandstand and wait patiently for his beloved team to take to the field.

Sadly, on Tuesday 9 December, 2008, Mr Hoskyns-Abrahall passed away at his home.

In his will, Mr Hoskyns-Abrahall left 50 per cent of the proceeds from the sale of his house to the Fremantle Football Club, which in turn organised and paid for his funeral. The service took place on 18 December, 2008 with then Fremantle President Rick Hart delivering the eulogy. On Sunday 15 March, 2009, Mr Hoskyns-Abrahall's last wish was granted; his ashes were spread over Fremantle Oval.

Now, in 2010, the Fremantle Football Club has paid tribute to a true supporter by erecting a marble bench outside of the club's headquarters where Mr Hoskyns-Abrahall used to sit and watch training.

Jenny Limbrick, who is married to Mr Hoskyns-Abrahall's nephew Ray, cared for him in his final years. She said Mr Hoskyns-Abrahall was a quiet, simple man who kept to himself and lived for football.

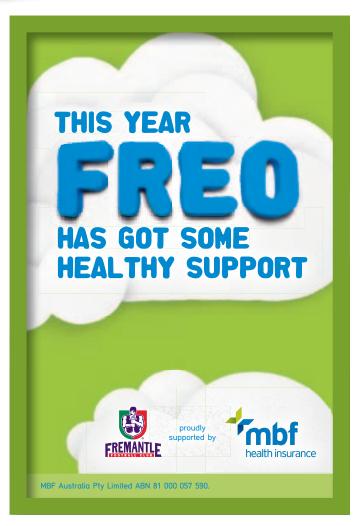
"He was a South Fremantle supporter, and as soon as the Dockers were born, he was there," she said.

Mrs Limbrick said Mr Hoskyns-Abrahall would have been "proud as punch" to know he had been honoured in this way by the club and added that he was probably still around the club in spirit.

"I think he's there right now, cheering the boys as they train, actually," she said. ‡



Colin Hoskyns-Abrahall with his trademark zinc. Left: an article from The West Australian, back in the early days featuring Mr Hoskyns-Abrahall and his nassing for the Dockers



BEYOND THE BORDER... AN INSIGHT INTO OUR LOYAL INTERSTATE PURPLE ARMY

Season 2010 was a great year for our supporters living outside WA, with wins in Melbourne, Brisbane, Sydney and the team playing in a final at the MCG. Liz Roberts spoke to some of our Interstate and Victorian Cheer Squad members about the joys and challenges of being one of more than 600 Beyond the Border Fremantle members.

REMANTLE'S win over Sydney in round 9 at the SCG was significant for 16-year-old Caitlin Stuchbury from Nelson Bay, 223km north of Sydney. It was the first time she saw the team win in person.



"I got to the game and found out I was going to be in the Banner Team," she said.

"It was such a thrill to be out on the ground and seeing how it all works behind the scenes.

"Then we won and the players came over to the Cheer Squad. It was just fantastic and so exciting."

A Victorian Cheer Squad member, Stuchbury travels to Melbourne at least twice a year for matches.

"My dad is in the Defence Force and we have moved around a lot and AFL is one constant in our lives," she said.

Stuchbury spent her early childhood in WA. She is a keen football player and also umpires in the Greater Sydney/Newcastle Junior League.

"I helped set up a local girls football competition," she said.

"We named our team the Merewether Sirens, after the Fremantle ladies supporter group."

THE QUEENSLANDER

With 1,200 young men giving him a hard time after a Fremantle loss, cheering on Fremantle can be a real challenge for Michael Twigg.

The Mazenod College Principal from Mulgrave, in suburban Melbourne, is a dedicated and passionate member of the Purple Army.

An oblate Catholic priest, he began following Fremantle in 1997 while based at St Patrick's Basilica in Fremantle and teaching at Mazenod College in Lesmurdie.

He has been a member of the Victorian Cheer Squad since 2003.

Originally from Queensland, Twigg said being a Fremantle supporter in Victoria is often a great conversation starter.

"People often ask why... and I explain my reasons," he said.

"At games you are always completely outnumbered so the advantage of being in the Cheer Squad is that you are not alone."

Twigg said he finds people often underestimate Fremantle playing away, so when the team wins, the opposition supporters can sometimes lack humour.

"The win against Carlton this year was a big one for me," he said.

"The first I'd seen in person for some time. It was a great feeling."

SUPPORTING PLAYERS

Not all Beyond the Border supporters have a tie to WA. When Malvern, Victoria's Bec Thompson's favourite player, Tony Modra was traded to Fremantle she decided to follow him and joined Fremantle's Victorian Cheer Squad.

2010 was an exciting year for Thompson, who travels with her mum, Faye, to Perth for one game each year.

They are in the Interstate Banner Team and travel to as many games as possible in the Eastern States.

A big Paul Hasleby fan, Thompson said she considered it an honour to help make the banner for his 200th game, against Carlton in round 13, and being at the match was a season highlight.



"I'd helped make the banners for his 100th, 150th and his 200th game," Thompson said.

PURPLE PASSION

Di Waddingham from Glenroy in suburban Melbourne previously followed Fitzroy. She began following Fremantle on television and attended her first away game against Carlton in 1999.

"I loved purple as a kid and I think that might be part of the reason I'm so passionate about Fremantle," she said.

Waddingham found another Fremantle family at the match and they linked her into the Cheer Squad.

Involved since 2000, Waddingham gets out all her purple gear for games, from earrings down to socks for game day.

"The Cheer Squad is just fantastic," she said.

"We come from all walks of life and share a passion.

"When we come together we can make a noise and show the boys our support.

"I'd really encourage others with the passion to join us. We're a friendly bunch." t

Do you know anyone who should be an Interstate or Victorian member or would like to join the Victorian Cheer Squad? Contact the club on **1300 88 20 77** for more details on how to get involved.

Liz Roberts is a WA Foundation Quay Club member of the club who now lives and supports from Victoria.

Michael Twigg

EREN

WELCOME TO THE PURPLE PATCH!

We asked our supporters to email us photos for 'The Purple Patch' at **purplepatch@fremantlefc.com.au** and we have received some fantastic shots! Here are some of the great entries sent for this edition of *Docker*.



PURPLE PATCH CRITIC Elyssa Cole, two years and nine months old, loves reading her *Docker* Mag. Purple Patch may have to consider her as a future editor! *Nanna Jeanette*, *Bullcreek*



NO PLACE LIKE HOME Country boy Nat Fyfe returned to his hometown of Lake Grace in the midseason break and took the time to pay his old junior club a visit. Local youngster Abbey Trawinski managed to get her picture with the young Dockers star. Lynda Trawinski, Lake Grace



LITTLE LUCA Here is a photo of our gorgeous little Docker, Luca Tony Favazzo, born 3 September 2009. He loved posing for this photo in his Dockers' gear. Daddy wants him to support his favourite team! Matt and Liz Favazzo, Spearwood



SPY MISSION On a family holiday to the Gold Coast (actually a spy mission to gather information about the new opposition), I was lucky enough to be chosen to feed the dolphins at Sea World. I'm sure I was selected because of my fantastic dress sense! GO FREO! THANKS FOR A GREAT SEASON! Alexander Robinson, Wembley



PRIDE IN GALLIPOLI Just like Fremantle honours the Anzacs every year with the Len Hall Game, Ben Birrell showed his true Aussie spirit at Gallipoli on Anzac Day earlier this year. Wearing his Freo colours proudly during the Dawn Service, he remembered the Anzacs by dipping his Australian flag into the waters at Anzac Cove. *Wendy Birrell, Bullcreek*



DOCK-A-BYE-BABY

My Nanna and Pop have been Dockers members for a very long time. They bought me a junior membership for my fourth birthday and then I received my first ever *Docker* magazine. I love it so much I even take it to bed with me.

Finlay Melville, City Beach



WHEN IN ROME

Before I left Australia, I packed my Freo jersey for the trip. I couldn't resist getting a photo in the Colosseum! The 'Passion' is everywhere :-) Adrian Haywood, South Yunderup



WEEKLY SPECIAL

The support for Freo spreads far and wide and the Tammin Roadhouse is proof of that. Each week throughout the season they dedicated their specials board to a different Freo message of support... *Docker* will have to give Pav the heads up to try some of Rosie's Chicken next time he's in Tammin! *Scott Netherway, Tammin*



HANGIN' WITH JACK I caught up with Jack Nicholson in LA earlier this year. He said: "Your boys will win the flag in 2010 and Michael Barlow will win the Brownlow"!! Not to be this year Jack... but who knows what 2011 will bring! *Steve Norrie, Gooseberry Hill*



KONNICHIWA FREO I am a huge Fremantle supporter, and a Victorian loyal member. While on a trip to Japan to visit my partner's parents, I couldn't help but flash my Dockers guernsey in the heart of Shibuya, Tokyo. Wade Henry, St Kilda, Victoria



THE SOUND OF FREO Here we are proudly showing the purple colours in front of the "I'm Sixteen Going on Seventeen" set from "The Sound of Music" in Saltzburg this April. Lorraine Feddema, Atwell



LIFE LONG DOCKER How many people can claim to have never missed a Dockers' game? I can! Now I can't wait till 2011 so I can become a member! Bailey Pereira, Ellenbrook

SURF AND TURK

Here is a photo of our recent trip to the beach in Turkey to prove how proud, loyal and passionate travellers don't just leave their footy passion at home! John Nelson, Como





CATS BACK THE DOCKERS Us kitties living at the RSPCA's Malaga shelter put our cat loyalties aside to support the Fremantle Dockers in the Semi-Final against the Geelong Cats. We were purring loudly all game but came up short. Pity we couldn't give one of our nine lives to the boys.



ENEMY TERRITORY The Vos family in Geelong decided to show their true colours leading into the Dockers-Cats Semi-Final clash, decking their house out in Freo colours! Locals got a taste of just how passionate Dockers' fans can be, wherever they are. *The Vos Family, Grovedale, Victoria*



MOCHA DOCKER TO GO The staff at Gloria Jeans Freo did a fine job to display their passion during the finals. So much so that they won the Colour My Suburb competition. Alex Silvangi presented them with two finals tickets and a signed Freo jumper for their fantastic effort in decking out the store with purple.

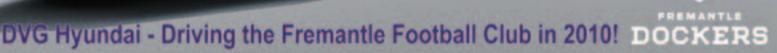


The all-new Hyundai ix35 is the culmination of not only millions of dollars, but the thoughts and ideas of hundreds of designers, engineers and innovators from across the globe. Hyundai has re-imagined the compact SUV. Changing the way you look at form and function, comfort and safety, technology and simplicity, performance and efficiency, forever.

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WHERE ARE THEY NOW: MATTHEW BURTON

In this latest installment, *Docker* catches up with a true gentle giant of the game, Matthew 'Spider' Burton. An inaugural Docker, the 210cm ruckman played 147 AFL games, 70 for Fremantle and 77 for North Melbourne, before retiring in 2003.

What did you do after you retired from the AFL?

I stayed in Melbourne after finishing with North Melbourne. I'd always worked in financial advising while I was playing and it was a natural extension to go into it after playing. I'm still here today as a shareholder. I love it. It's a great job. Do you think you could have worked and played if you were an AFL footballer today?

That's a good question. It makes you a more rounded person to be working while you're playing and not have your life only revolve around footy. It makes you more balanced and more even. I would encourage players to work but I realise it's a lot harder now with training and recovery. *Where do you live?*

I live in Melbourne at the moment but I'm moving back to Perth at Christmas time to expand our business into the WA market. I married a WA girl and the lure of family and the lifestyle won us over.



Do people still recognise Spider Burton?

Yes, the height gives it away. Generally the older population knows who I am, having been retired for seven years now. I've been out socially with better players than I was and they don't tend to get recognised, but I do. It's the height.

What do you miss most about playing footy?

I miss the adrenalin rush pre-game.

That was one of the most exciting things about the game. I miss the comradeship and I miss being part of 50 elite people all seeking the same goal in a high-pressure environment that is watched by a lot of people. *What don't you miss about playing footy?*

The body's a bit sore so I don't miss the injuries. Also, there is more to life than footy, which sometimes you can forget about when you're involved in it.

What are your best memories from your playing days?

Being a pioneer at Freo and playing in the first ever match on 1 April, 1995. All of that pre-season, I had in the back of my mind that we were starting something new. Playing in that first game was awesome. That whole year was a great learning experience. We were written off as not being able to win any games but we had quite a successful season in the end. The first Western Derby was something great to be a part of. The hype surrounding that was phenomenal. I also enjoyed playing finals with North Melbourne. Do you still see any of your old teammates?

I'm quite close with quite a few guys, especially Greg Madigan, Chris Bond, Jason Norrish, Brad Wira and Peter Mann. We've all moved on to different parts of Australia but we've stayed in close contact. We were all thrown together once and we've turned out to be life-long friends. I also see some of the North Melbourne guys like Leigh Colbert and Adam Simpson, who are ripping blokes.

Do you watch much football nowadays?

I try to get to as many games as I can. The kids are starting to get into it, which is great. How has the role of the ruckman changed since you retired?

The centre circle came in the year



I retired, which I think would have been a great advantage to me. A ruckman back when I was playing may have got away with sitting behind the play and taking a mark here and there and dishing off a handball. Now they are bona fide midfielders as well as being expected to take the ruck duties. *What is your take on the new Spider, Aaron Sandilands?*

He's nothing short of exceptional. His endurance is fantastic. He has height. He has strength. He is smart. He is hard. He has all the traits of a champion and it's been great to be able to watch him play. Who were the best players you played with?

I was lucky to play with a couple of champions. I remember in my first year, the treatment that Ben Allan used to get was incredible. I remember when the ball was thrown up at a ruck contest, I could hear players hitting him trying to put him off his game. I would hit it into a space that we had organised previously, and he would get to that space and get the ball and deliver it beautifully. And at North Melbourne it was an absolute pleasure to be playing with guys like Wayne Carey, Anthony Stevens and Glenn Archer.

Do you have any children?

I have four girls. And they are all tall girls, which means they are mine. ‡



COMMUNITY MATTERS



ONGRATULATIONS to all the winners of Freo's Community Goals' Skills 4 Schools Grand Finals held on Subiaco Oval as the curtain raiser to the round 20 match against the Sydney Swans on 14 August.

The finalists contested the Freo Kwik Kick, Freo Fast Ball and Freo Long Bomb competitions, with every competitor giving it their best shot on the day.

These three events were conducted in primary schools across the entire State throughout term two, culminating in the grand finals. They involved the students taking part in the following:

Freo Long Bomb

Students participate in kicking the football as far as they can.



Freo Kwik Kick

Students participate, in pairs, kicking to each other as many times as they can in three minutes.

Freo Fast Ball

Students participate in a team handballing relay.

The skills based activities all come under the Community Goals' Skills 4 Schools banner, with each program encouraging enjoyable competition while at the same time promoting school spirit and participation in sport.

The Fremantle Football Club congratulates all the students who have participated in Skills 4 Schools throughout the year. \ddagger





SCHOOL HOLIDAY FUN AT FREO OVAL



HUNDREDS of young footy fans dropped the video game controllers and headed down to Fremantle Oval to take part in all the fun of the School Holiday Clinic.

The children, aged six to 12-years-old, made the most of the occasion, as they met, learnt skills from and played tug-o-war with their favourite Fremantle stars. The day's events included a super clinic conducted by the players and other fun activities including a tour of the Fremantle Football Club facilities, giveaways and even afternoon snacks – a necessity considering the amount of energy the young ones were burning.

Ryan Crowley was having a great time at the "run the gauntlet" station, while Nat Fyfe looked as if he was having just as much fun as the kids with the bubble blowing.

"It brings back the childhood a little bit," Fyfe said. "It's good fun."

The Freo youngster said the school holiday clinic was a fantastic idea.

"These are the next generation members and supporters and it's nice to give something back," Fyfe said.

Meanwhile, at the tugo-war station, Rhys Palmer was ensuring that Hayden Ballantyne's 23rd birthday was one to remember.

"Rhys has helped me out and made sure I got a lot of hugs from all the kids," birthday-boy Ballantyne said.

"It's great to see them all down here enjoying footy." ‡

SANDILANDS STANDS TALL ON BULLYING



ARON Sandilands was on hand at Sacred Heart Primary School in Thornlie to help ask students the question "CAN YOU STOP THE BULLY?"

The fifth and sixth graders were welcomed by Constable Care and Sandilands for a fun and interactive gameshow style presentation to help teach the students how to deal with bullying, whether it be in the form of physical, verbal, social or cyber bullying.

Sandilands, along with Des Headland and Luke McPharlin, has been involved with Constable Care in an ambassadorial role in 2010. He said he has found the experience so far a very rewarding one.

"It's all about teaching kids good values and respect and I see it as a really good thing," he said. "The sessions I have been involved with focus on bullying and how it can affect kids. It's so important to teach kids who might be getting bullied how to get out of those situations and where to go to get help."

Des Headland was also spreading key messages for Constable Care when he was part of the "Zac's Birthday Bike" puppet show presentation at Ellenbrook Christian College. The show focused on key road safety messages and stranger danger risks for year two and three students who took a lot away from the program.

The Constable Care Child Safety Foundation is one of the club's principal charity partners and is a highly regarded Australian social education program for young children. Fremantle Football Club looks forward to being involved with Constable Care again in 2011.¢



GO RED FOR REDKITE DAY

REDKITE ambassadors Ryan Crowley and Nick Suban treated more than 60 year two Wesley College students to a footy clinic in August as a reward for having raised the most money when they held a 'Go Red for Redkite Day'.

Wesley College managed to raise \$1610 for Redkite, which supports children, young people and their families through cancer by providing emotional support, financial assistance and educational services.

Crowley and Suban took the excited youngsters through a few skill drills, answered some inquisitive questions and signed autographs.

Suban said it was a great effort

by Wesley College to raise so much money for a good cause.

"Ryan and I were really happy to come out here and give something back to these kids who have made a significant contribution towards a great charity like Redkite," Suban said.

Crowley was amazed at the energy levels the children possessed.

"They just kept going," he said. "But it was great. Every one of

them looked like they had an awesome time."

Wesley College Headmaster David Gee said the school has always wanted to build an understanding among its younger students of why serving



the community is important.

"Obviously, younger children may not have the independence to do that kind of thing, so we want to build a culture that teaches them to help other people in the community, whether they are sick, or poor or in countries that may not be as fortunate as theirs," Mr Gee said.

Fremantle and Redkite would like to thank Wesley College and everyone else who has helped make a difference by getting on board and supporting this great cause.





Hi Kids,

Well what an amazing 2010 season. The boys did a terrific job out on the field and our junior fans did an even better job getting behind them loud and proud at every game!

With so many young players coming through the ranks here at the Dockers I thought I would put the question to the young fans and see who their favourite "YOUNG GUN" is.

To have your say, go online to fremantlefc.com.au, enter KidZone and send through your vote. There is also plenty of activities online for you to take part in, just like the ones I have included here in the KidZone activity page. Thanks again for all your support this year... enjoy your summer holidays and I look forward to seeing you all next year for a bumper season 2011!

KidZone Finals Passion!

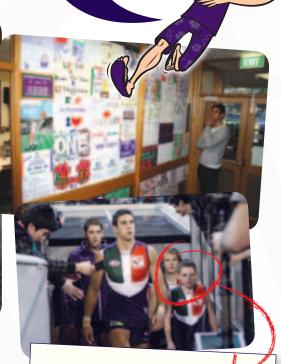
DURING THE finals series it was great to see so many kids get involved with the online competitions to win DOCKER FOR A DAY prizes.

First up we had the KidZone Passion Banners competition to win the Docker For A Day against the Hawks. There were some amazing

entries, and eventually the major prize went to 12-year-old Kristie Di Loreto. Kristie's wonderful 'Go Freo – Make our dreams come true' effort caught Pav's eye because of the great detail she had put into her entry. Pav had such a hard time choosing the winner that he decided to award a runner-up prize to 10-year-old Griffin Sheppard for his 'High-Fyfe' effort.

Leading into the Geelong Semi-Final it was time for some Passion Poems. We received plenty of entries and in the end it was 10-year-old Thomas Hanson who took out the major prize to run out with the team onto the MCG for the massive clash against the Cats.

Thanks to all the KidZone fans who took part in the finals competitions. Make sure you stay tuned to **fremantlefc.com.au** over the coming weeks for some more great competitions and prizes!



Johnne

Winning Passion Poem:

Let me tell you what Freo means to me

to watch them play finals at the MCG

I am missing out on my schools sports day

and not forgetting my mum's 35th Birthday

Winner!

I know everyone will understand as my passion for Freo has been in me since my life began

Sandilands, Hill and Pav are players that Geelong just don't have

If I was lucky enough to run out with the team Friday night After making a law

After making a long journey on a special flight

I promise you and make this pledge "THAT I THOMAS HANSON WILL BE YOUR EDGE"

38

chill

Key match ups



3

GREG BROUGHTON



See how well you know the DOCKERS... match the profile

pictures below with their correct player name.



Me

JUSTIN BOLLENHAGEN



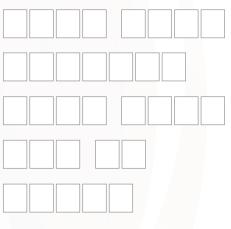
DAVID MUNDY



Docker sleuth

В	А	L	L	А	Ν	Т	Y	Ν	Е	D	
А	J	D	R	А	E	Н	Р	E	Н	S	
R	0	В	E	R	Т	0	Ν	G	E	E	
L	Н	F	Y	F	E	D	Ν	Α	А	L	
0	Ν	0	Т	Н	G	U	0	Н	D	F	
W	S	0	В	R	R	F	Т	Ν	L	F	
Е	0	С	R	Е	0	F	Н	E	А	U	
Е	Ν	Y	А	М	V	I	С	L	Ν	R	
Н	Κ	D	D	L	Е	E	I	L	D	S	
Ρ	D	Ν	L	А	R	L	R	0	U	I	
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В	Н	K	Н	Α	S	L	E	В	Y	E	
0	Y	E	L	W	0	R	С	М	Н	0	
Е	S	А	Ν	D	I	L	Α	Ν	D	S	
R	Т	Н	0	R	Ν	Т	0	Ν	W	W	
М	С	Р	Н	Α	R	L	I	Ν	E	R	
0	С	K	!	S	R	E	Т	L	А	W	

Find all the Dockers in this word sleuth and the leftover letters spell out a saying that fits below:



BALLANTYNE HAYDEN BARLOW HEADLAND BOLLENHAGEN HILL BRADLEY HINKLEY BROUGHTON HOUGHTON BUCOVAZ **IBBOTSON** CLARKE JOHNSON CRICHTON MAYNE CROWLEY **MCPHARLIN** DEBOER MCPHEE DUFFIELD MORABITO FYFE MUNDY PALMER GROVER HASLEBY PAVLICH

PEARCE ROBERTON RUFFLES SANDILANDS SHEPHEARD SIBOSADO SILVAGNI SUBAN THORNTON VANBERLO WALTERS

KIDZONE: RESULTS FROM DOCKER EDITION 2, 2010 Which footy is it? answer: ball 'B'.

PLAYER NAME

JUMPER #

fremantlefc.com.au/kidzone

Bring me to life

Can you tell who

drawings are of?

these coloured



October 2010 39



FREMANTLE DOCKERS

AF

150

WOO