

2010



FREMANTLE

DOCKERS

OFFICIAL

YEAR BOOK



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FREMANTLE FOOTBALL CLUB LTD

Official Year Book of the Fremantle Dockers Football Club 2010

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From the President

AS WE REACH the end of 2010 your Club is already working hard on preparations for the 2011 season and the second year of our strategic plan to deliver sustained success on and off the field.

Sustained success means being financially strong off-field. It means playing an exciting brand of football, winning games, playing and winning finals, and ultimately playing in and winning a Grand Final.

Without financial strength off-field it is extremely hard to be successful on-field.

In 2010, after contributing more than \$4.1 million to the Western Australian Football Commission, the Club will, subject to final audit, record a profit of approximately \$400,000. This is a solid result and will position the Club in the upper end of all AFL club profits. The result is significant for members because it means that the Club continues to operate with a large degree of independence from the AFL and without the need to borrow money that would have to be repaid in future years.

It also reinforces that members can be confident that the Club is managed in a professional and prudent manner, under the leadership of CEO Steve Rosich and his senior management team.

In 2010 you would have seen the early signs of our strategy for sustained success in our on-field performance.

Whilst the Club is pleased with its improved performance this year I want to assure you that we see this as the early stage of our plan, and not success itself.

The only ultimate measure of on-field success in the AFL is regularly playing in finals and winning a Premiership. This goal is clear in the minds of everyone at the Club. We are on the road to success, but we still have a long way to travel.

This year seven first-year and nine second-year players took to the field for Fremantle, more than any other club in the AFL.

The potential shown by these new young players, combined with the strength and experience of our established players, should give confidence that the Club is heading in the right direction, and show a glimpse of our future potential.

We have a hard working, dedicated, disciplined and passionate playing group who share the passion of our members for success.



Steve Harris
President,
Fremantle Dockers Football Club



I would like to recognise the coaching and football operations staff, under the leadership of Chris Bond, Mark Harvey, Brad Lloyd, Simon Lloyd and Jason Weber. They have worked hard to establish a clear strategy and vision and to execute that strategy in a most professional manner. Their leadership, tenacity and vision is a core part of our progress over the past two years.

Finally, I would like to thank our members. A group of more than 40,000 individuals who are widely recognised as being the most dedicated and passionate club members in the AFL.

2010 has been a great year for membership, home game attendance, and television audience as support for the Club grows. All indications are that this will continue to grow in 2011, and with a great home fixture scheduled, we expect the number of sell out home games to increase next season.

Your support and commitment does make a difference to our week-to-week performance, and our vision for sustained success.

Whether it be at our home games letting the opposition know which team most deserves to win, watching us on television, travelling to away games or supporting Fremantle in whatever way you choose, you do make a difference to the Club and are a core part of our ability to succeed.

I hope that you continue to enjoy your membership of the Fremantle Dockers, and the feeling that goes with being part of a special community.

Everyone is looking forward to next year and your Club is already working hard on delivering a great performance in season 2011. I look forward to seeing you at the footy!

Steve Harris

2010 AFL Ladder	Pos	Team	P	W	L	D	F	A	%	Pts
	1	Collingwood	22	17	4	1	2349	1658	141.68	70
	2	Geelong	22	17	5	0	2518	1702	147.94	68
	3	St Kilda	22	15	6	1	1935	1591	121.62	62
	4	Western Bulldogs	22	14	8	0	2174	1734	125.37	56
	5	Sydney	22	13	9	0	2017	1863	108.27	52
	6	Fremantle	22	13	9	0	2168	2087	103.88	52
	7	Hawthorn	22	12	9	1	2044	1847	110.67	50
	8	Carlton	22	11	11	0	2143	1983	108.07	44
	9	North Melbourne	22	11	11	0	1930	2208	87.41	44
	10	Port Adelaide	22	10	12	0	1749	2123	82.38	40
	11	Adelaide	22	9	13	0	1763	1870	94.28	36
	12	Melbourne	22	8	13	1	1863	1971	94.52	34
	13	Brisbane	22	7	15	0	1775	2158	82.25	28
	14	Essendon	22	7	15	0	1930	2402	80.35	28
	15	Richmond	22	6	16	0	1714	2348	73.00	24
	16	West Coast	22	4	18	0	1773	2300	77.09	16

From the Chief Executive Officer

THE AFL is an industry that does change and will continue to change every year. It is, arguably, the toughest club competition in the world. If you do not change and make progress in the AFL you go backwards.

During the past two years we have endeavoured to look a lot further ahead than just the next season or two. Indicative of that, and as part of our strategic plan, we set a vision for the year 2020 – some 10 years from now.

The Board, management team and staff have been focused on establishing and executing a plan that delivers on this vision, which is very ambitious for our Club and also reflects the belief that we have in our future to achieve sustained success, both on and off the field.

Having an ambitious vision requires an ambitious plan, and the execution of that plan requires that some challenging decisions be made. As a club, we must be strong and bold.

Examples of this boldness in planning and execution that we believe is required to achieve our aims include the following:

- Over the past three years we have changed more than 60 per cent of our playing list – of these 29 new players, only two had previous AFL experience (being Adam McPhee and the recently added Jonathon Griffin).
 - We have had 18 debutants in our past 44 home and away matches – an average of one debutant every 2.4 weeks.
 - We have taken our resourcing and operations to new levels in key football areas such as recruiting, player development and sports science.
 - Five new Board members have joined the Club in the past two years.
 - Six of the nine senior management team members are relatively new to the Club or are in new roles.
- Some commentators have suggested that progress is being made and that our on-field results in 2010 have surprised most.

We have taken stock of our year and it is true that we have felt a certain amount of pride in our results for 2010 which include:

- A 6th place finish with 13 wins – our improvement of eight ladder positions was the largest improvement recorded by any AFL team.
- Our young team regularly included 10 first and second year players throughout the season, and it is pleasing that our team experienced two finals matches, including a resounding finals win at home against Hawthorn.

Our on-field performances in 2010 highlighted the outstanding levels of passionate support that we receive at all levels including:

- More than 450,000 people attended our home games during the year making us the highest attended WA-based sporting team in 2010.



Steve Rosich
*Chief Executive Officer,
Fremantle Dockers Football Club*



- More people watched our games on TV in 2010 than any other WA-based sporting team.

As positive as these results have been in 2010, we cannot rest. We do have a long way to go to achieve our aims.

To this end, our planning and decision making will continue to challenge how we do things with the aim of ensuring that we deliver long term performance on the football field and for our members and fans.

There are two areas worth mentioning in this regard, for this publication.

Firstly, Fremantle Oval is our first, second and third preference for our Club to base its training, administration and non-match day member facilities. It is a great location that we are keen to enhance.

In conjunction with the South Fremantle Football Club, we are in the final stages of developing broad plans for our operations to remain at Fremantle Oval for the long-term, including first class facilities for our players, staff, members and the community.

We look forward to updating all of our stakeholders on our plans for Fremantle Oval in the near future.

The second relates to the changes to our brand elements, that we announced in October at Fremantle Oval.

It is a significant decision by any club to change things that supporters hold close to their heart, such as club logos and the playing strip – although most clubs have done this at some stage in their history.

The timing for our Club, 16 years young, comes at a time when we have managed to shore up the name of the Club – The Fremantle Dockers – via a new agreement struck with Levi Strauss and Co.

This new and significant agreement preserves the name Fremantle Dockers for the long-term.

Coinciding with this agreement, and after much consideration over the past two years, we have launched a new Club logo and playing strip for the 2011 Season.

These new designs incorporate the “anchor”, are dominated with the colour purple, and feature more prominently the Dockers’ name.

The design of the new playing strip has been inspired by the Club’s heritage jumper, first worn by Fremantle at the MCG in 2003.

The new logo and playing strip are strong and bold.

We, too, must continue to be strong and bold as a Club as we strive for the sustained success that we crave.

Steve Rosich

From the Senior Coach

THIS WAS an exciting year for the Fremantle Dockers. It was a year the Club signalled to the football world that it has the potential to evolve as a group. What really emerged was how our side pressured and tackled the opposition. It's an interesting time for the group. Working out how to forge through and to take the next step is going to be the challenge.

What really set the tone for the season was the start of the year, when we won our first three games and took it up to St Kilda at Etihad Stadium in round 4.

It's imperative to get off to a good start because it's a long season and you don't want to be playing catch up. For the players, particularly the younger members of the group, the thrill and the excitement and the momentum we gained early on really picked us up heading into the second half of the year. What we did in that first month put us in a position that we haven't been in for the past couple of years. We made the most of a good start.

The highlight of the early part of the season was beating Geelong in round 3. They have been such a dominant team in the past few years. They've beaten many teams and there is an aura about them. They've won two premierships. We understood that we were able to get close to them a few times previously at home in the past couple of seasons. That created a belief that we could beat them and going out in front of our fans and doing it was great. That last quarter was a memorable one. The ball was going backwards and forwards but in the end we prevailed and it set us up in many ways.

What else was important was our form away from home, which has been an area that we have struggled in recently. We just had to get the job done and we did.

Another pleasing aspect in 2010 was the emergence of our midfield unit. David Mundy became an elite player in that area. It was his second year playing midfield and he really grabbed hold of what to do and how to do it. He's become a player that the opposition have to tag. David and Michael Barlow really set the tone in that department. Getting Michael through the Rookie Draft was a real bonus for the Club. You'd like to be able to do that again. The maturity and the poise that he showed was incredible. He embraced the team but, more importantly, the team embraced him. He was that little bit of fire we needed to add to what we were doing, and luckily, it happened so quick.

While we gained a lot on the field in 2010, we have also lost a fair chunk of experience through retirements. Replacing that knowledge may take time, but as the maturity of the players we do have gets better, we hope to cover that area. We picked up three mature-agers – Peter Faulks, Jonathon Griffin, Tendai Mzungu – in the trade period at the end of the season. This is part of our goal to have a list with depth. Make no mistake, every player is still vying for their spot in the team and it shouldn't be any other way.



Mark Harvey
Senior Coach,
Fremantle Dockers Football Club



We have also lost some important members of the coaching team. What happens in the coaching box is significant and losing people of the calibre of Chris Scott and Dean Wallis is hard to replace. But we've moved people from within to the areas that we needed to cover and those guys are across a lot of things. I have every confidence that Michael Prior and Simon Lloyd will be strong assets to the coaching team.

Playing in the finals is why we play football. We were fortunate enough to put ourselves in a position to do that this year, but the most important thing for the group is not to expect it will happen again. What we need to do is be enthralled by playing in front of 43,000 at home and to never forget the feeling of what it was like to take on the reigning premiers at the MCG in a final. We must understand though that taking the next step is the hardest part. I told the group this on the MCG after the Semi-Final loss to Geelong and I told them to learn from what happened and to not make excuses.

Finally to you, our loyal members and fans, who I refer to as an army of people that are marching. We need to march further. There may be a little bit of expectation on the back of what we've done this year, but it's not going to be easy. We are evolving and I look forward to your continued support of our Club. You were a vital ingredient of what we achieved this year, and you will be again in 2011 and beyond. Thank you and see you all next year.

Mark Harvey



From the Captain

2 010 WAS A SPECIAL year for the Club and an important step in our quest to achieve sustained success. It was an honour to again lead the team, and our performances on the field made me especially proud to be the Captain of this fine football Club.

Most importantly, we got off to a great start. Winning our first three games really got the ball rolling. We had a strong pre-season and to stand up in the first month against quality opposition was great. What that first four weeks did was really set our season up. It gave the guys a whole lot of confidence in the way we had trained. It was like sitting for an exam. We'd done the preparation. We'd done the study but we had to go out and prove in the exam that we could hold up under pressure, which was always going to be a challenge, but to the guys' credit, we did that and set up our season.

The highlight of the year, without doubt, was winning a final in front of you, our fans, at our home ground. Our performances early in the season put us in a position to make the finals. We were challenged later in the year with a lot of different things including injuries, but to finally get to that game in front of 43,000 fans and to play well and win so convincingly was fantastic.

While we overcame many historical hurdles in 2010, such as winning at the Gabba for the first time and at the SCG for the first time since 1996, I don't think those results impacted on the team too greatly. A lot of the players have only been around the Club for the past few years. This young group that we have is really driven and motivated to create some history for themselves and for each other. Yes, they're nice milestones to achieve, but for this young group it's more about what we can achieve together in the future, rather than looking back.

We also said goodbye to some absolute champions of the Club. Guys like Paul Hasleby, Des Headland and Scott Thornton have been wonderful servants and people that I've shared a huge amount of good times and challenging moments with. They leave a strong culture and they will be looked upon fondly when the history of the Fremantle Football Club is discussed.

On a personal note, I was pleased to have been able to play all but one game this year. As someone who is trying to drive our core values, to be out there each week with my team-mates is unbelievably important. It was nice to kick a few goals, but I've always stated that my season is not judged by statistics. It's always been about my impact on the team, more so for the development of our players. Making sure they understand the way we want to play, the way we expect them to behave and to uphold the values that we hold very dearly to ourselves. I was happy with the impact that I had on the group and I still think there is a lot of work to do from that perspective leading into next season and beyond.



**FREMANTLE
DOCKERS**

*Matthew Pavlich
Captain,
Fremantle Dockers Football Club*



To all our fans, thank you very much for your ongoing support. Hopefully, 2010 was an indication that the Club is on the right track. However, don't expect the ultimate prize to be just around the corner. It's not a matter of just turning up next year. We've got a huge amount of hard work left. The next step towards achieving sustained success is significantly greater than the step we've just taken. We have to remain unbelievably driven and motivated to achieve more. Keep supporting us, keep the faith and make sure you embrace the new logo and jumper. We think that it's really strong, exciting and bold. Here's to a massive 2011.

Matthew Pavlich





Club Operations Report

Finance

Following the global financial crisis in 2009, the Club undertook stringent cost saving measures to ensure it remained profitable and cash flow positive. This was achieved and the same methodology was applied to our 2010 budget process. Whilst investment in the Club's football resources has continued to increase in line with the industry standards, an improved performance on-field has aided the Club's commercial returns. This has allowed the Club to further invest in its football resources in accordance with our strategic plan and maintain an appropriate balance between infrastructure and on-field spend.

Fremantle's financial management during 2010 has been critical to the Club achieving its eighth consecutive operating profit. Whilst the figure is not final at the time of publishing and is subject to audit clearance, it is expected that, after contributions of approximately \$4.1 million to the Western Australian Football Commission, the operating result will be approximately \$400,000. This is above the original 2010 budget and is a reflection of strong financial discipline being employed across the Club. Net Tangible Assets will also increase to the \$4.5 million level.

Finally, the Club is a leader in the AFL in governance and risk management and is determined to make improvements where possible. We work closely with the AFL and our insurers to manage high risk areas and monitor all of our operations to ensure the environment is as safe and secure as possible.

Commercial Partners

At the commencement of the season, the Club welcomed Woodside Energy as a Co-Major Sponsor to sit alongside Integrated Group. It is significant that the Club can now proudly promote its Major Sponsors as two companies that both have strong Western Australian roots.

In addition to Woodside Energy, the Club attracted new sponsors in DVG Hyundai, Fremantle Ports, Player Sportsbet, Burswood Entertainment Complex, Forty Winks and Daniel Hechter. We welcome each new sponsor to Fremantle and thank you for your support and commitment.

Our commercial partners play a significant role in our match day activities and experiences. They contributed to many successful promotions in 2010, including delivering a Hyundai i20 to the Club raffle winner, opportunities for members to win AFL Grand Final packages, interstate trips with the team, lunch with your favourite players, VIP experiences at the Doig Medal and much more.

During the 2010 season, the commercial partners team hosted a successful Captain's of Industry Lunch for the corporate market. With Woodside Managing Director and CEO Don Voelte and Wesfarmers' MD and Chief Executive Officer Richard Goyder as key note speakers, the event was extremely well received and supported by Perth businesses.



The Club continues to enjoy strong support from our corporate partner group, with more than 2500 corporate guests entertained each match day during the season and a combined total of more than 2000 people attending our two major Club events, the Carlton Mid Gala Dinner Auction and the Doig Medal Presentation Dinner.

Not only were we well supported at home, we enjoyed record attendance at our interstate corporate functions against Carlton in round 13 at Etihad Stadium and the Semi-Final against Geelong at the MCG.

Thank you to all of our commercial partners in 2010 for their ongoing support of the Club. It is invaluable and we look forward to more exciting times ahead.

Business Operations

Members and Fans

Fremantle is consistently represented in the top range of AFL clubs for membership and this trend continued in 2010 with 40,069 members.

Game day attendance reached 445,007 in 2010 as passionate Fremantle supporters flooded to our 11 home qualifying games and one home final at an average of more than 37,000 fans per match.

Thank you to all of our supporter groups across the country that represent many members - from the founding membership base of the Fremantle Football Club, the Harbour Masters, to the game day Cheer Squads and Banner Crews in both Perth and Victoria.



Special mention goes to the Victorian Cheer Squad members who provide the players with vocal support at interstate games. Be assured that the players can hear you and your cheering is a constant source of motivation for all of them.

Further, all players, coaches, members and fans look forward to the raising of the banner each week and wait in anticipation for the team to burst through. There is a huge amount of effort that goes unseen when making the banner throughout the season. The Club is grateful to the proud, loyal and passionate members who give up their time on many days and nights throughout the season to ensure there is a banner for the players to run through at every game at Subiaco and at all Interstate venues. Thank you to Maria Giglia and the WA Banner Crew and Hayley MacDivitt and the Victorian Banner Crew.

Events

Fremantle again held a wide variety of events in 2010. From the traditional Season Launch to the Doig Medal Presentation Dinner. Our events provided our fans with opportunities to support the team, meet the players, access the inner sanctum of the Club and be part of the Fremantle Dockers' family.

Special mentions go to Michael Thomson, Dixie Marshall, Dean Clairs and Greg Pearce for being MCs at our major events throughout the season. Thank you to Burswood Entertainment Complex, Perth Convention

Exhibition Centre, Mustard Catering, Foster's and Swings and Roundabouts for working with the Club to professionally deliver our 2010 suite of functions.

Thank you to the City of Fremantle for partnering with the Club to deliver our Junior Christmas Party. We were able to provide our guests with a fireworks display, Christmas Carols and introduced the new recruits for season 2011.

Thank you to Brendan Arundell and every member of the AJ Diamond Club for your support throughout 2010. Your financial assistance to provide us with the medals and trophies at the Doig Medal Presentation Dinner is a wonderful gesture. In addition, having a relationship with an external group of trusted professional business people is a fantastic sounding board for the entire events team.

Finally, a massive thank you goes to Dave Trapp and all of the staff from Lux Events. Your attention to detail, professional delivery and unbelievable work ethic behind the scenes at our events often goes unnoticed by our guests. You can be sure that everyone at Fremantle understands and appreciates the work you do.

Community Goals

Thank you to Fremantle Ports for providing significant funding and support to the Club to enable us to successfully deliver a range of community-based activities in 2010. Fremantle's "Community Goals" programs are considered to be the best in their field within the sporting industry in Australia.

Fremantle's commitment to the community was significantly enhanced in 2010 as our involvement with school children across WA doubled in size from 300 to 600 schools. Thank you to the Western Australian Football Commission for their support and vision in helping the Club interact with almost 100,000 kids via our expanded Skills 4 Schools programs.

Thank you also to the 50 students from the University of Notre Dame Australia (Fremantle Campus) who assisted the Club in delivering the Skills 4 Schools programs. 2010 marks the fifth year of involvement between the Club and Notre Dame in this area.

Fremantle also continued its strong relationship with Partner Clubs and schools around the world. An indication of the growing Partner Club strategy is that we now have Partner Clubs across the country as well as internationally in Italy, China and the USA to name just three.

Congratulations to the Doncaster Heights Dockers and Templestowe Dockers who opened their new combined club rooms in June 2010 at Templestowe Reserve, Melbourne. Fremantle players who attended this opening and conducted an Auskick clinic, included Michael Barlow, Nathan Fyfe, Anthony Morabito and Rhys Palmer.

Charity Partners

THE CLUB enjoyed a great season in the community, building upon long standing relationships with organisations such as Redkite and the Starlight Children's Foundation, as well as forming new partnerships with the Constable Care Child Safety Foundation, The Association for the Blind: Guide Dogs WA and the National Breast Cancer Foundation.

The annual Starlight Purple Haze game, proudly supported by Fremantle Ports, notched yet another record amount when Fremantle fans helped raise an amazing \$45,172.65 for the Starlight Children's Foundation. We look forward to improving on that figure in 2011 when we take on Geelong in round 2 at Patersons Stadium. Thank you to Chris Tarrant, Ryan Murphy and Des Headland who have been Starlight ambassadors for the past four years. We look forward to Aaron Sandilands flying the Purple Haze flag for his fifth year straight next season.

Ryan Crowley and Nick Suban helped spread the Redkite message in 2010. Redkite is an organisation that supports children, young people and their families through cancer by providing emotional support, financial assistance and educational services. Crowley and Suban made visits during the year to the wards of both Sir Charles Gairdner and Princess Margaret Hospitals as well as running a school clinic at Wesley College after they raised \$1610 as part of the "Go red for Redkite day" initiative.

We welcomed the Constable Care Child Safety Foundation as a Principal Charity Partner and had Aaron Sandilands, Des Headland and Luke McPharlin visit various schools to help Constable Care "teach kids to do the right thing". Sandilands said an organisation like Constable Care was extremely important in helping kids as they grow up. "It's all about teaching kids good

values and respect and I see it as a really good thing," Sandilands said.

The Club also managed to participate in some great community initiatives with our 2010 associate charity partners. We thoroughly enjoyed supporting great community events such as the South Metropolitan Health Services Bravery Awards, the National Breast Cancer Foundation's Mothers Day Classic and the Association for the Blind's Open Day.

Principal Charity Partners



www.redkite.org.au



www.constablecare.org.au



www.starlight.org.au

Associate Charity Partners

Fremantle Hospital
National Breast Cancer Foundation
Association for the Blind: Guide Dogs WA



2010 Records: Top 5s

TOTAL DISPOSALS

1	David Mundy	508
2	Paul Duffield	499
3	Matthew Pavlich	435
4	Greg Broughton	413
5	Stephen Hill	399

DISPOSAL EFFICIENCY (%)

1	Luke McPharlin	81.9
2	Paul Duffield	77.4
3	Kepler Bradley	77.3
4	Roger Hayden	76.6
5	Greg Broughton	75.8

CONTESTED POSSESSIONS

1	Aaron Sandilands	214
2	Matthew Pavlich	185
3	David Mundy	165
4	Stephen Hill	146
5	Greg Broughton	123

UNCONTESTED POSSESSIONS

1	Paul Duffield	341
2	David Mundy	335
3	Greg Broughton	289
4	Stephen Hill	256
5	Matthew Pavlich	254

TOTAL KICKS

1	Paul Duffield	356
2	Matthew Pavlich	277
3	David Mundy	244
4	Greg Broughton	210
5	Stephen Hill	206

LONG KICKS

1	Paul Duffield	100
2	Matthew Pavlich	89
3	Anthony Morabito	70
4	David Mundy	59
5	Stephen Hill	55

SHORT KICKS

1	Paul Duffield	162
2	Roger Hayden	109
2	Michael Johnson	109
3	Greg Broughton	99
4	Garrick Ibbotson	92
5	David Mundy	84

TOTAL EFFECTIVE KICKS

1	Paul Duffield	265
2	Matthew Pavlich	166
3	David Mundy	149
4	Greg Broughton	148
5	Michael Johnson	142

HANDBALLS

1	David Mundy	264
2	Aaron Sandilands	220
3	Michael Barlow	212
4	Greg Broughton	203
5	Paul Hasleby	201

HANDBALLS RECEIVED

1	David Mundy	207
2	Paul Duffield	200
3	Greg Broughton	182
4	Stephen Hill	178
5	Michael Barlow	152

TOTAL EFFECTIVE HANDBALLS

1	David Mundy	204
2	Greg Broughton	165
3	Aaron Sandilands	159
4	Michael Barlow	158
5	Paul Hasleby	151

TOTAL MARKS

1	Paul Duffield	131
2	Michael Johnson	117
3	Matthew Pavlich	110
4	Luke McPharlin	97
5	Greg Broughton	95
5	Adam McPhee	95

CONTESTED MARKS

1	Aaron Sandilands	42
2	Luke McPharlin	23
2	Matthew Pavlich	23
3	Nathan Fyfe	20
4	Adam McPhee	19
5	Kepler Bradley	16

UNCONTESTED MARKS

1	Paul Duffield	122
2	Michael Johnson	102
3	Greg Broughton	89
4	Matthew Pavlich	87
5	Roger Hayden	85

HITOUTS

1	Aaron Sandilands	732
2	Kepler Bradley	73
3	Michael Johnson	54
4	Zac Clarke	25
5	Anthony Morabito	9
5	Alex Silvagni	9

CLEARANCES

1	David Mundy	98
2	Aaron Sandilands	86
3	Matthew Pavlich	66
4	Michael Barlow	49
5	Anthony Morabito	47

HARD BALL GETS

1	Aaron Sandilands	124
2	David Mundy	98
3	Matthew Pavlich	93
4	Michael Barlow	70
5	Matthew de Boer	60

LOOSE BALL GETS

1	Stephen Hill	66
2	Nathan Fyfe	49
3	Garrick Ibbotson	45
4	Roger Hayden	43
5	Greg Broughton	42

SPOILS

1	Luke McPharlin	60
2	Chris Tarrant	58
3	Antoni Grover	53
4	Alex Silvagni	50
5	Greg Broughton	41

SMOTHERS

1	David Mundy	16
2	Paul Duffield	12
3	Paul Hasleby	10
4	Nathan Fyfe	9
4	Nick Suban	9
5	Hayden Ballantyne	8
5	Michael Barlow	8
5	Matthew de Boer	8

TACKLES

1	Adam McPhee	107
2	David Mundy	105
3	Paul Duffield	94
4	Matthew Pavlich	77
5	Ryan Crowley	75
5	Matthew de Boer	75
5	Anthony Morabito	75

RUNNING BOUNCES

1	Paul Duffield	43
2	Stephen Hill	41
3	Hayden Ballantyne	34
4	Greg Broughton	31
5	Dylan Robertson	23

REBOUND 50s

1	Paul Duffield	140
2	Greg Broughton	67
3	Luke McPharlin	46
4	David Mundy	44
5	Roger Hayden	43

INSIDE 50s

1	Stephen Hill	96
2	Matthew Pavlich	86
3	Anthony Morabito	78
4	David Mundy	76
5	Hayden Ballantyne	68

SCORE ASSISTS

1	Hayden Ballantyne	29
2	Nathan Fyfe	24
2	Paul Hasleby	24
2	Matthew Pavlich	24
3	Matthew de Boer	23
3	Stephen Hill	23
3	Chris Mayne	23
4	David Mundy	22
5	Michael Barlow	19

GOALKICKERS

1	Matthew Pavlich	61
2	Hayden Ballantyne	33
3	Paul Hasleby	22
4	Stephen Hill	19
5	Michael Johnson	17

DREAMTEAM AVERAGE POINTS/ROUND

1	Michael Barlow	109.85
2	Aaron Sandilands	97.89
3	Matthew Pavlich	91.67
4	Greg Broughton	89.33
5	David Mundy	89.15

Paul Duffield tops nine of the 27 Top 5 lists for 2010



FREMANTLE DOCKERS

YEAR	PRESIDENT	CEO	COACH	CAPTAIN
1995	Ross Kelly	David Hatt	Gerard Neesham	Ben Allan
1996	Ross Kelly	David Hatt	Gerard Neesham	Ben Allan
1997	Ross Kelly	David Hatt	Gerard Neesham	Peter Mann
1998	Ross Kelly/Ross McLean	David Hatt	Gerard Neesham	Peter Mann
1999	Ross McLean	David Hatt	Damian Drum	Chris Bond
2000	Ross McLean	David Hatt	Damian Drum	Adrian Fletcher/Shawn McManus
2001	Ross McLean	David Hatt/Cameron Schwab	Damian Drum/Ben Allan	Adrian Fletcher/Shawn McManus
2002	Rick Hart	Cameron Schwab	Chris Connolly	Peter Bell
2003	Rick Hart	Cameron Schwab	Chris Connolly	Peter Bell
2004	Rick Hart	Cameron Schwab	Chris Connolly	Peter Bell
2005	Rick Hart	Cameron Schwab	Chris Connolly	Peter Bell
2006	Rick Hart	Cameron Schwab	Chris Connolly	Peter Bell
2007	Rick Hart	Cameron Schwab	Chris Connolly/Mark Harvey	Matthew Pavlich
2008	Rick Hart	Cameron Schwab/Steve Rosich	Mark Harvey	Matthew Pavlich
2009	Rick Hart	Steve Rosich	Mark Harvey	Matthew Pavlich
2010	Steve Harris	Steve Rosich	Mark Harvey	Matthew Pavlich

FREMANTLE GAMES PLAYED

Shane Parker	238
Matthew Pavlich*	236
Shaun McManus	228
Paul Hasleby	208
Antoni Grover*	181
Peter Bell	163
Luke McPharlin*	156
Aaron Sandilands*	156
James Walker	151
Troy Cook	150
Justin Longmuir	139
Heath Black	138
Dale Kickett	135
Matthew Carr	134
Jeff Farmer	131
David Mundy*	130
Jason Norrish	128
Byron Schammer*	127
Roger Hayden*	125
Des Headland	114
Clive Waterhouse	106
Daniel Bandy	105
Michael Johnson*	103
Steven Dodd	101

FREMANTLE GOALS KICKED

Matthew Pavlich*	468
Jeff Farmer	224
Clive Waterhouse	178
Justin Longmuir	166
Paul Medhurst	166
Tony Modra	148
Paul Hasleby	131
Peter Bell	130
Des Headland	125
Luke McPharlin*	109

CAREER BROWNLOW VOTES

Matthew Pavlich*	98
Peter Bell	80
Paul Hasleby	67
Aaron Sandilands*	50
Shaun McManus	42
Troy Cook	35
Adrian Fletcher	31
Des Headland	26
Josh Carr	23
Heath Black	22

AFL RISING STAR

Paul Hasleby	2000
Rhys Palmer	2008

ALL AUSTRALIAN

Aaron Sandilands	2008, 2009, 2010
Matthew Pavlich	2002, 2003, 2005, 2006, 2007, 2008
Peter Bell	2003
Paul Hasleby	2003

GAMES AS CAPTAIN

Peter Bell	107 games (2002-2006)
Matthew Pavlich	83 games (2007-present)
Shaun McManus	44 games (2000, 2001)
Adrian Fletcher	44 games (2000, 2001)
Peter Mann	40 games (1997-1998)
Ben Allan	22 games (1995)
Chris Bond	19 games (1999)

FINALS RECORD

Finals Played	6
Finals Wins	2
Finals Losses	4
Finals Draws	0
Winning Percentage	33.33%

FREMANTLE FINALS PLAYED

Roger Hayden*	6
Luke McPharlin*	6
Matthew Pavlich*	6
Aaron Sandilands*	6
Ryan Crowley*	5
Des Headland	5
Michael Johnson*	5
David Mundy*	5
Peter Bell	4
Matthew Carr	4
Jeff Farmer	4
Antoni Grover*	4
Paul Hasleby	4
Justin Longmuir	4
Shaun McManus	4
Shane Parker	4

*Indicates player currently listed

CON REGAN MEMORIAL AWARD

Tony Buhagiar	2009
Beryl Regan, Chris Connolly	2007

WAFC LIFE MEMBER

Ross Kelly	2010
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HONOUR BOARD

DOIG MEDALLIST	BEACON AWARD	CLUBMAN	GOAL SCORER	MEMBERSHIP
Peter Mann	Scott Chisholm	–	Peter Mann (33)	18,456
Stephen O'Reilly	Gavin Mitchell	–	Kingsley Hunter (33)	19,622
Dale Kickett	Mark Gale	–	Kingsley Hunter (32)	19,949
Jason Norrish	Brad Dodd	Chris Bond/Jason Norrish	Clive Waterhouse (30)	22,186
Adrian Fletcher	Clem Michael	Ashley Prescott	Tony Modra (71)	24,896
Troy Cook	Paul Hasleby	John Rankin	Clive Waterhouse (53)	24,925
Peter Bell	Dion Woods	Leigh Brown	Matthew Pavlich/Justin Longmuir (28)	23,898
Matthew Pavlich	Paul Medhurst	Shaun McManus	Trent Croad (42)	23,775
Peter Bell	Graham Polak	Troy Longmuir	Paul Medhurst (50)	25,368
Peter Bell	Andrew Browne	Matthew Carr	Paul Medhurst (41)	32,780
Matthew Pavlich	David Mundy	Troy Cook	Matthew Pavlich (61)	34,124
Matthew Pavlich	Marcus Drum	Luke Webster	Matthew Pavlich (71)	35,666
Matthew Pavlich	Robert Warnock	Heath Black	Matthew Pavlich (72)	43,343
Matthew Pavlich	Rhys Palmer	Luke Webster	Matthew Pavlich (67)	43,366
Aaron Sandilands	Stephen Hill	Michael Johnson	Matthew Pavlich (28)	39,206
David Mundy	Michael Barlow	Matthew de Boer	Matthew Pavlich (61)	40,069

COACHES

Coach	Games	Wins	Losses	Draws	Wining %
Mark Harvey (Rnd 16, 2007-)	75	30	45	0	40%
Chris Connolly (2002-Rnd 15, 2007)	129	67	62	0	52%
Ben Allan (Rnd 10-22, 2001)	13	2	11	0	15%
Damian Drum (1999-Rnd 9, 2001)	53	13	40	0	25%
Gerard Neesham (1995-1998)	88	32	56	0	36%

MOST CONSECUTIVE GAMES

Matthew Pavlich	160	Round 15, 2001 to Round 16, 2008
David Mundy	124	Round 6, 2005 to Round 16, 2010
Paul Hasleby	90	Round 1, 2002 to Round 1, 2006
Troy Cook	88	Round 1, 2000 to Round 22, 2003
James Walker	87	Round 10, 2001 to Round 7, 2005
Paul Medhurst	85	Round 9, 2002 to Round 4, 2006
Shaun McManus	82	Round 19, 2000 to Round 11, 2004
Peter Bell	79	Round 10, 2001 to Round 21, 2004

2010 MILESTONES

200 Games

Player	Round	Opponent	Date
Paul Hasleby	13	Carlton	Saturday 19 June 2010

150 Games

Player	Round	Opponent	Date
Aaron Sandilands	15	Richmond	Saturday 10 July 2010
Luke McPharlin	18	West Coast	Sunday 1 August 2010

100 Games

Player	Round	Opponent	Date
Steven Dodd	11	Adelaide	Saturday 5 June 2010
Michael Johnson	21	Hawthorn	Saturday 21 August 2010

50 Games

Player	Round	Opponent	Date
Paul Duffield	5	Richmond	Sunday 25 April 2010
Garrick Ibbotson	13	Carlton	Saturday 19 June 2010

2010 Debuts

Player	Round	Opponent	Date
Anthony Morabito	1	Adelaide	Sunday 28 March 2010
Michael Barlow	1	Adelaide	Sunday 28 March 2010
Alex Silvagni	1	Adelaide	Sunday 28 March 2010
Nathan Fyfe	5	Richmond	Sunday 25 April 2010
Dylan Robertson	6	West Coast	Sunday 2 May 2010
Jesse Crichton	17	Bulldogs	Sunday 25 July 2010
Justin Bollenhagen	18	West Coast	Sunday 1 August 2010



2010 Doig Medal Presentation Dinner

2010 was a positive year on-field for the Fremantle Dockers, so it was no surprise that the 16th Doig Medal Presentation Dinner on Saturday 2 October was a sold out event.

More than 1000 guests packed the Grand Ballroom at Burswood Entertainment Complex to see David Mundy rewarded for an outstanding season of football.

He became just the 10th player to receive a Doig Medal and, interestingly, the first player in Fremantle's history to be awarded both a Beacon Award and Doig Medal in their career.

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

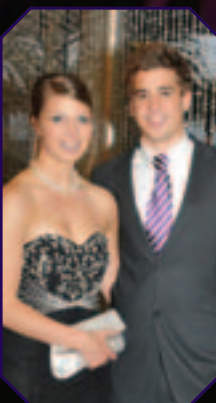
Michael Barlow took out the Beacon Award as the best first-year player and Matthew de Boer was voted by his teammates as the Best Clubman.

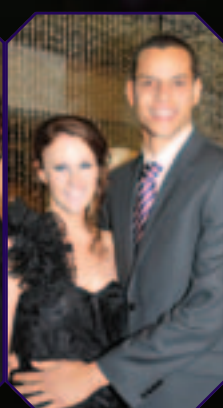
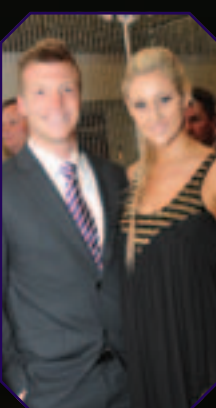
The Club also honoured its retiring players, Paul Hasleby, Des Headland and Scott Thornton with special presentations.

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

Channel 9 Sports Director Michael Thomson hosted the evening's proceedings, and West Australian rock band Jebediah's high energy performance ensured guests were up dancing into the latter part of the evening.

The Fremantle Dockers would like to thank everyone who attended the night to help officially close off our 2010 season.





Doig Medallist: David Mundy

He has taken his game to new heights in 2010 and a Doig Medal win confirmed what Fremantle already knew: David Mundy is an elite AFL footballer. But getting there wasn't easy. Story: Costa Kastanis.

IN THE FIRST four years of his AFL career, David Mundy was, in his own words, a "slow half-back flanker".

The Victorian recruit enjoyed a promising debut season for Freo in 2005, finishing third in the AFL's Rising Star Award and winning the Club's Beacon Award for the best first-year player.

But with this success came increased attention from the opposition.

"I think as is always the case, when you are a new kid you don't tend to get much respect from the opposition and it got much tougher after my debut year," the 25-year-old Mundy said.

Following the conclusion of the 2008 season, Fremantle needed to fill a gaping midfield void left by the departures of Club on-ball stalwarts Peter Bell, Shaun McManus and the Carr brothers, Josh and Matthew.

Up stepped Mundy, who was called upon to take on a new role in the Freo engine room for the 2009 season.

He quickly discovered that playing on the ball was very different to being a defender.

"Playing as a half-back you can sit back and analyse the game a bit more, whereas in the midfield you have to make things happen and run a bit more creatively," Mundy said.

"That was a big challenge, trying to understand the different kind of game-sense you had to have to play midfield.

"2009 was an important educational experience for me playing in that new position and it really set me up going forward."

But Mundy realised that to compete with the AFL's elite midfielders he needed a bigger tank.

"I wasn't in the top runners at the Club, so I worked as hard as I could to get as fit as I could," he said.

On the first day of the 2010 pre-season, he ran a personal best time in the 3km time-trial. He broke that time by one-and-a-half minutes just before Christmas.

"I put myself in a really good position going into the 2010 season," he said.

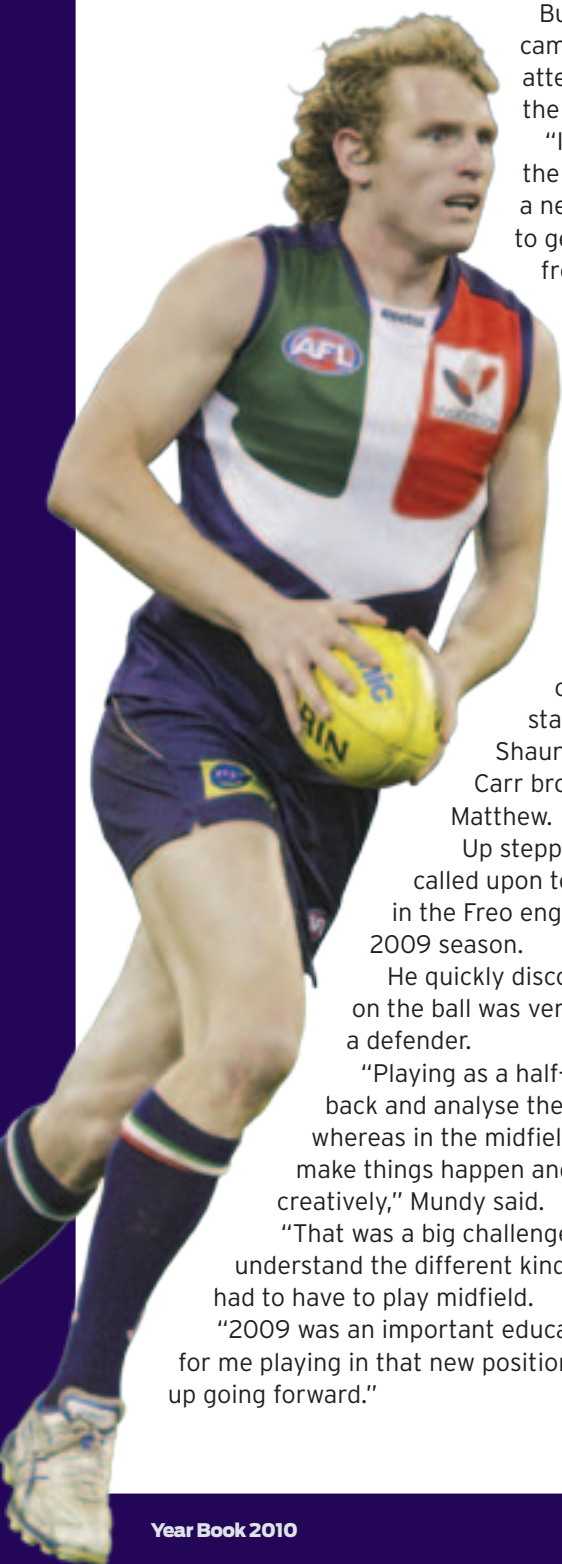
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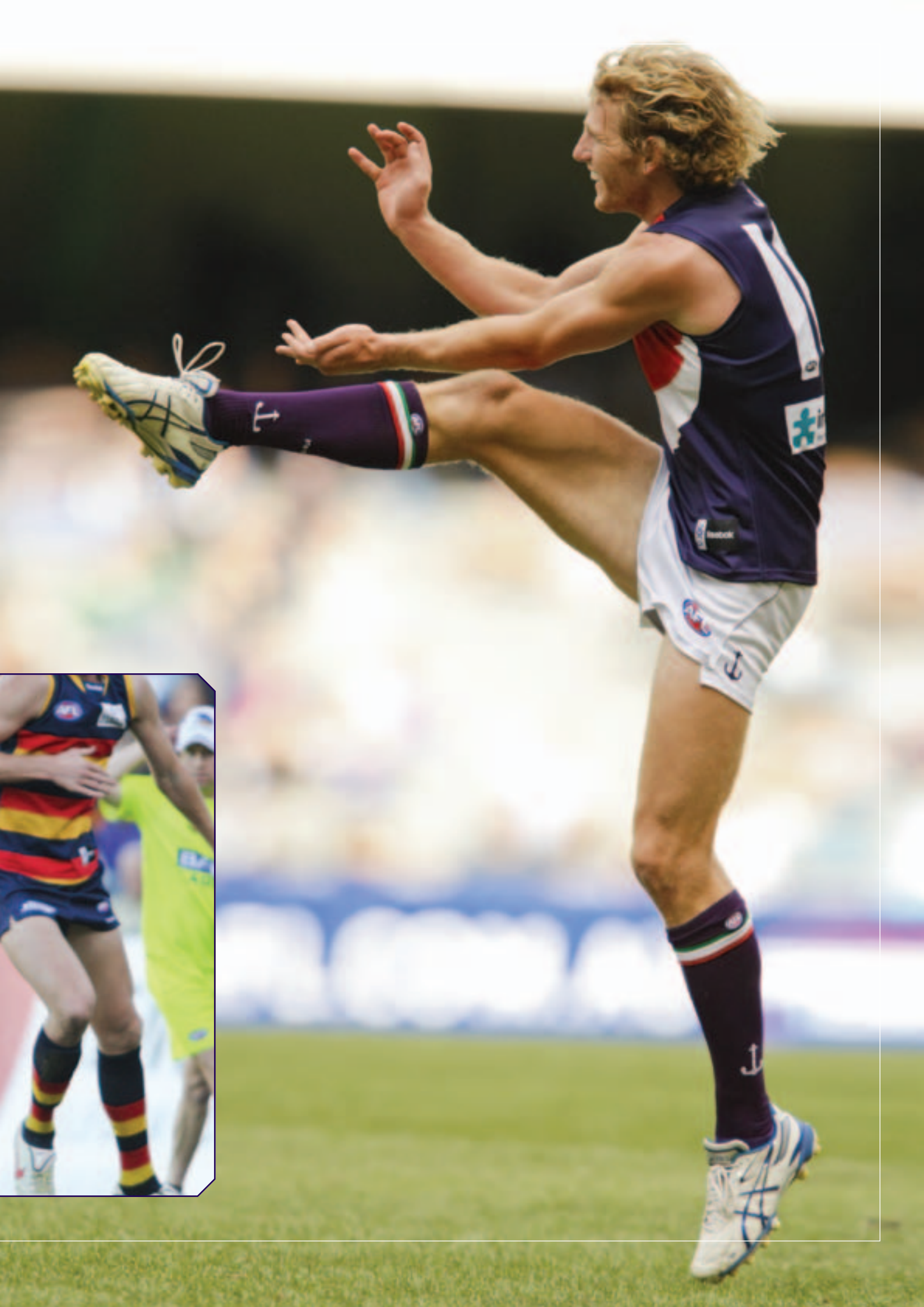
The improvements in Mundy's game were evident from the very first match of 2010 against Adelaide at Subiaco Oval.

The umpires saw something they liked, too. In his 108 games before this match, Mundy had failed to poll a single Brownlow Medal vote.

His 28-possession effort in the big win over the Crows saw him awarded two Charlie votes from the men in white.

More quality performances followed, including back-to-back midfield master-classes in rounds 9 and 10





against Sydney and North Melbourne, both matches he received maximum Brownlow Medal votes for.

Mundy never put up Dane Swan or Gary Ablett-like possession fests. That wasn't his or the team's style. Rather it was the efficient nature of his disposals and his tireless in-and-under work that was bringing in the accolades.

He was a tackling machine, too, something he hadn't been renowned for previously. He twice clamped on 10 tackles in a match during the season and averaged almost five per game.

Mundy's motivation is winning, and winning games of football is what Fremantle did in 2010.

He said that gave him a huge confidence boost to go out there and take the game on, something that hadn't been so easy to do in previous seasons when the side was struggling.

"We were able to retain the ball really well this season, which was pleasing," he said.

"In 2008 and 2009 we turned the ball over

a lot, which hampers your running patterns and ability to read the play."

Mundy saved his best performance of the year for one of the biggest games of the season – the Elimination Final against Hawthorn at Subiaco Oval.

It was Mundy who, when the chips were down in the first half, time and time again won the ball out of the stoppages.

It was Mundy who did all the in-and-under work in the packs that allowed teammates Anthony Morabito and Stephen Hill to make it onto the highlight reel.

Catapulted

Being a player who performs on the big stage is something he hopes to build a reputation on.

"I've been in the system for eight years and finals series are a massive occasion," Mundy said. "I've only been able to play in them twice, but with the team we've put together now, hopefully we can go ahead and play in more.

"When the big games come along, hopefully I can stand up and play well and lead the way in the midfield."

Mundy's efforts in the finals catapulted him to his first Doig Medal. No mean feat considering the players either side of him on the podium were Aaron Sandilands and Matthew Pavlich.



Despite his great season, it was a prize he was humbled to accept and credits the efforts of his teammates for.

"Aaron Sandilands is an obvious one," Mundy said. "He wins so many hitouts every game and puts it right down your throat.

"Stephen Hill is a freak and a great guy to play with, and guys like Matthew Pavlich and Paul Duffield are proven performers and I'm always happy to see them in the middle with me."

Mundy said the emergence of rookie sensation Michael Barlow as his midfield partner-in-crime had been significant.

"I don't get anywhere near as many touches as Michael Barlow does, but I feel we have a very similar understanding of the game and we work off each other very well."

Mundy has proven to be as tough as a pair of old footy boots over the course of his career.

After his first game in round 6, 2005, he went on to play a Fremantle record of 124 consecutive games from debut. Unfortunately, that run ended in round 17 this season when, much to his frustration he was a late withdrawal from the team to play North Melbourne with a bout of food poisoning.



"I'm not going to lose sleep over the record ending, but to miss the game because of something like food poisoning was very disappointing," he said.

Another interesting record Mundy holds at the Fremantle Dockers is that he is the only Beacon Award winner to go on and claim a Doig Medal.

But Mundy said that statistic was unlikely to last with the past three Beacon Award winners Rhys Palmer, Stephen Hill and Michael Barlow all well capable of taking out the Doig Medal in years to come.

"Those three players are terrific young guys and I'm sure I won't be the only one for very long," he said.

For the time being, Mundy will look to consolidate on his breakout year and focus on a big 2011.

Like it or not, the attention on him from opposition taggers next year will be even greater. But that's what you get when you enter the bracket of elite.

Not bad for a slow half-back flanker.





Doig Medal Runner Up: Aaron Sandilands

Aaron Sandilands has improved every year since his debut in 2003. So much so that he has become more than just a ruckman. He has evolved into a midfielder. Story: Costa Kastanis.

ON THE EVE of the 2010 AFL home and away season, Fremantle launched a television commercial with the theme "Stand Tall". Aaron Sandilands did just that this year, both with his performances on the field and in a literal sense. The 211cm champion was incomparable in the ruck-work department once again.

He accumulated an AFL-leading 732 hitouts this season – the highest since Simon Madden had 812 in 1983, although Madden played five more games in that year than Sandilands did in 2010.

To put this statistic into perspective at Fremantle, the next best at the Club was Kepler Bradley with 73 hitouts and Michael Johnson with 54.

And only Gary Dempsey in 1982 averaged more hitouts per game (39.67) than Sandilands' 34.86 this season.

Sandilands also gained the most hitouts in a single game for 2010 with a massive 49 against Carlton in round 13 at Etihad Stadium. That ranks him equal 13th all-time for most hitouts in a game.

And it wasn't just the quantity of his hitouts that helped Freo rise up the ladder. Around 10 per game were to advantage – a statistic that the likes of David Mundy and Michael Barlow dined upon on a weekly basis.

Mundy, who won this year's Doig Medal ahead of the second-placed Sandilands, credited the ruckman's work at the stoppages for helping him win the award.

"It makes my job a hell of a lot easier roving to a guy like Aaron Sandilands," Mundy said after accepting the Medal.

But Sandilands was not just a one hitout wonder. His work around the ground and at the stoppages is astounding for a man of his size.

The 2009 Doig Medallist's name can be found at the top of a number of vital statistical categories at the Club this season.

He was number one in contested marks (42), contested possessions (214) and hardball gets (124). He was second in total handballs (220) and clearances (86).

Sandilands was also in the top 10 at Freo in spoils, total disposals, total marks and inside 50s. Numbers any midfielder would be proud of.

And just ask Hawthorn's Rick Ladson about Sandilands' ability to perform the one-per centers after the Hawk was on the end of a bone-jarring but fair shepherd in the Elimination Final that helped Anthony Morabito kick one of the best goals of the season.

To cap off his year, Sandilands was named in the All Australian Team for a third consecutive season and he polled the most Brownlow Medal votes (20) at Fremantle.

Fitness is another area of his game that has improved out of sight. On many occasions in 2010 he shouldered the ruck duties without a recognised backup ruckman in the team.

With Zac Clarke hopefully ready to take the next step and the arrival of Adelaide ruckman Jonathon Griffin, Sandilands may get more of a rest in 2011, be it on the pine or in the forward line, where his height and mobility will give opposition coaches nightmares.

One thing is for sure, Aaron Sandilands will be standing tall for the Freo Dockers once again in 2011.





Doig Medal Third Place: Matthew Pavlich

**The Fremantle Dockers had a good 2010 season, and leading at the forefront again was Matthew Pavlich. The Club Captain since 2007, Pavlich has been a rock at Freo and a man his teammates look up to on and off the field. His first two months were simply brilliant.
Story: Costa Kastanis.**

FACING A daunting opening month of football in 2010 and with many pundits writing Fremantle off as a contender, Matthew Pavlich, as much as anyone, stood firm, helping the Club achieve its best ever start to a season. He kicked 36 goals in the first 11 rounds, despite spending significant time in the midfield.

His performance in round 3 against Geelong at Subiaco Oval highlighted just why he is held in such high regard throughout the competition. Twenty-six touches, 16 of which were contested, and five crucial goals helped Fremantle trump the Cats. Two-time Geelong premiership coach Mark Thompson was in no doubt about the influence Pavlich had on the game.

"In the end, he almost got his team up with his own efforts," Thompson said at the post-match media conference.

The five-time Doig Medallist finished third in this year's count after a second placed finish in 2009.

Far from being concerned at not winning an award he has held a monopoly over since first claiming the prize in 2002, Pavlich said it was an indication of the growing strength of the squad that the medal has become so hard to win.

"A lot of players had a really solid year, and it's fantastic for the Club that guys like David Mundy, Aaron Sandilands and Stephen Hill played so well," he said.

Barring injury or suspension, Pavlich will equal Shane Parker's Club record of 238 games when he runs out onto Patersons Stadium in round 2 against Geelong next season.

"I grew up at this club alongside Shane Parker, having our lockers close to each other and playing a couple of years down back together," Pavlich said.

"If and when that milestone occurs, I will be very humbled and privileged to say that it has occurred."

And, with the news Freo's skipper will be on deck for the next four years, teammates and fans can rest easy knowing that Pavlich, Fremantle's rock, will be leading the Club into battle for the rest of his career.



Doig Medal Fourth Place: Stephen Hill

In just his second season of AFL football, Stephen Hill finished fourth in the Doig Medal vote count for 2010. Fans can expect this exciting Freo Docker to be hovering around the top of the leaderboard for years to come. Story: Costa Kastanis.

FREMANTLE FANS got used to the sight of Stephen Hill flying up the wings on one of his now-trademark runs in 2010. The second-year star took a giant hop this season, building on his auspicious debut year in which he played all 22 games. Hill played 23 of a possible 24 games in 2010, often wowing Fremantle and opposition fans alike with his blistering acceleration and speed, impeccable balance and ice-cool calmness in the most turbulent situations.

The 20-year-old's season had the perfect take-off, his effort in the thrilling seven-point win over reigning premiers Geelong at Subiaco Oval in round 3 was first-class. Hill had 23 disposals, but it was the quality of his possessions that made people stand up and take notice. Undaunted by the prospect of facing one of the greatest outfits in AFL history, Hill took the Cats on like few had dared to since 2007. At every opportunity, he would burst clear of would-be tacklers, take a bounce or two and steer the ball deep into Freo's forward line.

In round 7, Hill played arguably the best game of his

fledgling 45-game career. He accumulated 32 damaging disposals to help Fremantle win its first ever game at the Gabba against Brisbane.

If one particular highlight could sum up the abilities of this budding star, it came in round 15 against Richmond at Etihad Stadium. With the game in the balance late in the fourth quarter and Richmond pouring on the pressure, Hill found himself stalled with the ball about 60m out from goal. As his opponent corralled him into a pocket, Hill banked left and then right before applying the afterburners to leave the stunned Tiger in his wake. He burst clear, steadied and slotted the goal from 48m out.

The thought of Stephen Hill burning up the AFL turf for years to come should bring a smile to the face of every Fremantle Dockers' supporter, and send a shudder into the hearts of the opposition players that will be forced to chase him around the grounds. And who knows, when his career is over, Hill may well be up there with the all-time greats.



Beacon Award: Michael Barlow

Michael Barlow shone like a beacon by the port of Fremantle in 2010, bypassing the usual pathway to stardom to become an elite AFL midfielder. Story: Costa Kastanis.

AROUND THIS time one year ago, a young Victorian by the name of Michael Barlow was setting himself for one more crack at the chance to realise his AFL dream.

Broken, but not beaten by past draft failures, he hoped an AFL club would take a punt on him. He knew he could play. His Werribee teammates knew he could play. All his opponents in the VFL had front row seats to his ability. He just needed an AFL club to let him show he could play. Fremantle was that club.

The events that transpired in the ensuing 12 months, astonishingly wonderful yet also devastating, changed the 22-year-old's life.

Think of the all-time great rookie seasons in Aussie Rules history and Paul Hasleby's debut 2000 season for Freo comes to mind. He averaged almost 22 disposals per game on his way to winning the Rising Star Award.

Think Nathan Buckley, one of the greatest midfielders to have played the game, who also picked up the Rising Star prize when he averaged 23 possessions per game for the Brisbane Bears in his first season in 1993.

In comparison to these and some of the other great AFL debut years, Barlow's 28 possessions per game average in his 13 appearances stacks up pretty well.

In fact, you would be hard-pressed to find a debut season that could match the impact of Barlow's 2010 stunner. Thirty-three disposals and two goals in his first match, a Ross Glendinning Medal in his sixth and Brownlow Medal odds that were shortening by the possession.

Not to mention an AFL Dream Team status that bordered on divine in the world of fantasy football.

Although Barlow's season was ended by a broken leg in round 14, the imprint he left on the competition was significant. So much so that the AFL Players' Association awarded him the Best First-Year Player, which he won by a street.

He capped off the season on Doig Medal night by winning the Beacon Award, presented to the Club's best first-year player.

The main aim now for Barlow is to get back on the track and onto the field for the start of next season. And, if the dedication and perseverance he has displayed to this point of his life is anything to go by, Barlow's beacon will again shine brightly in 2011.



Best Clubman: Matthew de Boer

Matthew de Boer is the sort of person every football club needs. On and off the field, he was a credit to the Fremantle Dockers in 2010. Story: Costa Kastanis.

WHILE DESPERATE, committed, tenacious and inspirational are words that describe his performance inside the white line, it was also Matt de Boer's conduct off the field that saw the 20-year-old receive the Fremantle Dockers' Best Clubman award on Doig Medal night.

The award is voted on by the players, meaning de Boer's peers saw him as the leading example of how to conduct oneself around the Club and in life in general.

It's hard not to find him with a smile on his face around Club headquarters at Fremantle Oval or at the University of WA where he is studying Law/Commerce.

De Boer set a benchmark in 2010 that every footballer hoping to make a difference on a community level should aspire to achieve.

He went above and beyond the call of duty, always making himself available for community events.

At the Club's Community Camp in WA's South-West in February, de Boer visited Busselton Hospital to spend some time with the patients, helping lift their spirits during their time on the wards.

He was a Club ambassador for the National Breast Cancer Foundation and volunteered his time to assist an RSPCA fundraising initiative earlier in the year.

He also posed for a Celebri-Art workshop in Starlight's Club Ado at Princess Margaret Hospital and visited children on the wards to help brighten their day.

A regular visitor to primary schools in WA during the year, de Boer's enthusiastic approach with children helped make every visit an enjoyable one.

Fremantle Senior Development Coach Simon Lloyd praised de Boer for his selfless attitude.

"Matt always places the team's interest before his own," Lloyd said.

"On-field he puts his body on the line, works very hard on the defensive aspects of his game and has a complete understanding of his role and plays it accordingly.

"Off-field he supports and develops his teammates and is a wonderful ambassador for the Club on a community level. Matt epitomises the Freo Dockers united spirit."

Well done to Matt de Boer, the Best Clubman at the Fremantle Dockers in 2010.



Season 2010 in review

Round 1

Sunday 28 March, Subiaco Oval

Brownlow Medal votes:

3-Sandilands, 2-Mundy, 1-Pavlich

Doig Medal votes:

Aaron Sandilands	14
Luke McPharlin	14
Matthew Pavlich	14
Michael Barlow	11
David Mundy	11
Stephen Hill	10
Greg Broughton	8
Chris Tarrant	7
Nick Suban	7
Hayden Ballantyne	6
Paul Duffield	6
Roger Hayden	4
Jay van Berlo	4
Michael Johnson	3
Chris Mayne	3
Ryan Crowley	3
Des Headland	3
Paul Hasleby	2
Anthony Morabito	1

Fremantle	2.5	9.9	12.11	17.16	(118)
Adelaide	2.3	4.3	9.4	9.8	(62)

Goals: Headland, Pavlich 3; Mayne, Barlow 2; Silvagni, Morabito, Mundy, Ibbotson, Ballantyne, Johnson, Crowley

Attendance: 30,976

Debuts: Anthony Morabito, Michael Barlow, Alex Silvagni

MARK HARVEY'S Freo Dockers kicked off the 2010 season in style in front of a joyous Purple Haze army, easily accounting for the highly-fancied Adelaide Crows. Three debutants were unveiled: Michael Barlow, Alex Silvagni and Anthony Morabito. It was 22-year-old Victorian recruit Barlow who stole the show with a stunning first AFL game. He accumulated 33 possessions and kicked two goals to beat former Brisbane Lion Bradd Dalziel's record of 32 possessions on debut since Champion Data began recording statistics in 1992. It was a great team performance that warmed the hearts of Fremantle fans far and wide.

FREO FACT: Prior to this match, David Mundy had never polled a Brownlow Medal vote.

Captain: #29 Matthew Pavlich

DOB: 31-12-1981

2010 Games: 23

Career Games: 236

2010 Goals: 61

Career Goals: 468

2010 Dreamteam Points: 2143

Fremantle's Captain was at his inspirational best in 2010, helping his side get off to its best ever start with a string of brilliant performances. He kicked 36 goals in the first 11 games despite spending a lot of time in the midfield. Pavlich ended up with 61 goals for the year, topping the Club's goalkicking for a seventh time. His performance against reigning Premiers Geelong in round 3 was one of the best individual games by any player in the AFL this year. Twenty-six possessions and five goals helped Freo trump the Cats at Subiaco Oval. Freo fans can rest easy knowing the five-time Doig Medallist is now a Docker for life, after signing on for a further four years. Pavlich is also only two games away from equalling Shane Parker's Club record of 238 games.





Sunday 4 April, Etihad Stadium

Round 2

Fremantle	3.2	6.6	11.10	17.11	(113)
Essendon	3.4	6.10	9.13	9.15	(69)

Goals: Ballantyne 3; Headland, Pavlich 2; Tarrant, Duffield, Hasleby, Ibbotson, Mundy, Johnson, Sandilands, Mayne, Barlow, Silvagni

Attendance: 29,651

FREMANTLE MOVED to 2-0 after overpowering Essendon in the second half at Etihad Stadium. The game was in the balance at three-quarter time, but Freo ran away in the final quarter kicking six goals to Essendon's two behinds for a rare win at the ground. The win was meritorious considering Fremantle was forced to play one down in the rotations after Garrick Ibbotson dislocated his shoulder in the second term. Hayden Ballantyne sparked the side with three inspirational goals and Michael Barlow proved his round 1 effort was no flash-in-the-pan with another quality ball-winning display. The result was soured somewhat by an ankle injury to Chris Tarrant in the last minute of the game.

FREO FACT: Fremantle had not tasted victory in its past eight matches at Etihad Stadium against the Bombers.

Brownlow Medal votes:

3-Sandilands, 2-Barlow, 1-Pavlich

Doig Medal votes:

Aaron Sandilands	14
Michael Barlow	13
Chris Tarrant	13
Stephen Hill	12
Greg Broughton	11
Hayden Ballantyne	11
Roger Hayden	10
Michael Johnson	8
Luke McPharlin	7
Paul Hasleby	6
Matthew Pavlich	5
Anthony Morabito	4
Alex Silvagni	4
David Mundy	2
Jay van Berlo	1
Chris Mayne	1

Vice-Captain: #31 Aaron Sandilands

DOB: 06-12-1982

2010 Games: 21

Career Games: 156

2010 Goals: 13

Career Goals: 60

2010 Dreamteam Points: 1989

The 2009 Doig Medallist had another magnificent season, being named All Australian for the third-straight year. Sandilands' dominance at the stoppages was profound, regularly giving Fremantle's midfielders first use of the ball. He averaged a staggering 35 hit-outs per game, with almost 10 going to advantage. In round 13 he accumulated an AFL season-high 49 hitouts against Carlton. Sandilands also averaged 16 possessions and kicked 13 goals. He was Fremantle's highest vote-getter on Brownlow Medal night, polling 20 votes to cap off a brilliant season.





Round 3

Sunday 11 April, Subiaco Oval

Brownlow Medal votes:

3-Pavlich, 2-Ablett (Geelong),
1-Sandilands

Doig Medal votes:

Matthew Pavlich	19
Stephen Hill	13
Greg Broughton	11
Aaron Sandilands	9
Paul Duffield	9
Anthony Morabito	8
David Mundy	7
Michael Johnson	5
Luke McPharlin	4
Hayden Ballantyne	2
Paul Hasleby	2
Alex Silvagni	1
Jay van Berlo	1
Chris Mayne	1

Fremantle	3.6	9.8	12.12	18.17	(125)
Geelong	4.4	8.10	14.14	17.16	(118)

Goals: Pavlich 5; Headland, Hill, Ballantyne, Morabito, McPhee 2;
Duffield, Hayden, Barlow

Attendance: 38,762 (record home attendance v Geelong)

THE ROAR THAT went up around Subiaco Oval after Paul Duffield kicked the winning goal late in the final quarter against the defending AFL premiers Geelong sent shockwaves into Victoria. Fremantle moved into uncharted territory with a 3-0 record for the season. It was a truly thrilling clash that saw 14 lead changes throughout. Skipper Matthew Pavlich was incredible with five goals and 26 possessions and young gun Stephen Hill lit up the turf with a series of daring runs in one of the Club's greatest ever victories.

FREO FACT: Prior to 2010 Fremantle had never won its first three games of a season.

#1 Hayden Ballantyne

DOB: 16-07-1987
2010 Games: 19
Career Games: 27
2010 Goals: 33
Career Goals: 43
2010 Dreamteam Points: 1325



The Freo crowd-favourite had a breakout year in 2010, stamping himself as a crucial member of the team. His pace, tackling and tenacity inside the attacking 50 was one of the main reasons behind Fremantle's improvement. Ballantyne's goal celebrations ignited the fans and his teammates on many occasions throughout the season. Unfortunately, a foot injury in round 22 prevented him from taking part in the 2010 Finals Series but a super season nonetheless.

#2 Anthony Morabito

DOB: 29-10-1991
2010 Games: 23
Career Games: 23
2010 Goals: 13
Career Goals: 13
2010 Dreamteam Points: 1340



Debut: Round 1 Sunday 28 March 2010 v Adelaide, Subiaco Oval
First AFL Goal: Round 1 2010 v Adelaide, Subiaco Oval
Morabito had an excellent debut season in 2010, playing 23 games mainly on a wing. He showed great pace, strength and poise at times and the only way is up for this promising youngster who was nominated for the NAB Rising Star award in round 22. His brilliant run, several bounces and goal in the first quarter of the Elimination Final against Hawthorn will live long in the memories of Freo fans.

Sunday 18 April, Etihad Stadium

Round 4

Fremantle	4.3	7.4	12.6	14.9	(93)
St Kilda	4.2	7.4	12.7	16.12	(108)

Goals: Pavlich 5; Mundy, Hill, Pearce 2; Mayne, Ballantyne, McPhee

Attendance: 29,814

FREMANTLE FACED St Kilda at Etihad Stadium – a fixture it lost by 83 points in the corresponding round, one year earlier. However, in a further indication of how far Mark Harvey's young side had come, there would be no blowout this time around. Fremantle went toe-to-toe with the 2009 Grand Finalists, with the margin never exceeding more than one point at any of the first three breaks. In the end, St Kilda's experience shone through, but Freo gained something it had not received much of in recent times... respect.

FREO FACT: Paul Duffield gathered a career-best 36 disposals in this match.

Brownlow Medal votes:

3-Dal Santo (St Kilda), 2-Sandilands, 1-Goddard (St Kilda)

Doig Medal votes:

Matthew Pavlich.....	13
David Mundy	12
Stephen Hill	9
Aaron Sandilands.....	9
Chris Tarrant	5
Roger Hayden	5
Greg Broughton.....	4
Paul Duffield.....	3
Michael Johnson.....	2
Alex Silvagni	2
Michael Barlow	2

#3 Byron Schammer

DOB: 21-06-1985
2010 Games: 3
Career Games: 127
2010 Goals: 1
Career Goals: 38
2010 Dreamteam Points: 141



Schammer had a disappointing 2010, managing only three games for the season. At his best he is a prolific midfielder who attacks the ball hard and provides excellent run. Schammer had a fine season for WAFL runners-up Claremont, where he displayed good leadership. He will be hoping for more senior opportunities at Fremantle in 2011.

#4 Paul Hasleby

DOB 12-06-1981
2010 Games: 20
Career Games: 208
2010 Goals: 22
Career Goals: 131
2010 Dreamteam Points: 1432



Hasleby announced his retirement from AFL football in 2010, ending one of the most decorated careers in Fremantle Football Club history. Eleven seasons after being taken by Fremantle as a priority selection in the 1999 AFL National Draft, Hasleby played his 200th game for the Club in round 13 this year against Carlton at Etihad Stadium. He joined Shane Parker, Shaun McManus and Matthew Pavlich as the only players to have played 200 games for the Club.

Round 5

Sunday 25 April, Subiaco Oval

Brownlow Medal votes:

3-Sandilands, 2-Barlow, 1-Mundy

Doig Medal votes:

Aaron Sandilands	13
David Mundy	12
Matthew Pavlich	8
Hayden Ballantyne	8
Stephen Hill	6
Chris Mayne	6
Greg Broughton	5
Luke McPharlin	5
Michael Barlow	4
Nathan Fyfe	4
Adam McPhee	4
Roger Hayden	2
Paul Duffield	2
Jay van Berlo	2
Chris Tarrant	1
Paul Hasleby	1
Ryan Crowley	1

Fremantle	1.5	4.12	10.19	15.22	(112)
Richmond	6.1	6.4	9.5	11.7	(73)

Goals: Pavlich 4; Ballantyne 3; Sandilands 2; Crowley, Duffield, de Boer, Fyfe, Hasleby, Hill

Attendance: 38,010 (record home attendance v Richmond)

Debut: Nathan Fyfe

FREMANTLE WAS challenged early by the winless Tigers, but, in a fashion befitting a quality side, Freo gradually wore their opponents down to run away with the win. Aaron Sandilands was monumental with two goals and 42 hit-outs, while Michael Barlow and David Mundy held sway in the midfield. Debutant Nathan Fyfe announced his arrival on the AFL scene with a soaring pack mark in the third quarter.

FREO FACT: Before this season, round 19, 2007 was the last time Freo broke a home attendance record at Subiaco Oval.

#5 Garrick Ibbotson

DOB: 15-03-1988

2010 Games: 19

Career Games: 61

2010 Goals: 5

Career Goals: 16

2010 Dreamteam Points: 1127

Ibbotson continued to improve in 2010, spending time in the midfield and defence, primarily in a run-with role. An injury sustained in round 2 prevented him from getting his season going, but after returning in round 8, Ibbotson regained form to average almost 15 disposals and four marks per game for the season.



#6 Greg Broughton

DOB: 29-09-1986

2010 Games: 17

Career Games: 32

2010 Goals: 2

Career Goals: 4

2010 Dreamteam Points: 1544

In just his second season of AFL football, Broughton stamped himself as one of the classiest half-back flankers in the game. Freo missed his run and carry during rounds 9 to 15, when injury sidelined him. But Broughton did not take long to regain his touch, averaging almost 24 possessions a game after his return. A key component of Freo's plans in 2011 and beyond.





Sunday 2 May, Subiaco Oval

Round 6

Fremantle	4.2	7.4	10.7	17.9	(111)
West Coast	4.1	8.6	8.9	10.13	(73)

Goals: Pavlich 5; Johnson 3; Fyfe, Mayne, Hayden 2; Palmer, Sandilands, Barlow

Attendance: 40,886

Debut: Dylan Robertson

Brownlow Medal votes:

3-Barlow, 2-Duffield, 1-Pavlich

Doig Medal votes:

Aaron Sandilands	13
David Mundy	13
Matthew Pavlich	12
Michael Barlow	9
Paul Duffield	9
Chris Tarrant	7
Greg Broughton	6
Michael Johnson	6
Chris Mayne	5
Luke McPharlin	5
Hayden Ballantyne	4
Paul Hasleby	4
Ryan Crowley	4
Stephen Hill	3
Roger Hayden	3
Matthew de Boer	2
Rhys Palmer	2
Adam McPhee	1
Alex Silvagni	1

THE MICHAEL BARLOW show rolled on as the mature-age recruit put on another master-class midfield display to win the Ross Glendinning Medal in just his sixth game. He had 25 possessions, five clearances, five inside 50s and a goal. Fremantle got off to another poor start but held West Coast goalless for more than two quarters to edge another win closer to evening the overall ledger against its cross-town rivals. Skipper Matthew Pavlich was the lynchpin again, booting five goals, and Dylan Robertson became the fifth Docker to debut in 2010.

FREO FACT: The Fremantle Dockers have won the past seven Carlton Mid Derbies, improving their overall record against West Coast to 14-18 after losing the first nine contests.

#7 Dean Solomon

DOB: 09-01-1980

2010 Games: 0

Career Games: 209

2010 Goals: 0

Career Goals: 78

2010 Dreamteam Points: 0



A chronic knee injury forced Solomon to retire before the start of the 2010 season. Prior to that, he had made his name as a tough and uncompromising competitor who gave his all for his teammates. The highlight of his career was winning the 2000 AFL Premiership with Essendon. Solomon has accepted an assistant coaching role at new club Gold Coast Suns for 2011.

#8 Nick Suban

DOB: 09-05-1990

2010 Games: 16

Career Games: 38

2010 Goals: 3

Career Goals: 13

2010 Dreamteam Points: 912



After playing all 22 games in his debut season in 2009, Suban found it tougher to stay on the park in 2010 due to a combination of injury and form. He still managed 16 games and some of his performances later in the year were exceptional, especially in games where Freo was down in personnel.

Round 7

Saturday 8 May, Gabba

Brownlow Medal votes:

3-Hill, 2-Pavlich, 1-Black (Brisbane)

Doig Medal votes:

Stephen Hill	16
Chris Tarrant	13
David Mundy	12
Matthew Pavlich	12
Aaron Sandilands	11
Luke McPharlin	7
Michael Barlow	6
Greg Broughton	6
Paul Hasleby	6
Chris Mayne	5
Rhys Palmer	4
Hayden Ballantyne	3
Ryan Crowley	3
Nathan Fyfe	3
Kepler Bradley	3
Michael Johnson	2
Roger Hayden	1
Adam McPhee	1

Fremantle	5.5	9.9	12.15	15.23	(113)
Brisbane	5.2	6.4	10.7	15.10	(100)

Goals: Pavlich 3; Johnson, Hasleby, Ballantyne 2; Barlow, Fyfe, Mayne, Morabito, Palmer, Sandilands

Attendance: 27,739

THE GABBA had been a graveyard for Fremantle over the years, but the 2010 version didn't care much for past results. The Freo Dockers flew into Brisbane and notched their sixth win in seven games. But a wasteful 23 behinds almost let three quarters of dominance slip when the Lions snuck to within a kick in the final term before a Chris Mayne goal sealed the deal late on. Stephen Hill was sublime, gathering a career-best 32 possessions.

FREO FACT: Fremantle had never won at the Gabba in its history until this victory.

#9 Adam McPhee

DOB: 06-10-1982

2010 Games: 23

Career Games: 190

2010 Goals: 9

Career Goals: 101

2010 Dreamteam Points: 1537

After moving to Fremantle from Essendon in 2010, McPhee struggled with form early on in the year, but, after finding his niche as a run-with player, he became an integral member of the side. Perhaps his best effort of the season was his tagging job on 2010 Brownlow Medallist Chris Judd in the round 13 win over Carlton at Etihad Stadium. McPhee's strength and hardness will again be called upon next season.



#10 Rhys Palmer

DOB: 13-02-1989

2010 Games: 13

Career Games: 38

2010 Goals: 4

Career Goals: 17

2010 Dreamteam Points: 969

Palmer returned to action in round 6 against West Coast after having sat out a year with a knee injury that he sustained early in 2009. While he never recaptured the form that saw him win the 2008 AFL Rising Star award, Palmer showed glimpses of his best. With a full pre-season behind him, he appears primed to reclaim his spot in the midfield in 2011.





Friday 14 May, Subiaco Oval

Round 8

Fremantle	3.3	9.5	11.5	15.7	(97)
Collingwood	7.3	10.9	17.10	20.13	(133)

Goals: Sandilands, Ballantyne, Pavlich, Hasleby, Crowley, Hill 2; De Boer, Ibbotson, Silvagni

Attendance: 41,624 (record home attendance v Collingwood)

Brownlow Medal votes:

3-Pendlebury (Collingwood),

2-Cloke (Collingwood), 1-Sandilands

Doig Medal votes:

Aaron Sandilands12

Michael Barlow 8

Greg Broughton.....5

Stephen Hill4

Matthew Pavlich.....4

Paul Hasleby3

Hayden Ballantyne3

Ryan Crowley3

Paul Duffield.....3

Roger Hayden1

Matthew de Boer1

Anthony Morabito1

A TOP OF THE table clash few would have predicted at the start of the season. Freo faced off against a powerful Collingwood outfit under lights at Subiaco on a Friday night, but it was the Magpies who reigned supreme with a dominant midfield display. Fremantle got close in the second quarter, but with three players injured before the main break, the job was always going to be tough. Aaron Sandilands (43 hit-outs and 25 possessions) was Fremantle's best, winning his position convincingly against Darren Jolly.

FREO FACT: Fremantle would have been on top of the AFL ladder for the first time in its history had it beaten the Magpies.

#11 Des Headland

DOB: 21-01-1981

2010 Games: 5

Career Games: 166

2010 Goals: 7

Career Goals: 177

2010 Dreamteam Points: 248



Des Headland retired at the end of the 2010 season after a brilliant 166-game career that included 114 games for Fremantle. The 2002 Brisbane Premiership star could only manage five games for the season after an injury he sustained in round 4. He had played well up to that point, kicking seven goals in the first three rounds. Headland returned to action to play his final AFL game in Fremantle's Semi-Final loss to Geelong at the MCG.

#12 Brock O'Brien

DOB: 30-05-1988

2010 Games: 0

Career Games: 3

2010 Goals: 0

Career Goals: 1

2010 Dreamteam Points: 0



Injury problems in 2010 again prevented O'Brien from having a crack at making it into the senior side. He played three games in his first two seasons but his battle with his body has stopped the highly skilled left-footer from showing his full potential at AFL level.



Round 9

Saturday 22 May, SCG

Brownlow Medal votes:

3-Mundy, 2-Fyfe, 1-Pavlich

Doig Medal votes:

Matthew Pavlich	13
David Mundy	13
Nathan Fyfe	10
Chris Tarrant	9
Aaron Sandilands	7
Michael Barlow	6
Paul Hasleby	6
Ryan Crowley	5
Adam McPhee	5
Jay van Berlo	5
Hayden Ballantyne	4
Kepler Bradley	4
Antoni Grover	4
Paul Duffield	2
Roger Hayden	1
Anthony Morabito	1
Rhys Palmer	1

Fremantle	3.6	9.12	11.14	14.16	(100)
Sydney	3.2	5.4	8.5	9.9	(63)

Goals: Pavlich 3; Hasleby, McPhee, Bradley, Crowley 2; Sandilands, Mayne, Morabito

Attendance: 24,819

FREMANTLE'S EXCELLENT away form continued, this time with a win over Sydney at the SCG. Six goals to two in the second quarter set up the victory. Paul Hasleby revelled in the wet conditions and Matthew Pavlich was again prominent in front of the big sticks with three first-half goals. David Mundy was all class in the midfield with 25 disposals, and Nat Fyfe picked up a NAB Rising Star nomination for his 23-possession effort.

FREO FACT: The last time Fremantle had beaten Sydney at the SCG was in round 2, 1996.

#13 Nathan Fyfe

DOB: 18-09-1991

2010 Games: 18

Career Games: 18

2010 Goals: 14

Career Goals: 14

2010 Dreamteam Points: 1267

Debut Date: Round 5 Sunday 25 April 2010 v Richmond, Subiaco Oval

First AFL Goal: Round 5 2010 v Richmond, Subiaco Oval
Fyfe made his debut in the round 5 Len Hall Game against Richmond and announced his arrival to the AFL with a soaring pack mark. A week later he was nominated for AFL Goal of the Week after a brilliant snap against West Coast. The exciting mid-sized forward earned a NAB Rising Star nomination after gathering 23 disposals in Fremantle's win over the Sydney Swans at the SCG. A bright future looms for the Lake Grace youngster.



#14 Antoni Grover

DOB: 11-03-1980

2010 Games: 14

Career Games: 181

2010 Goals: 1

Career Goals: 25

2010 Dreamteam Points: 689

Injury kept Grover out of the side until round 9, where he made his return against Sydney at the SCG. He slotted straight back into his customary key defensive post and at just the right time for Fremantle, considering Luke McPharlin had been injured in round 8 and missed seven matches. Grover's strength and leadership was a vital ingredient to Fremantle's youthful lineup in 2010 and, with Chris Tarrant's departure, he will again be called upon to marshal the backline in 2011.





Sunday 30 May, Subiaco Oval

Round 10

Fremantle	6.5	8.8	18.12	21.13	(139)
North Melbourne	2.1	4.3	7.8	11.12	(78)
Goals: Pavlich, Bradley 4; Fyfe 3; Mayne, Ballantyne 2; Hasleby, Hill, Ibbotson, Suban, van Berlo, Sandilands					
Attendance: 36,175					

FREMANTLE CONTINUED its best ever start to a season and surged to outright second on the AFL ladder with an emphatic win over North Melbourne. Eleven separate goalkickers took part in the rout, which included a 10-goal third quarter. David Mundy was untouchable all day with 31 possessions and six clearances, while Nat Fyfe built on his NAB Rising Star nomination with 27 possessions and three goals. Kepler Bradley played his best game for the year in the forward line, kicking four goals from his 21 possessions.

FREO FACT: The 10.4 that Fremantle kicked in the third quarter equalled the Club's best ever score in a quarter, which was also against North Melbourne in round 4, 2003.

Brownlow Medal votes:	
3-Mundy, 2-Fyfe, 1-Van Berlo	
Doig Medal votes:	
David Mundy	16
Kepler Bradley	11
Nathan Fyfe.....	10
Jay van Berlo	10
Chris Tarrant	8
Paul Duffield.....	8
Matthew Pavlich.....	7
Adam McPhee	5
Hayden Ballantyne	5
Antoni Grover.....	5
Garrick Ibbotson.....	5
Aaron Sandilands	3
Anthony Morabito	3
Stephen Hill.....	3
Nick Suban.....	3
Ryan Crowley	2
Chris Mayne.....	2
Roger Hayden	1
Rhys Palmer	1
Matthew de Boer.....	1

#15 Ryan Crowley

DOB: 05-03-1984
2010 Games: 18
Career Games: 96
2010 Goals: 15
Career Goals: 73
2010 Dreamteam Points: 1098

Crowley played 18 games in 2010 after appearing in only six the year before due to injury. He continued in his customary role as a run-with player, shutting down some of the AFL's best midfielders and attacking defenders. While applying a forward tag in 2010, Crowley also proved to be a dangerous goal-sneak, with a five-goal haul in round 14 against Port Adelaide the highlight.

#16 David Mundy

DOB: 20-07-1985
2010 Games: 22
Career Games: 130
2010 Goals: 12
Career Goals: 49
2010 Dreamteam Points: 1995

Mundy made a quantum leap in 2010, winning the Doig Medal after a brilliant performance playing as a permanent on-baller. He averaged 22 disposals per game in his 22 appearances but it was his precision skills that were the highlights in a great year for the Club. His performance in the Elimination Final against Hawthorn was inspirational, and the news that he has signed on for a further four years is music to the ears of all Freo supporters.

Round 11

Saturday 5 June, AAMI Stadium

Brownlow Medal votes:

3-Thompson (Adelaide), 2-Barlow,
1-Johncock (Adelaide)

Doig Medal votes:

Michael Barlow12
Stephen Hill10
David Mundy6
Nathan Fyfe5
Jay van Berlo5
Chris Tarrant5
Aaron Sandilands4
Matthew Pavlich2

Fremantle	5.3	7.4	10.6	12.10	(82)
Adelaide	6.1	11.3	12.6	16.9	(105)

Goals: Pavlich, Barlow 3; Hill 2; Sandilands, Mayne, van Berlo, Fyfe

Attendance: 35,605

FREMANTLE WENT down to an inspired Adelaide outfit in Crows' great Tyson Edwards' last game. Michael Barlow continued on his merry way with 32 possessions and three goals, while Stephen Hill (24 possessions and two goals), Matthew Pavlich (three goals) and ruckman Aaron Sandilands (37 hit-outs and a goal) also won their positions. It was a case of too much being left to too few, with Mark Harvey stating his side had too many passengers on the day.

FREO FACT: Fremantle had 11 different players in this match compared to the side that lost the corresponding fixture against the Crows at AAMI Stadium in round 15, 2009 by 117 points.

#17 Joel Houghton

DOB: 26-11-1991
2010 Games: 0
Career Games: 0
2010 Goals: 0
Career Goals: 0
2010 Dreamteam Points: 0



Houghton is a promising forward prospect who played league football in 2010 for the Perth Demons in the WAFL. The youngster will hope to break into Fremantle's senior side in 2011.

#18 Luke McPharlin

DOB: 01-12-1981
2010 Games: 17
Career Games: 168
2010 Goals: 0
Career Goals: 112
2010 Dreamteam Points: 1022



McPharlin played his 150th game for Fremantle in the round 18 Carlton Mid Derby, qualifying for Life Membership of the Club. It was a milestone to remember for the key defender as Fremantle recorded its biggest ever winning margin against West Coast. McPharlin's athleticism was on full show in 2010, with his soaring mark against Melbourne at Subiaco Oval in round 16 nominated for AFL Mark of the Week. A crucial member of the backline, he regularly took on the opposition's best forward every week.



Sunday 13 June, Subiaco Oval

Round 12

Fremantle	2.1	4.5	7.6	10.7	(67)
St Kilda	4.2	8.6	11.7	12.13	(85)

Goals: Ballantyne, Morabito 2; Barlow, Bradley, Duffield, Fyfe, Hasleby, Pavlich

Attendance: 37,569

IT WAS ANOTHER valiant effort by Fremantle against a top four side but also another reminder of how much work still needed to be done to compete with the AFL's elite. The Saints built a 37-point lead halfway through the third term, until Fremantle mounted a courageous late challenge, kicking five of the last six goals to earn respectability on the scoreboard. Adam McPhee was tremendous in his new tagging role, shutting out star Saint Lenny Hayes, while Hayden Ballantyne was a spark in the forward line despite kicking a wasteful 2.3.

FREO FACT: Fremantle lost back-to-back games for the first time in 2010.

Brownlow Medal votes:

3-Goddard (St Kilda), 2-Gilbert (St Kilda), 1-Milne (St Kilda)

Doig Medal votes:

Hayden Ballantyne	11
David Mundy	7
Michael Barlow	6
Aaron Sandilands	6
Adam McPhee	5
Chris Tarrant	4
Nathan Fyfe	3
Paul Duffield	3
Anthony Morabito	3
Roger Hayden	3
Matthew Pavlich	2
Ryan Crowley	2
Stephen Hill	1
Kepler Bradley	1

#19 Clayton Hinkley

DOB: 21-02-1989

2010 Games: 1

Career Games: 14

2010 Goals: 0

Career Goals: 3

2010 Dreamteam Points: 56



Hinkley played one game in 2010, the round 21 loss to Hawthorn in Tasmania. He had some injury issues throughout the year and the Freo Dockers are hoping for more development from the 21-year-old. He was a member of Swan Districts' premiership side and will be hoping for more Fremantle senior opportunities in 2011.

#20 Chris Tarrant

DOB: 18-09-1980

2010 Games: 13

Career Games: 233

2010 Goals: 1

Career Goals: 359

2010 Dreamteam Points: 574



Tarrant has headed back home to Melbourne to rejoin his old club, Collingwood. He spent four seasons at Freo, reigniting his career after switching from attack to defence in 2009, becoming one of the elite full-backs in the competition.

Round 13

Saturday 19 June, Etihad Stadium

Brownlow Medal votes:

3-Barlow, 2-Judd (Carlton),
1-Sandilands

Doig Medal votes:

Michael Barlow14
Aaron Sandilands12
David Mundy 8
Garrick Ibbotson..... 7
Hayden Ballantyne6
Adam McPhee5
Chris Tarrant4
Nathan Fyfe4
Roger Hayden4
Matthew Pavlich.....4
Paul Duffield.....3
Paul Hasleby3
Stephen Hill2
Kepler Bradley1
Antoni Grover.....1
Alex Silvagni1
Dylan Robertson1

Fremantle	2.4	7.4	11.9	14.12	(96)
Carlton	0.7	2.12	6.13	12.15	(87)

Goals: Barlow 4; Crowley, Ballantyne 2; Mundy, Morabito, Bradley, Sandilands, Hasleby, Fyfe

Attendance: 28,869

PAUL HASLEBY'S 200th AFL game was one to remember as Freo beat the Blues. But after holding sway for three quarters, Mark Harvey's side almost let the match slip, allowing Carlton six final term goals. The Blues lost ruckman Matthew Kruezer to a season-ending knee injury early in the first quarter and from that point on they could not compete with the sheer size of Aaron Sandilands, who had a mammoth 49 hitouts, 19 possessions and a goal. If any more evidence pertaining to the ability of Michael Barlow was needed, the mature-age recruit presented exhibit A under the Etihad Stadium roof, with 30 possessions and four goals in a best-on-ground display.

FREO FACT: Aaron Sandilands' 49 hitouts was the most by any player in the AFL in 2010.

#21 Michael Barlow

DOB: 18-12-1987
2010 Games: 13
Career Games: 13
2010 Goals: 15
Career Goals: 15
2010 Dreamteam Points: 1428



Debut Date: Round 1 Sunday 28 March 2010 v Adelaide, Subiaco Oval
First AFL Goal: Round 1 2010 v Adelaide, Subiaco Oval

Rarely has a first-year player impacted the competition the way Barlow did in 2010. He gained 33 disposals and kicked two goals on debut against Adelaide in round 1 and was the leading possession-getter until injury ended his season in round 14. He took out the AFL Players' Association Best First-Year Player Award, and won the Beacon Award as the Club's best first-year player.

#22 Scott Thornton

DOB: 11-09-1982
2010 Games: 0
Career Games: 88
2010 Goals: 0
Career Goals: 21
2010 Dreamteam Points: 0



Thornton retired midway through the 2010 season after suffering a leg injury while playing for South Fremantle in the WAFL. He played 88 AFL games during his 10 injury-interrupted seasons at Fremantle, initially making his name as a dashing defender, and later on as a forward.



Saturday 3 July, Subiaco Oval

Round 14

Fremantle	5.4	8.7	12.11	17.13	(115)
Port Adelaide	1.1	7.3	7.7	8.10	(58)

Goals: Crowley 5; Hill, Hasleby 2; Morabito, Barlow, Grover, Sandilands, Pavlich, Mundy, Ballantyne, Robertson

Attendance: 32,442

THE LOWEST point of Fremantle's season came just minutes before the final siren when first-year sensation Michael Barlow's year ended when he sustained a broken leg. He was again one of Fremantle's best up to that point as the side crushed the Power. Ryan Crowley emerged as an unlikely game-breaker, booting five second-half goals as Freo defied a mounting injury toll to kick nine of the last 10 majors. Port was held to just one goal in the second half.

FREO FACT: Michael Barlow was in 161,466 Dream Teams at the conclusion of round 14 – only Luke Hodge (177,478) and Gary Ablett (171,367) were in more.

Brownlow Medal votes:

3-Crowley, 2-Morabito, 1-Palmer

Doig Medal votes:

Roger Hayden	11
Aaron Sandilands	9
Hayden Ballantyne	9
Rhys Palmer	9
Ryan Crowley	8
Michael Barlow	6
Garrick Ibbotson.....	5
Dylan Robertson	5
Matthew de Boer	5
Anthony Morabito	4
Paul Duffield.....	3
David Mundy	2
Matthew Pavlich	2
Paul Hasleby	2
Stephen Hill	2
Michael Johnson	2

#23 Chris Mayne

DOB: 02-11-1988

2010 Games: 14

Career Games: 36

2010 Goals: 16

Career Goals: 36

2010 Dreamteam Points: 859



Mayne was an important player to the team in 2010, with his pressure skills inside the attacking half a highlight of his game. He also chimed in with 16 goals despite missing 10 games from rounds 12-21. He will be hoping to go to the next level in his fourth year of AFL football in 2011.

#24 Dylan Robertson

DOB: 21-06-1991

2010 Games: 13

Career Games: 13

2010 Goals: 2

Career Goals: 2

2010 Dreamteam Points: 802



Debut Date: Round 6 Sunday 2 May 2010 v West Coast, Subiaco Oval

First AFL Goal: Round 14 2010 v Port Adelaide, Subiaco Oval

Robertson was one of the finds of 2010, playing 13 games mainly as a half-back flanker after making his debut in round 6. He displayed good run and quality disposal, highlighted by a 25-possession game against North Melbourne in round 19. A bright future beckons for the young Victorian.



Round 15

Saturday 10 July, Etihad Stadium

Brownlow Medal votes:

3-Conners (Richmond),
2-Martin (Richmond), 1-Sandilands

Doig Medal votes:

David Mundy9
Adam McPhee9
Roger Hayden8
Stephen Hill8
Aaron Sandilands7
Matthew Pavlich6
Kepler Bradley5
Garrick Ibbotson3
Alex Silvagni2
Anthony Morabito1

Fremantle	5.5	8.9	8.13	11.15	(81)
Richmond	5.1	7.4	10.8	15.10	(100)

Goals: Bradley, Pavlich 3; Hill 2; Morabito, Johnson, McPhee

Attendance: 25,707

AARON SANDILANDS' 150th AFL game ended in defeat at the hands of a resurgent Richmond outfit. It was a see-sawing contest of end-to-end football. Ultimately, an interchange bungle with 4:38 remaining saw Jack Riewoldt bang through his fifth goal from point-blank range to put Richmond six points up and the Tigers never looked back. David Mundy's good form continued with 29 disposals in the midfield, Adam McPhee marked everything in the last line of defence, while Stephen Hill provided one of the goals of the season with a cracking major in the pulsating final term.

FREO FACT: Aaron Sandilands became the ninth Fremantle Docker to reach the 150 game milestone.

#25 Steven Dodd

DOB: 20-06-1983
2010 Games: 3
Career Games: 101
2010 Goals: 0
Career Goals: 7
2010 Dreamteam Points: 123

Dodd could only manage three games in 2010 after playing all 22 games in 2009. He has primarily been used as a run-with midfielder or defender throughout his career. Dodd was delisted at the end of the 2010 season.



#26 Kepler Bradley

DOB: 13-11-1985
2010 Games: 12
Career Games: 85
2010 Goals: 14
Career Goals: 49
2010 Dreamteam Points: 946

Bradley had to wait until round 7 to play his first AFL game in 2010 and the former Essendon Bomber grasped his opportunity with a strong display against Brisbane at the Gabba. He played as a forward and a backup ruckman this season. One of his best performances was a four-goal effort in round 10 against North Melbourne at Subiaco Oval.



Sunday 18 July, Subiaco Oval

Round 16

Fremantle	6.3	9.8	10.10	11.16	(82)
Melbourne	1.2	3.5	9.8	10.11	(71)

Goals: Ballantyne 4; Mundy 2; Hasleby, Duffield, Fyfe, Palmer, Crowley

Attendance: 32,816

A SECOND HALF fadeout by Fremantle almost cost it victory in a match it had led by 44 points during the second term. The home side could only manage two more goals for the entire game as the Demons closed to within a point in the final term. A superb roving goal by Hayden Ballantyne late in the game sealed the important win, which kept Freo inside the top four. Ballantyne was superb with a team-high four goals for the day. Young midfielder Anthony Morabito (17 possessions) played his best game of the season to date, and Luke McPharlin was a tower of strength in the backline in his first game since round 8.

FREO FACT: Other than Carlton, Melbourne is the only current AFL side that Fremantle has a positive win-loss record against (14-12).

Brownlow Medal votes:

3-Ballantyne, 2-Sylvia (Melbourne),
1-Morabito

Doig Medal votes:

Hayden Ballantyne	13
David Mundy	8
Anthony Morabito	6
Michael Johnson	6
Stephen Hill	5
Garrick Ibbotson	5
Greg Broughton	5
Luke McPharlin	5
Adam McPhee	4
Paul Duffield	4
Aaron Sandilands	3
Dylan Robertson	2
Nathan Fyfe	2

#27 Justin Bollenhagen

DOB: 17-12-1991

2010 Games: 3

Career Games: 3

2010 Goals: 3

Career Goals: 3

2010 Dreamteam Points: 129



Debut Date: Round 18 Sunday 1 August 2010 v West Coast, Subiaco Oval

First AFL Goal: Round 18 Sunday 1 August 2010 v West Coast, Subiaco Oval

Bollenhagen made his AFL debut in the round 18 Carlton Mid Derby and applied himself well, kicking two goals. The South Australian played most of 2010 for Perth in the WAFL, where he showed a keen instinct for finding the big sticks. Having played three games in his first season of AFL, Bollenhagen looks a likely prospect who will push for more senior selection in 2011.

#28 Ryan Murphy

DOB: 24-05-1985

2010 Games: 1

Career Games: 48

2010 Goals: 2

Career Goals: 50

2010 Dreamteam Points: 67



Murphy only played the one game for Fremantle in 2010. He has regularly dominated in the WAFL competition, but, unfortunately, was unable to show his best at AFL level. Murphy was delisted at the end of the 2010 season.



Round 17

Sunday 25 July, Etihad Stadium

Brownlow Medal votes:

3-Cooney (Bulldogs), 2-Griffin (Bulldogs), 1-Cross (Bulldogs)

Doig Medal votes:

Nick Suban.....9
Michael Johnson.....6
Matthew Pavlich.....5
Greg Broughton.....2
Roger Hayden2
Jesse Crichton1

Fremantle	3.0	5.2	9.3	12.4	(76)
Western Bulldogs	9.3	14.5	18.9	24.14	(158)

Goals: Pavlich 4; Johnson, Ballantyne, Hasleby, McPhee, Crichton, Palmer, Fyfe, Ibbotson

Attendance: 26,797

Debut: Jesse Crichton

A DAZZLING nine-goal opening term by the Bulldogs blew Fremantle out of the water. The result saw the Dogs leapfrog Fremantle into fourth spot on the AFL ladder. Matthew Pavlich tried valiantly to lift the side, kicking four goals from limited opportunities. Freo's cause was not helped by David Mundy's late withdrawal, but overall it was a day when Fremantle struggled to win any match-ups around the ground.

FREO FACT: Late withdrawal David Mundy had played 124 consecutive games since his debut in round 6, 2005.

#30 Zac Clarke

DOB: 28-03-1990

2010 Games: 3

Career Games: 8

2010 Goals: 0

Career Goals: 0

2010 Dreamteam Points: 111

Clarke played his first 2010 game for Fremantle as a forward in the round 12 match against St Kilda, where he struggled to make an impact against the tight-marking Saints defence. He played mainly for East Perth in the WAFL this year, where he has been allowed to develop. After starting the season as a ruckman, Zac was given more time as a key forward by the Royals as the season progressed. He has shown improvement and will be expected to push for a spot in Fremantle's side in 2011.



#32 Stephen Hill

DOB: 01-05-1990

2010 Games: 23

Career Games: 45

2010 Goals: 19

Career Goals: 28

2010 Dreamteam Points: 1535

Hill was one of the most exciting players to watch in the AFL in 2010. His daring runs and penetrating left foot made him a human highlight reel. One of his finest games came in round 7, when he had 32 possessions in Freo's first ever victory at the Gabba. Hill still has plenty of room for improvement, which is a scary thought for the rest of the AFL. Look out for this budding young star in 2011.





Sunday 1 August, Subiaco Oval

Round 18

Fremantle	7.6	13.8	18.12	24.16	(160)
West Coast	0.3	4.4	9.5	13.7	(85)

Goals: Ballantyne 6; Pavlich 4; Hasleby 3; Johnson, Bollenhagen, Hill 2; Hayden, Mundy, Suban, van Berlo, Crichton

Attendance: 40,451

Debut: Justin Bollenhagen

IT WAS A demolition Derby as Fremantle recorded its greatest ever winning margin against its cross-town rivals. The game was effectively over at quarter time, after a withering burst from Freo produced seven unanswered goals and a 45-point lead. Hayden Ballantyne ran riot with a Fremantle season-high six goals and Greg Broughton was impressive with 31 disposals. Aaron Sandilands (22 possessions and 33 hit-outs) won his second Ross Glendinning Medal after outgunning opponents Dean Cox and Nic Naitanui. Justin Bollenhagen, the youngest player on Freo's list, made a promising debut with two goals, the second after one of the plays of the season by Matt de Boer.

FREO FACT: Justin Bollenhagen was Freo's seventh debutant in 2010 and the Club's 18th in its past 44 games.

Brownlow Medal votes:

3-Ballantyne, 2-Sandilands, 1-Fyfe

Doig Medal votes:

Hayden Ballantyne	16
Greg Broughton	13
Matthew de Boer	11
Matthew Pavlich	10
Aaron Sandilands	10
David Mundy	9
Stephen Hill	7
Nathan Fyfe	7
Nick Suban	6
Paul Hasleby	6
Roger Hayden	4
Garrick Ibbotson	4
Luke McPharlin	4
Michael Johnson	3
Jesse Crichton	3
Paul Duffield	2
Anthony Morabito	1
Antoni Grover	1
Jay van Berlo	1

#33 Ben Bucovaz

DOB: 02-11-1990

2010 Games: 0

Career Games: 0

2010 Goals: 0

Career Goals: 0

2010 Dreamteam Points: 0



Bucovaz moved from Claremont to East Fremantle at the start of the 2010 WAFL season, where he was a key player for the Sharks. The highlight of his year was a career-best seven-goal haul against Peel Thunder in round 13. That display earnt him the WAFL's Player of the Round award.

#34 Chris Hall

DOB: 25-06-1990

2010 Games: 0

Career Games: 0

2010 Goals: 0

Career Goals: 0

2010 Dreamteam Points: 0



Originally from South Australia, Hall did not manage to make a senior appearance for Fremantle during his two years at the Club, playing most of his football for East Fremantle in the WAFL. Hall was delisted at the end of the 2010 season.

Round 19

Saturday 7 August, Etihad Stadium

Brownlow Medal votes:

3-Harvey (North),
2-McIntosh (North), 1-Adams (North)

Doig Medal votes:

Greg Broughton.....6
David Mundy4
Roger Hayden.....3
Dylan Robertson3
Nick Suban.....2
Paul Hasleby2
Garrick Ibbotson.....2
Luke McPharlin.....2
Kepler Bradley2
Michael Johnson.....1
Paul Duffield.....1
Antoni Grover.....1

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; Fyfe, Bollenhagen, Johnson, Bradley

Attendance: 14,891

A DISAPPOINTING performance saw Fremantle's top four aspirations dealt a crippling blow after Mark Harvey's side went down to the Kangaroos. After trailing by six goals at quarter time, Fremantle recovered from its slow start to kick six goals to two in the second term but the home side set things straight in the third, booting six goals to one. Aaron Sandilands' absence allowed North's ruck combination of Todd Goldstein and Hamish McIntosh to dictate terms at the clearances, where Brent Harvey and Brady Rawlings had field-days. The injured Hayden Ballantyne was also a spectator. Youngster Dylan Robertson played his best game for Freo with 25 disposals.

FREO FACT: Since Aaron Sandilands' first All Australian year in 2008, Fremantle is 0-5 in matches without the star ruckman.

#35 Tim Ruffles

DOB: 05-10-1990
2010 Games: 2
Career Games: 5
2010 Goals: 0
Career Goals: 2
2010 Dreamteam Points: 30

One of the hard-luck stories in the AFL, Ruffles injured his ACL in round 21 and required a knee reconstruction, his second in just over a year after hurting the opposite knee in round 17, 2009.



#36 Alex Silvagni

DOB: 29-09-1987
2010 Games: 15
Career Games: 15
2010 Goals: 4
Career Goals: 4
2010 Dreamteam Points: 871

Debut Date: Round 1 Sunday 28 March 2010 v Adelaide, Subiaco Oval
First AFL Goal: Round 1 2010 v Adelaide, Subiaco Oval
Another of Fremantle's mature-age success stories, Silvagni played a major role in the Club's rise up the ladder. He was mainly used as a key defender and, considering Fremantle's three other tall backmen, Luke McPharlin, Antoni Grover and Chris Tarrant all missed a significant number of games in 2010, Silvagni's presence was crucial.





Saturday 14 August, Subiaco Oval

Round 20

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; Johnson, de Boer, McPhee, Morabito, Broughton, Schammer, Suban					
Attendance: 34,087					

IN A THRILLING final term that included five lead changes, Sydney kicked the last two goals of the game to snatch the win. Aaron Sandilands missed again and Fremantle was comprehensively outplayed at the stoppages, losing the possession count 377-299. Michael Walters impressed in his first game for the season, while Greg Broughton continued his excellent form for the home side. Back-to-back defeats for Freo meant it was now in a dog-fight to keep hold of a home final in the first week of the Finals Series.

FREO FACT: Until this match, Fremantle had not lost to Sydney at Subiaco Oval since round 15, 1998.

Brownlow Medal votes:	
3-Hannebery (Sydney),	
2-Jack (Sydney), 1-Broughton	
Doig Medal votes:	
Greg Broughton.....	9
David Mundy	4
Kepler Bradley	4
Matthew de Boer.....	4
Luke McPharlin.....	3
Michael Walters	3
Matthew Pavlich.....	2
Roger Hayden.....	1
Dylan Robertson	1
Nathan Fyfe.....	1

#37 Michael Johnson

DOB: 20-10-1984
2010 Games: 19
Career Games: 103
2010 Goals: 17
Career Goals: 38
2010 Dreamteam Points: 1432

Johnson played a variety of roles in 2010 that included backing up Aaron Sandilands in the ruck and key defensive and forward jobs. The only low point of his year was a Club-imposed five-week suspension in the middle of the season.

#38 Michael Walters

DOB: 07-01-1991
2010 Games: 5
Career Games: 8
2010 Goals: 8
Career Goals: 10
2010 Dreamteam Points: 326

Walters had to wait until round 20 to play his first game of the season but the small forward grasped his opportunity and stayed in the team for the rest of the season. He was one of only a handful of solid contributors in the round 21 loss to Hawthorn and his three goals in the Elimination Final win against the Hawks two weeks later were inspiring.



Round 21

Saturday 21 August, Aurora Stadium

Brownlow Medal votes:

3-Hodge (Hawthorn), 2-Burgoyne (Hawthorn), 1-Mitchell (Hawthorn)

Doig Medal votes:

Greg Broughton.....10
 Michael Johnson.....9
 Luke McPharlin.....3
 Michael Walters3

Fremantle	0.2	1.5	1.7	5.9	(39)
Hawthorn	5.4	12.8	18.11	24.11	(155)
Goals: Johnson, Murphy 2; Robertson					
Attendance: 15,532					

FREMANTLE TRAVELLED to the Apple Isle and suffered its heaviest defeat of the season at the hands of Hawthorn. Seven players were rested for the trip, including captain Matthew Pavlich and David Mundy, while Aaron Sandilands missed a third match in succession. Fremantle’s day got even worse midway through the first term when Tim Ruffles, a late replacement for Paul Hasleby, injured his knee after a heavy bump from Campbell Brown. Greg Broughton continued his late-season surge with 30 disposals and Michael Walters was a solid contributor.

FREO FACT: Fremantle has won only one game out of seven trips to Tasmania, which was the ‘siren gate’ match against the Saints in 2006.

#39 Casey Sibosado

DOB: 13-10-1990
 2010 Games: 0
 Career Games: 0
 2010 Goals: 0
 Career Goals: 0
 2010 Dreamteam Points: 0



Sibosado is yet to make his AFL debut but his performances for Perth in the WAFL since being switched into defence indicate that he is on track to challenge for a senior Fremantle berth in 2011.

#40 Matthew de Boer

DOB: 10-03-1990
 2010 Games: 20
 Career Games: 37
 2010 Goals: 6
 Career Goals: 11
 2010 Dreamteam Points: 1059



One of the most courageous players in the competition, de Boer inspired his teammates with his relentless chasing and tackling in 2010. He spent most of his time in the attacking half, where his pressure skills made him an invaluable asset to the team. He needs to improve his kicking for goal to really hurt the opposition but a great season from the 20-year-old nonetheless.



Friday 27 August, Subiaco Oval

Round 22

Fremantle	3.4	8.6	11.11	13.15	(93)
Carlton	4.2	6.2	7.6	13.9	(87)

Goals: Hill, Mayne, Johnson, Pavlich, Walters 2; Ballantyne, de Boer, Morabito

Attendance: 39,376 (record home attendance v Carlton)

Brownlow Medal votes:

3-Sandilands, 2-Gibbs (Carlton),
1-Judd (Carlton)

Doig Medal votes:

Stephen Hill	14
David Mundy	12
Aaron Sandilands	12
Matthew Pavlich	8
Garrick Ibbotson	8
Anthony Morabito	7
Michael Johnson	6
Luke McPharlin	5
Greg Broughton	4
Matthew de Boer	4
Roger Hayden	4
Chris Mayne	4
Antoni Grover	3
Adam McPhee	3
Nathan Fyfe	2
Hayden Ballantyne	2
Michael Walters	1

ALL HANDS were back on deck as Fremantle secured a home final with a Friday night victory over Carlton. Hayden Ballantyne's late inclusion meant Fremantle made an incredible 11 changes to the previous week's side. Rested stars David Mundy (23 possessions) and Matthew Pavlich (25 and two goals) were important, while Aaron Sandilands returned from a three-week hiatus to have a massive 40 hit-outs, 13 clearances and 17 contested possessions. Stephen Hill, who was also rested the previous week, burst back to form with 25 damaging possessions and two goals, while Anthony Morabito gained a NAB Rising Star nomination for his efforts. Carlton did chop a 30-point final term deficit back to just 11 points, but Fremantle held on for a massive win in what would be Paul Hasleby's final AFL match.

FREO FACT: Fremantle has won 14 of 24 games against the Blues – the best record it has against any AFL club.

#41 Paul Duffield

DOB: 05-02-1985

2010 Games: 24

Career Games: 69

2010 Goals: 6

Career Goals: 19

2010 Dreamteam Points: 2125



Duffield had a great season after moving into a midfield role. His ball-winning ability and poise under pressure were major factors in the improvement of Fremantle's on-ball brigade in 2010. Duffield played one of his best games of the season in round 4 against St Kilda at Etihad Stadium, gathering a career-best 36 possessions. He was the only Fremantle Docker to play all 22 games and two finals in 2010.

#43 Roger Hayden

DOB: 09-12-1980

2010 Games: 23

Career Games: 125

2010 Goals: 4

Career Goals: 14

2010 Dreamteam Points: 1401



After an injury-interrupted 2009, Hayden played all but one game in 2010. He continued in a sweeping role across half-back, where his calmness and experience helped Fremantle improve significantly from a defensive aspect.



Elimination Final

Saturday 4 September, Subiaco Oval

Doig Medal votes:

Luke McPharlin.....	13
Stephen Hill.....	12
David Mundy.....	12
Adam McPhee.....	11
Greg Broughton.....	8
Roger Hayden.....	8
Garrick Ibbotson.....	6
Anthony Morabito.....	6
Paul Duffield.....	6
Michael Johnson.....	5
Nathan Fyfe.....	5
Ryan Crowley.....	5
Matthew Pavlich.....	4
Aaron Sandilands.....	3
Chris Mayne.....	3
Matthew de Boer.....	2
Antoni Grover.....	1
Alex Silvagni.....	1

Fremantle	4.3	6.4	12.7	14.10	(94)
Hawthorn	1.4	1.11	4.13	8.16	(64)

Goals: Pavlich 3; Mayne 2; Broughton, Morabito, Sandilands, Walters, Hill, Crowley, McPhee, Mundy, Silvagni

Attendance: 42,719 (record Subiaco Oval attendance for Fremantle)

A YOUNG Fremantle team comprising 10 first and second-year players took a giant stride in its football journey, knocking off the 2008 Premiers Hawthorn in front of a record home crowd in an Elimination Final. The win was built on a relentless display of pressure football which forced the Hawks into kicking 1.11 in the first half. David Mundy (25 possessions, six clearances and five forward entries) was clearly the game's most dominant midfielder, while reborn tagger Adam McPhee held Norm Smith Medallist Luke Hodge to an ineffective 13 possessions – eight of those coming in the last quarter. Young midfielder Anthony Morabito's memorable first-quarter running goal after three bounces on the wing got the ball rolling for Freo, and Stephen Hill was also superb, breaking free of Chance Bateman to win 22 quality possessions. The win set up a Semi-Final showdown with 2009 Premiers Geelong at the MCG.

FREO FACT: This was Fremantle's second ever final win, adding to the 2006 Semi-Final victory over Melbourne at Subiaco Oval.

#44 Jesse Crichton

DOB: 18-06-1991
2010 Games: 6
Career Games: 6
2010 Goals: 2
Career Goals: 2
2010 Dreamteam Points: 302



Debut Date: Round 17 Sunday 25 July 2010 v Western Bulldogs, Etihad Stadium
First AFL Goal: Round 17 2010 v Western Bulldogs, Etihad Stadium
Crichton played six games in his debut season, including the Elimination Final against Hawthorn. The Tasmanian recruit 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. Look for more games from this promising youngster in 2011.

#45 Hamish Shephard

DOB: 28-10-1990
2010 Games: 0
Career Games: 0
2010 Goals: 0
Career Goals: 0
2010 Dreamteam Points: 0



Shephard is yet to debut for Fremantle but he showed some promising signs for East Perth in the WAFL. He will be hoping to develop further in 2011 and take the next step.

Friday 10 September, MCG

Semi-Final

Fremantle	1.1	4.2	7.6	10.6	(66)
Geelong	8.1	10.7	14.13	20.15	(135)

Goals: Pavlich 4; Walters 3; Mayne, Fyfe, Duffield

Attendance: 45,056 (record away attendance v Geelong, record MCG attendance for Fremantle)

FREMANTLE'S BRAVE march into the 2010 AFL Finals Series came to an abrupt halt at the hands of an experienced Geelong outfit. The Cats had the bigger bodies and a distinct finals experience advantage over the youthful Freo Dockers. An eight goal to one first quarter set the tone for the evening. Geelong's star-studded midfield unit ran riot all night and eventually won the possession count by a whopping 484 to 287. Matthew Pavlich was one of the few standouts for Fremantle with 21 disposals and four goals, and David Mundy battled hard for his 30 touches. Youngster Michael Walters also showed enough to suggest he could be an important player in 2011, kicking three goals. Des Headland, playing his first game since round 4, was injured early in what would be the 2002 Brisbane Premiership star's final AFL game.

FREO FACT: This match was Fremantle's first ever final in Melbourne and the Club's first game at the MCG in season 2010.

Doig Medal votes:

David Mundy	11
Matthew Pavlich	8
Michael Johnson	6
Michael Walters	5
Nathan Fyfe	4
Luke McPharlin	3
Greg Broughton	3
Paul Duffield	3
Roger Hayden	2

#46 Clancee Pearce

DOB: 23-10-1990

2010 Games: 6

Career Games: 14

2010 Goals: 2

Career Goals: 8

2010 Dreamteam Points: 341

Pearce played mainly as a defender in his six games in 2010 and did some good things. He will need to develop further in 2011 to take the next step and become a regular in the Fremantle team.



#47 Jay van Berlo

DOB: 18-09-1988

2010 Games: 18

Career Games: 22

2010 Goals: 3

Career Goals: 6

2010 Dreamteam Points: 794

Van Berlo had a solid 2010 season, managing to play 18 games as a defender/run-with type. His courage and desperation was always on show when he pulled on the Fremantle guernsey. Van Berlo is another player who will look to take the next step in 2011.



Board

Steve Harris, President

Appointed as a director in September 2008, Steve commenced his term as the Club's fourth President on 1 December 2009. He is the Managing Director of The Brand Agency, Perth's largest advertising agency, with offices in Melbourne, Sydney and Auckland, and an annual turnover exceeding \$120 million.



Ben Allan

Since December 2005, Member Elected Representative.

Ben was one of Western Australia's finest footballers who enjoyed great success initially in the WAFL before progressing to the AFL with Hawthorn and then Fremantle. Drafted by Hawthorn in 1989 he won Hawthorn's best and fairest in 1991 and was a key member of the Hawks' premiership winning team that same year. A two-time All Australian in 1993 and 1994, he returned home to WA in 1995 to captain the inaugural Fremantle side. He went on to play 47 games for Fremantle and a total of 145 AFL games. Ben has completed a Bachelor of Business (Major in Accounting) and an Executive Certificate in Wine Studies. Following his retirement Ben has worked extensively in the WA media as a football specialist and has established a successful career in the wine industry. In November 2009, Ben was re-elected unopposed for a third two-year term.



Brian O'Donnell

Since February 2006.

Born in Fremantle, Brian has been an office-bearer of several community service and sporting organisations during his career. After qualifying as a Chartered Accountant, Brian has spent the past 23 years in banking, finance and investment management. Since 1996, Brian has been employed as Group Treasurer of Australian Capital Equity Pty Ltd (ACE), which owns 68 per cent of Seven Group Holdings Limited. Brian has been a director of ACE since 2001, and is also a director of Iron Ore Holdings Limited and other group companies and investments. Brian chairs the Finance, Audit and Risk Committee of the Fremantle Football Club, and serves on several other committees.



Richard Goyder

Since December 2006.

Managing Director and Chief Executive Officer of Wesfarmers, Richard is a director of a number of Wesfarmers group subsidiaries. He is also a member of the Business Council of Australia and the University of Western Australia's Business School Advisory Board. Richard is also Chairman of Scotch College Council. He has a Bachelor of Commerce degree from the University of Western Australia and completed the Advanced Management Program at the Harvard Business School in 1998.



Grant Donaldson

Since September 2008.

Grant was a member of the Club's Board of Management from 1994 to 1997. He has been in legal practice for over 20 years and was appointed Senior Counsel in 2004. He is currently the President of the Western Australian Bar Association, the Deputy Chair of the Legal Practice Board and has been a Visiting Fellow at the Law School of the University of Western Australia since 1991.



Kate Grieve

Since December 2008, Member Elected Representative.

Kate has been a member of the Club since 1999 and was elected to the Board in November 2008. She is a Retail Manager with Westfield and has more than 17 years experience in management, marketing and leasing. Kate is also an active member of the Property Council of Australia. Since joining the Board, Kate has been involved in the Brand Renewal Committee and is currently acting as a mentor as a part of the AFL Women's Mentoring Program. She has a Bachelor of Commerce degree with a major in marketing from Curtin University. In November 2010, Kate was re-elected for a second two-year term.



Jenn Morris

Since December 2009.

Jenn is a senior manager at leading professional services firm Deloitte and has broad experience in strategic and human capital advisory services across both private and public sector organisations.



She sits on the board of the Western Australian Institute of Sport, and is a former chair of the board of Healthway, the State Government's peak health promotion body. Before commencing her professional career, Morris spent more than 10 years with the Australian Women's Hockey Team, winning Olympic gold medals at Atlanta in 1996 and Sydney in 2000.

Stephen O'Reilly

Since December 2009.

Stephen was a foundation member of the Fremantle Football Club, playing 98 games between 1995 and 1999 and won a Doig Medal in 1996.



In 2000, O'Reilly ended his 146-game AFL career, which included two seasons with Geelong and one season at Carlton. Since that time he has worked at KPMG, one of the world's largest accounting firms, where he is a senior manager in the Private Enterprise division of the firm's Perth practice.

O'Reilly is an active member of the Fremantle Past Players and Officials group and is also a member of the AJ Diamond Club, one of the Club's leading coterie groups.

Senior Manage

Steve Rosich

— Chief Executive Officer

Steve has been Chief Executive Officer of the Club since July 2008, leading the Club through a significant period of strategic change on and off the field since his appointment. Before moving into the CEO's role, Steve was General Manager of Commercial Operations at Fremantle for four-and-a-half years. Prior to joining Fremantle, Steve held the position of Business Operations Manager with the West Coast Eagles. Prior to that he was an Associate Director in the corporate advisory arm of international chartered accounting firm Deloitte Touche Tohmatsu. Steve is a Chartered Accountant and has a Bachelor of Business degree from the University of Western Australia.

Gary Walton

— Chief Operating Officer

A Chartered Accountant with more than 25 years experience in the corporate sector, managing the finance and administration of several public companies. Gary joined the Club in February 2002, where he was initially responsible for finance and administration. Since mid-2008 his responsibilities have moved to strategy and special projects. He chairs and sits on a number of management sub-committees and is a member of the Board's Remuneration Committee and Finance, Audit and Risk Committee. Gary completed the Advanced Management Programme at INSEAD in France in 2008.

Mark Harvey — Senior Coach

Mark was appointed the Club's Senior Coach for three years at the conclusion of the 2007 season. He joined the Club as an Assistant Coach in 2006 and enjoyed a successful debut year at Fremantle, taking control of a largely young and inexperienced defence and moulding them into one of the competition's tightest units. In June 2010, Mark's contract was extended through to the end of 2012. Since being appointed Senior Coach at Fremantle he has been committed to developing youth. Prior to joining Fremantle, he spent eight years as an Assistant Coach at Essendon after playing 206 games for the Bombers between 1984 and 1997, including three premierships as a player in 1984, 1985, and 1993 and one as an Assistant Coach in 2000.

Chris Bond — General Manager Football Operations

A former Captain, Chris joined the Club in October 2007 as General Manager – List Development. He was responsible for the Club's list development, managing and developing the Club's football information and technology systems, player recruitment, and opposition analysis as well as being a key member of Mark Harvey's coaching team. In 2009, Chris was appointed GM Football Operations and oversaw major changes in the playing list as well as overseeing a new direction in coaching and player development, the introduction of a new player development academy and a remodelled recruiting structure.

Chris played a total of 163 AFL games in his 10-year career, including 41 games for Fremantle. He moved into coaching in 2000 with the Western Bulldogs as an Assistant Coach as well as Coaching the Werribee Tigers in the VFL in 2001 and 2002.

Brad Lloyd — General Manager Player Management

Brad joined the Club in February 2008 in the role of National Recruiting Manager responsible for the Club's National, Pre-season and Rookie drafts. At the end of 2008, Brad was appointed to the senior management team and to the role of General Manager Player Management. Brad's core responsibilities are to oversee the recruiting network and to execute the Club's drafting process. Brad played football at Hawthorn from 1997 to 1999 and was captain of VFL club Williamstown where he played from 2000 to 2006, including a premiership in 2003.

Scott Gooch — General Manager Commercial Partners

Appointed head of the Club's Commercial Partners division in 2009, Scott oversees the Sponsorship and Corporate Partners' departments. Before joining Fremantle, he was the CEO of Perth Glory and prior to that spent several years in the marketing division of the West Coast Eagles as Corporate Sales Manager and Relationship Marketing Manager.

Luke Morfesse — General Manager Communications

An award winning journalist, Luke joined the Club after a 21-year career at *The West Australian* newspaper. During that time, he was the paper's senior crime reporter for more than a decade, preceded by a three-year stint as chief of The West's Melbourne and Sydney bureaux. He was also a long-time editor of the paper's highly popular Inside Cover column. Luke is responsible for communications and media management, brand management and public relations.

Graeme Parker — Chief Financial Officer

A Chartered Accountant with more than eight years experience in the corporate, assurance and advisory sector, Graeme was appointed Chief Financial Officer effective 1 November 2008, after previously holding the position of Financial Controller. Graeme's primary responsibility is for finance and administration, information technology, corporate governance, risk management and Total Player Payments compliance.

David Pitts — General Manager Business Operations

David's portfolio oversees the management of the membership services team, the two team stores and associated merchandise plus all of the Club's events, including match day operations. In addition David manages Fremantle's Community Goals area. David has been with the Fremantle Football Club since 2003 and has undertaken positions such as Corporate Accounts Manager, Corporate Sales Manager and Corporate Hospitality Manager.

The following players retired in 2010:

Paul Hasleby

Without doubt one of the true greats of the Fremantle Football Club, Hasleby hung up the boots after a brilliant 208 game career.

A priority selection (No. 2 overall) in the 1999 AFL Draft, Hasleby lived up to expectations in his debut season, winning the AFL Rising Star Award.

In 2010 he joined Shane Parker, Shaun McManus and Matthew Pavlich as the only Fremantle players to have played 200 games for the Club when he reached the milestone against Carlton in round 13 at Etihad Stadium.

Des Headland

Headland departs the AFL after 166 games for Fremantle and Brisbane, which includes winning the ultimate prize in 2002 with the Lions.

He joined Fremantle in 2003 and played 114 games for the Club. After a promising start to 2010 a knee injury in round 4 kept him out of the side until the Semi-Final against Geelong at the MCG – his final AFL appearance.

Dean Solomon

Solomon retired before the start of the 2010 season because of a chronic knee injury after being a Fremantle Docker since 2007.

He played 209 AFL games during his career, 158 for Essendon and 51 for Fremantle.

Solomon was one of the toughest competitors in the competition during his career, of which the highlight was winning the 2000 AFL Premiership with the Bombers.

Scott Thornton

Thornton was taken by Fremantle in the 2000 AFL Draft as a 5th round selection (No. 66 overall) and made his debut against Melbourne at Subiaco Oval in round 8, 2002.

Originally a dashing defender and later on a forward, Thornton retired midway through the 2010 season after suffering a leg injury while playing for South Fremantle in the WAFL.

He played 88 AFL games during his 10 seasons at Fremantle, which were hampered by a series of injuries.

The following players were delisted or traded at the conclusion of 2010:

Steven Dodd

Taken in the 2002 Rookie Draft (No. 51 overall) and elevated from the rookie list in 2004, Dodd made his AFL debut in round 20, 2004 against Geelong at Skilled Stadium.

At his peak, his defensive pressure and endurance made him a reliable and effective shut-down player.

Chris Hall

Hall was picked up by Fremantle in the 2007 NAB AFL Draft (No. 77 overall) but injuries in his two seasons at the Club have prevented the midfielder from pushing for an AFL debut.

Ryan Murphy

A Fremantle Docker since being selected in the 2003 AFL Draft (No. 12 overall), Murphy's time at the Club never reached its full potential on an AFL level, despite a brilliant WAFL career.

He played 48 games for the Fremantle Dockers and kicked 50 goals.

Chris Tarrant

After beginning his career at Collingwood in 1998, Tarrant was traded to Fremantle in 2007.

Originally an inconsistent forward, a switch to defence in 2009 reignited his career. So much so that Tarrant was considered unlucky to miss out on All Australian selection in that season.

Tarrant departs Freo after advising the Club that he would be heading back home to Melbourne, where he will rejoin his old club, Collingwood.

The following players were delisted from the senior list at the conclusion of 2010. They have been training with the Club with the prospect of being selected in the 2010 Rookie Draft.

Ben Bucovaz

Bucovaz was taken in the 2008 NAB AFL Draft as a 4th round selection (No. 56 overall) but he has not managed to make a senior appearance for Fremantle in his time at the Club.

Brock O'Brien

Injuries have prevented O'Brien from reaching his potential as an AFL player, restricting him to just three senior games since being taken in the 2006 NAB AFL Draft as a 4th round selection (No. 52 overall).

He made his debut in round 22, 2007 against Port Adelaide at AAMI Stadium and played two more games in 2008.

Tim Ruffles

After being picked up in the 2008 NAB AFL Draft (No. 68 overall), Ruffles made his debut in round 15, 2009 against Adelaide at AAMI Stadium.

Patrons, Life Members and Staff

Patron

His Excellency Dr Kenneth Michael AC,
Governor of Western Australia

Vice Patrons

The Hon. David K Malcolm AC QC
Syd Corser
Steve Marsh
Jack Sheedy

Number 1 Ticket Holder

Eskimo Joe
*Stuart MacLeod, Kav Temperley and
Joel Quartermaine*

Number 1 Junior Ticket Holder

Jessica Sheehan

International Patron

Laura Robson

Life Members

Ross Kelly, Chairman, 1994-1998
Shane Parker, Player, 1995-2007
Shaun McManus, Player, 1995-2008
Matthew Pavlich, Player, 2000-
Paul Hasleby, Player, 2000-2010
James Walker, Player, 1998-2007
Troy Cook, Player, 2000-2007
Peter Bell, Player, 1995, 2001-2008
Antoni Grover, Player, 2001-
Rick Hart, President, 2002-2009
Luke McPharlin, Player, 2002-
Aaron Sandilands, Player, 2003-

Board of Directors

Steve Harris (President)
Ben Allan (member elected)
Grant Donaldson
Richard Goyder
Kate Grieve (member elected)
Jenn Morris
Brian O'Donnell
Stephen O'Reilly

Senior Management

Steve Rosich – Chief Executive Officer
Gary Walton – Chief Operating Officer
Graeme Parker – Chief Financial Officer
Luke Morfesse
– General Manager Communications
Scott Gooch
– General Manager Commercial Partners
David Pitts
– General Manager Business Operations
Chris Bond
– General Manager Football Operations
Brad Lloyd
– General Manager Player Management

Administration and Finance

Amanda Flood – Executive Assistant
Paris Young – Office Assistant
Cameron Tuohy – Financial Controller
John Lewis
– Payroll Officer/Accounts Assistant
Lisa Jaskola – Accounts Assistant
Minh Tran – IT Manager
Paul Appledorn – IT Support Officer

Communications

Kasey Ball – Communications Manager
Holly Williams – Multimedia Producer
Costa Kastanis – Communications Assistant

Commercial Partners

Roger Cripps – Sponsorship Manager
Lana Camporeale – Sponsorship Executive
Damien Carbon – Sponsorship Executive
Kylie Fahey – Sponsorship Executive
Adam Northover
– Business Development Executive

Natasha Cox – Sponsorship Co-ordinator
Melissa Tempra – Corporate Sales Manager
Travis Burton – Corporate Account Manager
Sarah Wray – Corporate Account Manager
Ryan Dye – Corporate Account Manager
Angeleen Dellar
– Corporate Sales Co-ordinator

Business Operations

Kellie Black – Event Manager
Kayte Cameron – Events Coordinator
Jane Maddern
– Supporter Operations Manager
Erin Verevis – Membership Services Officer
Jessica Mason
– Membership Services Officer
Caitlin Hawkins
– Membership Services Officer
Paulyne Webster
– Membership Services Officer
Stephanie Gucciardi
– Administration AFL Trainee
David Crute – Community Goals Manager
Wade Spilcker
– Community Program Manager
Tony Godden – Merchandise Manager
Craig Evans – Team Store Manager
Kristina Francis – Team Store Assistant
Rosie Cupper – Team Store Assistant
Jayden Putland – Team Store AFL Trainee

Football

Mark Harvey – Senior Coach
Todd Curley – Assistant Coach
Simon Lloyd
– Assistant/Senior Development Coach
Barry Mitchell – Assistant Coach
Michael Prior – Assistant Coach
Scott Baker – Football Administration &
Compliance Manager
Lisa Chambers – Football Administration PA
Joe Brierty
– Football Administration Coordinator
Steve Grace – Development Coach
Jason McCartney – Development Coach
Shaun McManus – Development Coach
Ashley Prescott – Development Coach
Liam Casson – Player Development Manager
Kim Mercer
– Psychology & Personnel Manager
James Begley
– Leadership and Development Consultant
Susan Fairclough
– Player Appearances Coordinator
Neil Ross – Western Recruiting Manager
John Nykyforak – Recruiting
Shane Yardley – Recruiting
Ben Marks – Recruitment Assistant
Jason Weber – Sports Science Manager
Chris Dorman
– Strength and Conditioning Coach
Michael Dobbin – Assistant Strength and
Conditioning Coach
Marshall Stockden – Injury Prevention and
Rehab Physio
Dr Jeff Boyle – Senior Physiotherapist
Greg Mullings – Physiotherapist
Ian North – Podiatrist
Sophy Porter – Sports Dietician
Dr Ken Withers – Doctor
Dr Peter Steele – Doctor
Damien Shannon – Sports Biomechanist
Keith Carmody – Chaplain
Colin Zammit – Football IT Manager
Adam Read – Football Technology Analyst
Sam Buhagiar – Football IT Analyst

Darren Bizzell – Sports Science Analyst
Peter Pillinger – Property Manager
Wayne Atkinson – Property Assistant
Phil Hawkins – Property Assistant
Glen Bewick – Match Day Assistant
Gary Ingraham – Boxing Coach
Gary Antulov – Training Assistant
Stephen Platt
– Head Trainer/Facilities Co-ordinator
Ivo Capelhina – Trainer
Brad Fryer – Trainer
Jason Courtney – Trainer
Danica Emery – Trainer
Fiona Paige – Trainer
Allan Emery – Trainer
Tayna Ritchie – Trainer
Vic Salis – Trainer
Amy Rawlings – Trainer
Laurie Nugent – Doorman
Steve Lennie – Oppositions Analyst
Mike Atkinson – Statistician
Mike Lasscock – Statistician
Alan Powell – Statistician
Frank Riccelli – Statistician
Andrew Stone – Statistician
Andrew Webster – Statistician
Ben Lasscock – Statistician
Regan Atkinson – Statistician

South Australia

Bill Forrestal – Property Assistant
Alan Waldron – Property Assistant
Tony Bracken – Recruiting
Adam Moller – Recruiting
Phil Kretschmer – Recruiting
Paul Sinor – Recruiting

Victoria

Adam Jones – Eastern Recruiting Manager
Mark Liszukiewicz – Physiotherapist
Tony Kiers
– Victorian Membership Coordinator
Bob Kaye – Recruiting
David McMullen – Recruiting
David Walls – Recruiting
Jake Ryan – Recruiting
John Carlyle – Match Day Assistant
Blair Dawkins – Match Day Assistant
Gerard Donovan – Statistician
Bernard Brickhill – Statistician
Mario Cananzi – Statistician
Mike Power – Statistician
Michael Gill – Statistician
Bernard Magher – Statistician
Darryn Ricketts – Statistician
Neil Johnson – Trainer
Guy Balmer – Trainer
Barry Kirkwood – Trainer
Albert Latu – Trainer
John Parker – Trainer
Rod Yin – Trainer
Dean Rodgers – Trainer
Colin Cianter – Trainer
Barrie Herbert – Property Assistant
James Hammond – Match Day Assistant
Gary Young – Match Day Assistant
Brad Budge – AFL Pro-Scouting

New South Wales

David Yole – Recruiting

Tasmania

Richard Lakeland – Recruiting

Queensland

Jack Barry – Recruiting
Damien Carroll – AFL Pro-Scouting

2010 Sponsors

Major



Platinum



Diamond



Gold



Silver



Player Sponsors

#1	Hayden Ballantyne	Burrup Fertilisers Pty Ltd
#2	Anthony Morabito	Boss Entertainment
#3	Byron Schammer	MBF Health Insurance
#5	Garrick Ibbotson	Auspole Products
#6	Greg Broughton	Hevron Financial Planning Services
#7	Dean Solomon	Qantas Airways
#8	Nick Suban	Derby Club
#9	Adam McPhee	Toll Energy
#10	Rhys Palmer	Scope Australia Pty Ltd
#11	Des Headland	Channel Nine
#12	Brock O'Brien	Air Mauritius
#13	Nathan Fyfe	Summit Fertilizers
#14	Antoni Grover	Marine & Civil
#15	Ryan Crowley	Integrated Group
#16	David Mundy	Zentner Shipping
#18	Luke McPharlin	Woodside Energy Ltd

#19	Clayton Hinkley	The Gate Bar & Bistro
#20	Chris Tarrant	RAS Marine
#22	Scott Thornton	DLA Phillips Fox
#23	Chris Mayne	Westend Financial Partners
#26	Kepler Bradley	DTE Group
#29	Matthew Pavlich	Racing and Wagering WA
#31	Aaron Sandilands	Jarman McKenna
#32	Stephen Hill	Delron Group
#35	Tim Ruffles	Forty Winks
#36	Alex Silvagni	RCR Tomlinson Limited
#37	Michael Johnson	ME Bank
#40	Matthew de Boer	Red Rooster
#41	Paul Duffield	Midland Brick
#43	Roger Hayden	DVG Automotive Group
#46	Clancee Pearce	DVG Automotive Group
#47	Jay van Berlo	Sirens

2011 Season Fixtures

ROUND	DATE/LOCAL TIME	OPPONENT	VENUE	H/A
Round 1	Saturday, 26 March at 7:10pm	Brisbane	Gabba	Away
Round 2	Saturday, 2 April at 5:40pm	Geelong	Patersons Stadium	Home
Round 3	Saturday, 9 April at 2:40pm	Adelaide	AAMI Stadium	Away
Round 4	Sunday, 17 April at 2:40pm	North Melbourne	Patersons Stadium	Home
Round 5	Monday, 25 April at 6:40pm	Western Bulldogs	Patersons Stadium	Home
Round 6	Bye			
Round 7	Saturday, 7 May at 4:10pm	Richmond	MCG	Away
Round 8	Sunday, 15 May at 2:40pm	West Coast	Patersons Stadium	Away
Round 9	Saturday, 21 May at 2:40pm	Port Adelaide	AAMI Stadium	Away
Round 10	Saturday, 28 May at 1:10pm	St. Kilda	Patersons Stadium	Home
Round 11	Sunday, 5 June at 1:10pm	Hawthorn	MCG	Away
Round 12	Sunday, 12 June at 2:40pm	Essendon	Patersons Stadium	Home
Round 13	Sunday, 19 June at 1:10pm	Melbourne	MCG	Away
Round 14	Saturday, 25 June at 5:40pm	Brisbane	Patersons Stadium	Home
Round 15	Saturday, 2 July at 1:10pm	Gold Coast	Patersons Stadium	Home
Round 16	Bye			
Round 17	Sunday, 17 July at 1:10pm	Sydney	SCG	Away
Round 18	Sunday, 24 July at 2:40pm	West Coast	Patersons Stadium	Home
Round 19	Saturday, 30 July at 5:40pm	Hawthorn	Patersons Stadium	Home
Round 20	Friday, 5 August at 7:40pm	St. Kilda	Etihad Stadium	Away
Round 21	Saturday, 13 August at 1:10pm	Carlton	Patersons Stadium	Home
Round 22	Saturday, 20 August at 7:10pm	North Melbourne	Etihad Stadium	Away
Round 23	Friday, 26 August at 6:40pm	Collingwood	Patersons Stadium	Home
Round 24	TBC	Western Bulldogs	Etihad Stadium	Away



**FREMANTLE
DOCKERS**

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