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From the President5
 From the CEO7
 From the Coach9
 From the Captain11
 The Doig Medal12



The year ahead21
 The international stage23



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The Doig tradition17
 The year in review18



The finals25
 Crowds & attendances27
 'Showing their passion'29
 The faces of 200331
 Recruits33
 The 2003 team35
 2003 Results36
 Honour board38
 2003 Statistics39
 Executive profiles40
 Off the field41
 Farewells42

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From the President

This year has been a great year for the Fremantle Football Club. It has been a year where the Club has continued its rise from the disastrous 2001 season, a rise that can be attributed to the efforts of all involved at the Club, players, staff and, most importantly, the Club's loyal and passionate supporters.

The end of the 2001 season saw the Club at the bottom, both on and off the field. We not only finished last on the premiership ladder but posted a \$2.5 million trading loss for the year. The end of 2001 saw a new Board of Management appointed, Cameron Schwab appointed as Chief Executive Officer, Chris Connolly take the reins as the new Senior Coach, and a new executive management team appointed to set about rebuilding the Fremantle Football Club.

While season 2003 is one that we can all be proud of, we are only still in the first stages of that rebuilding. The Club improved its financial position in 2002 by over \$1 million and in December 2003 the Club was pleased to announce a trading profit of \$711,223. This is a fantastic result and completes a significant turnaround over the last two years. This result clearly shows that the plans put in place at the beginning of 2002 are delivering the Club the financial stability necessary to be a real force in the AFL. I must acknowledge the efforts of the staff and players who have worked tirelessly to deliver what we have set out to achieve both on and off the field.

Fremantle had recorded trading losses of almost \$5 million from 2000 to 2002 including a trading loss of \$2.5 million in 2001. This Club has effected a turnaround in excess of \$3.2 million in the past two seasons. The Club is on track to be debt free by 2005, from a situation where we had total debts exceeding \$7.7 million in 2002.

This year was indeed an historic one for the Club in many ways, culminating in our very first appearance in the AFL finals series since entering the AFL in 1995. While we may not have played our best in that finals appearance, the future of our Club and our young players, will benefit significantly from the experience. The passion of our supporters and the outpouring of appreciation at game's end on that Friday September evening were amazing and drive all of us on for the future.

In another significant development during the year, the Club's constitution was amended to bring about two important changes.

Firstly, the previous two-tier Board structure, with a Board of Directors and a Board of Management, was replaced with a single Board of Directors. Our dedicated Directors, Syd Corser, John Fuhrman, and Tom James resigned to allow the seven members of the Board of Management to become the new Directors. I would like to extend sincere thanks on behalf of the Club and its members to the fantastic efforts of Syd, John and Tom over the years.

Secondly, the changes to the constitution provided for two member-elected Directors to be appointed. The Western Australian Electoral Commission conducted the electoral process on behalf of the Club and we welcomed Mr David Garic and Mr Les Everett to the Board on 1 December 2003. Mr Garic was appointed for a two year term and Mr Everett for a one year term. We look forward to their contribution as we enter the next phase of growth.

Our year is just reward for our loyal, passionate and often long-suffering members and supporters. It is with their unwavering support that the Club has achieved what it has this year.

Whilst everyone at Fremantle takes great pride in what has been achieved to date, we clearly realise that we still have a long way to go. The foundations have been set for the long term success both on and off the field.

Our staff and players have shown the commitment, dedication and belief in what we set about achieving at the end of 2001, and it is a great credit to each and every one of them that they have given so much to helping us achieve what we have to date.

We can look forward to 2004 and beyond with much anticipation.



Rick Hart

**"This year was indeed
an historic one for the
Club in many ways,
culminating in our very
first appearance in the
AFL finals series"**





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From the CEO

Thinking about this year, meant thinking about the moments that made it so memorable.

Fremantle was the last to be first and as a result there were nine seasons of pent up emotion which was played out on a single day of football at Subiaco Oval – our first taste of September, and we learnt just how tough this competition is.

It took nine seasons, three coaches, 198 games and 107

players for Fremantle to make the AFL finals for the first time.

It was only a step, albeit a very

significant one, as we stay on track to one day win a premiership.

Our attitude has been to take a long term view, and let the short term look after itself – and it has.

It is hard to imagine a club being at a more exciting phase than the Fremantle Football Club, regardless of who you are – player, coach, administrator or supporter.

Football is about moments, and we deal with them in different ways, and as exciting as this season was, it will mean different things to different people, and that is a personal thing.

But let us focus on some of these moments, and what it means to our Club.

I have said that the saddest thing about the Fremantle Football Club is that it has produced a generation of people who never experienced collective success. There has been individual achievement along the way, and a near miss here and there, but sadly little else.

So how does that generation feel today having watched the team play in its first final?

If you are a Ross Kelly, David Hatt, Gerard Neesham or Gerard McNiell who created an AFL football club from nothing, but with a million opinions on what it should look, feel and sound like, what are your emotions today?

Gerard was quoted in the paper the morning of the Elimination Final after his penultimate game as Fremantle Coach in 1998: "They reckon the best steel is made in the hottest furnace... ours has been a pretty hot furnace".

It might have taken a bit longer, but when you hear about the purple army, the house of pain, and the scope Fremantle has to build without being hand-cuffed by tradition, but at the same time so

representative of the Fremantle tradition, you should be so very proud that you got it so right... even the theme song is starting to sound OK.

If you are Ben Allan, Peter Mann, or Stephen O'Reilly who walked away from successful clubs, finals and Grand Finals to come home, and be a part of something so different, but have your career over, well before team success, how do you feel?

You were the pioneers, forced to lead with no point of reference, sacrificing personal success to build an AFL Club,

and your role can never be underestimated.

If you are Chris Bond, captain when no one else could be, not because you were a superstar player, but because you were made of good stuff, but a career finished in the saddest of ways, how does it feel?

So proud Bondy, because the players still talk the example you set.

What if you are Dale Kickett, Jason Norrish, Luke Toia or Anthony Jones, and you straddle the old and the new. Always good enough to be a part of it, but careers running out of time, and just missing out?

There will be some sadness, some anger maybe, and perhaps some jealousy, that is understandable.

They feel pain because they know and are close enough to those who took the field and could relate to the excitement and the emotion. Hard to console, but a huge part of the day. You are a big part of our Club's folklore.

And what if you are Troy Cook, a fabric person and the toughest of players, who missed his first game for Fremantle and could not even get to the game because of surgery to his ankle. We felt so much for him.

And what about the new generation, already a small part of history, but with so much responsibility to fulfil the promise and potential, a burden which will weigh heavily as expectations rise, and Club enters unfamiliar territory.

In 2003 many created their own special moments:

Paul Medhurst and his happy knack of kicking goals at the most significant

moment and in the most unique fashion.

Jeff Farmer who seems to end up with the ball in his hand, seconds to go, when a goal will win the game. And he delivers.

Matthew Pavlich, decided to take on a game like few have before him and etched himself in the collective conscience of anyone privileged enough to watch the game.

Des Headland, again seconds from the siren when the call was 'any score will do', and he did.

Peter Bell took the ball knowing that the full force of Mark Ricuitto was bearing down on him because that's what you do when you're Peter Bell.

Luke McPharlin flew over the top and marked it against the Premiers. Why? Because he knew he could.

Graham Polak marked in front of David Neitz, who crunched him, but he held his ground because he knows no better and that is what you do.

A coach who stays true to himself, reputations count for nothing whilst building his own, and tells you not to go out and do the garden during the third quarter, regardless of the score because you cannot underestimate the fighting qualities of the team – and we win by a point against the Kangaroos at the MCG after the game seemed lost.

And the Fremantle supporters stayed, even after the disappointment of getting beaten in our first final, because that was their moment, and they wanted to thank the players for what they did to make the year so memorable. That was a great moment, and I don't care what anyone says.

A famous photographer who was being interviewed about what he does and what he tries to achieve once said that he is 'pleading the fleeting moment to remain'. Continue to enjoy the fleeting moments, contest by contest, phase by phase, quarter by quarter.

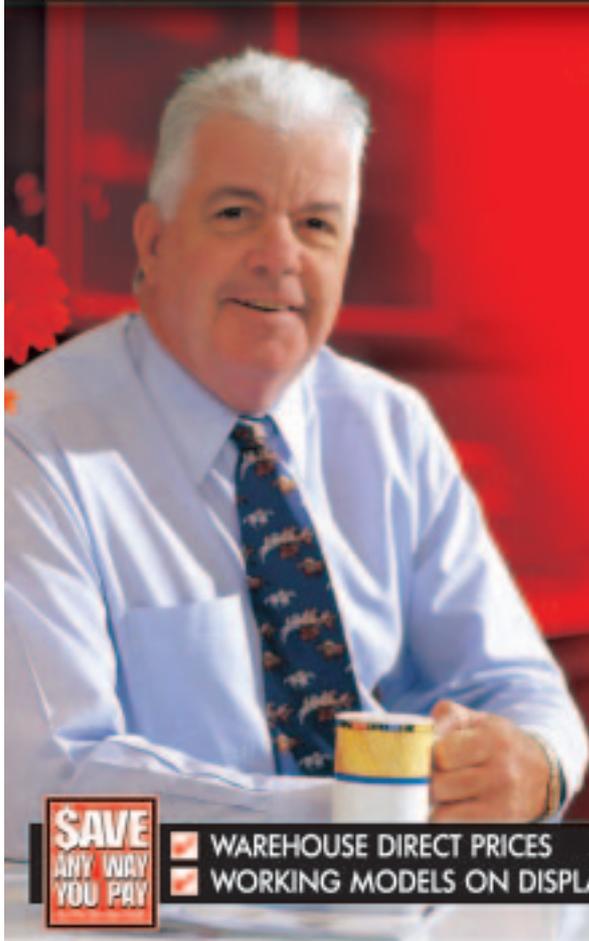
There will be other moments, because the Fremantle Football Club will have its day – of that there is no doubt.

"Our attitude has been to take a long term view, and let the short term look after itself – and it has."

"the Fremantle Football Club will have its day – of that there is no doubt"



Cameron Schwab



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Rick Hart

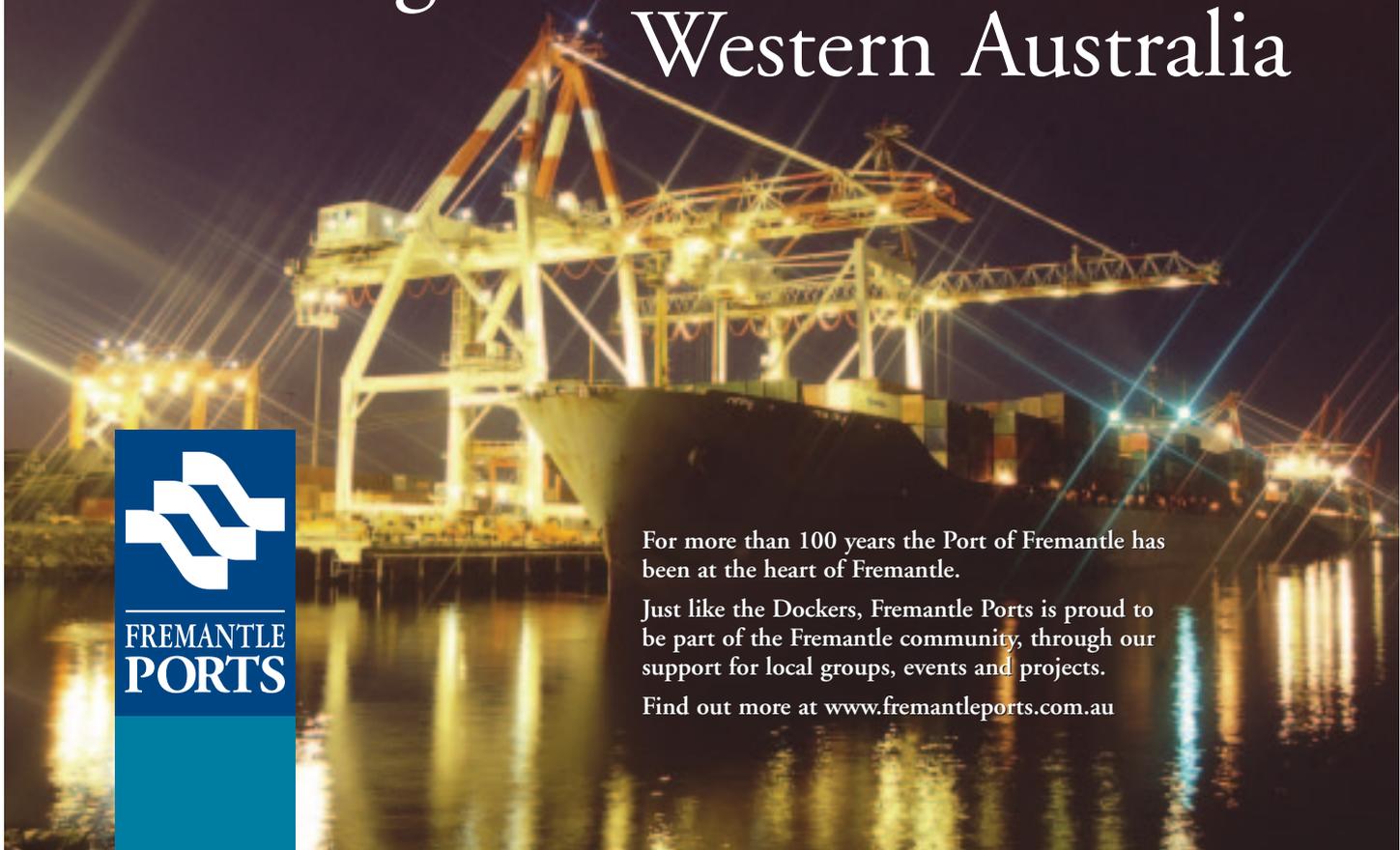
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From the Coach

Season 2003 was a positive one for the Fremantle Football Club in many ways.

When I first accepted the senior coaching position my main fears did not concern the potential of the Club or the talented young playing group. The major worries were the Club's financial position, losing money and increasing debt, and the position of the salary cap. Both these concerns had the potential to impact significantly on maintaining our playing list and creating the right environment for our players to develop.

Thankfully everyone at the Club has worked so hard, directors, staff and players, and things have started to turn around. This started in 2002 and

continued positively in 2003. Our salary cap management has been fantastic and the list management team has done a terrific job to increase our chances of keeping this squad together and hopefully adding to it as we continue to build and develop.

Reflecting on season 2003, the majority of our players improved their individual contributions to the team. As a team our brand of football has improved but our weaknesses were exposed against an experienced outfit in our first final. We did achieve a lot during the season, and in the end exceeded the plans we set back at the beginning of 2002.

It was always our plan to build the team towards making the finals in 2004 and once there to be consistent finals

We did achieve a lot during the season, and in the end exceeded the plans we set back at the beginning of 2002.

contenders. The aim is to be on track to one day win a premiership. History shows, and I have always said it, that to be in premiership running you must finish in the top 2 on the ladder and to do that you must have a great team.

Our aim in 2004 is to again make the finals. We had our first taste in 2003 and we were all bitterly disappointed on that Friday night. But one thing is clear, we all learnt from that game against Essendon.

What that night provided all of us was the highlight of season 2003 in my view.

The reaction of our supporters after our first final was amazing. On arriving at Fremantle so many people told me of the potential greatness of this club and that

it could establish amongst the most powerful clubs in the AFL. Whilst across the season we saw glimpses it was in the dying moments of our season that the dream stepped into reality. It was not an acceptance of mediocrity but an expression of commitment. It is this commitment on and off the field that will drive this club up the ladder.

We expect to improve our brand of football in 2004. Our players are desperate to improve and train in a dedicated fashion that would make everyone associated with the club proud. Our planning for this pre-season began back in July 2003 and our football staff have been diligent, and extremely

focused, in evolving the skills based programme of last pre-season.

Our programmes are very specific and tailored to each individual. There are different running and strength programmes that are all aimed, as with last pre-season, to build each individual to be durable over the grind of the home and away season. We are working hard at improving our individual disposal techniques.

Our focus next season will be in three main areas – our ruck clearances, contested ball wins and direct ball movement. The playing group has now been together for a while and will be together for many years to come. We have recruited well again this year to add more young, talented players to the group. The players' attitude, which continues to impress, has again been fantastic and the commitment to take the next step is indeed very strong. Our membership is growing and the purple army is on the march.

Season 2004 will be the most exciting season in the Club's history.



Chris Connolly





From the Captain

Twelve months ago I spoke of the step that we had taken in 2002 towards setting the foundations of a great football club and of the players' hunger to make their own piece of history and our hunger for success. It was only the first step and everyone knew what we needed to do to make sure that the gains of 2002 were not lost.

One thing is certain in the AFL, you can't make it happen in one season and you certainly can't get too far ahead of yourself. We not only have a plan for the future but we very much believe in that plan.

The commitment of the players through the tough pre-season, certainly one of the hardest I have been through, to make us ready to take that next step was fantastic. It was a level of commitment that we took with us through the 2003 season and it proved valuable in many of the tough challenges we faced as a team on the field.

We took that next step and achieved a piece of history by playing in our first finals series. While our performance in the final against Essendon is one that does not rest well with the players, the support shown by our supporters on the night was fantastic and makes us more determined for 2004. In fact, the level of support we received in 2003 has been nothing short of sensational. It seems that support is getting louder and more passionate, if that is at all possible.

Off and on the field we are improving, working to our plan to build a great football club. We are continuing to develop as individual players and as a team. We are older and wiser after 2003, gaining much needed experience together. We welcome new players in 2004 and farewell others who have hung the boots up or moved on. Most of all we still have the hunger and we still have the commitment, though they are both stronger.

While we faced many challenges in 2003 I know that as others now sit up and take notice of us, we will face even tougher challenges in 2004. There are higher expectations on us to take yet another step, this time though the step is higher and harder but one we are looking forward to taking together. Other teams are improving as much as we are and will also take their next steps as well. This is a very competitive and even competition

and we must respect that at all times. Nothing can be taken for granted.

It was definitely a year to look back on with pride. We were fitter and stronger and while we have demonstrated a new tenacity and belief in each other and our play, we still have to continue to develop ourselves and our game plan. Some may

say that we have come a long way in two years and I may agree with some parts of that but one thing is certain

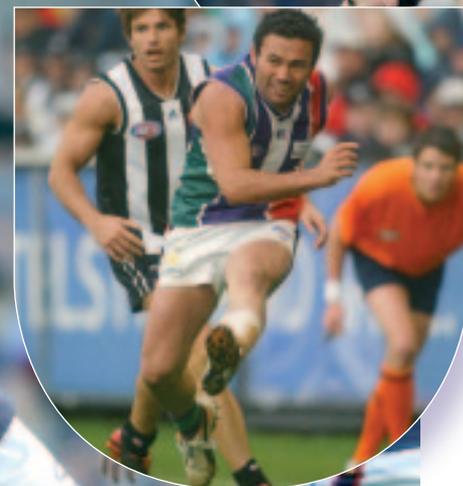
we still have a long way to go.

On behalf of the players, thank you for your support in 2003. You have been amazing and we look forward to your support again in 2004 as we strive for that next step.

“Off and on the field we are improving, working to our plan to build a great football club.”



Peter Bell



The Doig Medal

The Fremantle Football Club named its Best and Fairest award The Doig Medal in 2003, honouring one of the great footballing dynasties of East and South Fremantle. The Doig Medal honours the deep football heritage of Fremantle, represented by the many members of the Doig family over the years who have played for either East or South Fremantle Football Clubs since the beginning of the last century. (See feature story page 17.) The award dinner and presentations were held at the Grand Ballroom at the Burswood International Resort on Friday 3 October 2003, and was attended by over 1400 people.

WINNER – PETER BELL

Inspirational Fremantle Football Club Captain Peter Bell capped off an outstanding year winning the 2003 Doig Medal. Peter becomes the only Fremantle player to win multiple Best and Fairest awards, winning in 2001. He was runner-up in 2002.

Peter's individual performances and leadership in season 2003 have been exceptional as he led the Club to its first finals campaign. Peter became the Club's longest serving Captain in 2003.

The Captain's performances this year were recognised with his selection in the WA State of Origin side as Captain, winning the 2003 West Australian Footballer of the Year and All Australian selection for the second time.

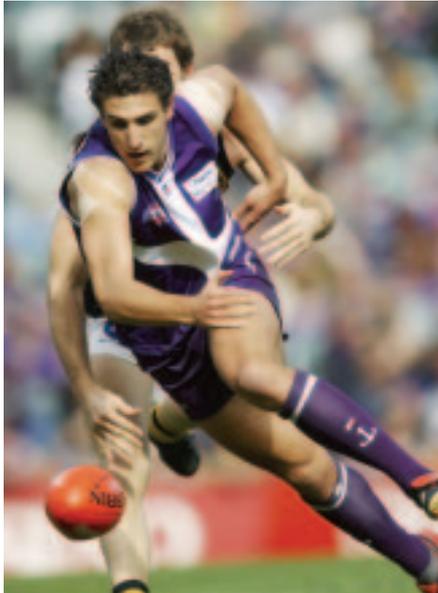
At the 2003 Brownlow Medal Count, Peter collected 19 Votes, the most by any Fremantle player in one season, and included four best on ground performances.

Peter played all 23 games this year and collected the most disposals for the Club with a total of 596 (354 kicks and 242 handballs). He was also in the top 5 for marks, tackles and goals and collected the most free kicks.

Peter was the first player signed by the Fremantle Football Club in 1995 and took the field in the Club's debut game against Richmond on 1 April 1995. He went on to play 2 games in 1995 and kick 2 goals before continuing his career at the Kangaroos until 2000.

During his 123 games with the Kangaroos, Peter was an AFL Rising Star nomination in 1996, played in 2 premierships in 1996 and 1999, a pre-season premiership in 1998, won the Kangaroo's Best and Fairest award in 2000, was runner-up in 1999 and placed third in 1997. He won All Australian selection in 1999 and played in the International Rules Series that year.





RUNNER UP – MATTHEW PAVLICH

Matthew Pavlich continued the form that won him the 2002 Best and Fairest Award and in 2003 finished just three votes behind Doig Medallist Peter Bell.

Matthew earned All Australian selection in 2002 as full back and was instrumental in Australia winning the first International Rules Series match in Ireland. In 2003, he again earned All Australian selection as a half forward.

In his fourth season with the Club, Matthew continues to develop into an influential player of the future. Playing all 23 games this season, predominantly in the midfield, Matthew amassed 449 possessions (330 kicks and 199 handballs) and kicked 37 goals. He has now played 84 games and kicked 98 goals for the Club.



THIRD PLACE – PAUL HASLEBY

Paul Hasleby played all 23 games in season 2003, arguably the fittest he has been since his debut year in 2000 when he won the AFL Rising Star award and finished runner-up in the Club's Best and Fairest.

The rewards of Paul's pre-season hard work showed, as he gathered a total of 561 possessions (341 kicks and 220 handballs), second only to his Captain. His outstanding year was rewarded with his first All Australian selection, his second consecutive WA State of Origin selection and 13 votes in the 2003 Brownlow Medal, including two best on ground performances. Paul has now played 86 games for the Club and with 17 goals this year, has kicked a total of 80 goals.



FOURTH PLACE – ROBERT HADRILL

After making his AFL debut in 2001 and playing a total of 8 games in his first year, a career threatening knee injury effectively ended Robert's 2002 season before it could begin.

Robert's commitment to the long and often lonely rehabilitation program saw him rewarded with his selection for the Round 1 clash with Adelaide in 2003. Making the most of his chances, Robert played all 23 games for the Club this year and was rewarded with selection in the 2003 WA State of Origin team. Robert's efforts to return from such an injury and perform so consistently well in 2003 is an outstanding achievement.



FIFTH PLACE – SHAUN MCMANUS

This year has been without doubt the most consistent for inaugural Fremantle listed player Shaun McManus. An AFL Rising Star nominee in 1995 and Club Co-Captain in 2000 and 2001, Shaun played all 23 games this year to take his games tally for the Club to 146 games. Winner of the 2002 Best Clubman Award, Shaun's consistent performances this year, particularly on the road, were rewarded with his selection in the 2003 WA State of Origin team.

DOIG MEDAL TOP 10 VOTES

Peter Bell	110
Matthew Pavlich	107
Paul Hasleby	97
Robert Hadrill	93
Shaun McManus	91
Matthew Carr	89
James Walker	88
Paul Medhurst	87
Dion Woods	84
Roger Hayden	84



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The Doig Medal

BEACON AWARD – GRAHAM POLAK

Graham played 6 games in season 2002 after being selected by the Club at selection 4 at the 2001 National Draft. He made his debut in round 1 2002 against West Coast but a shoulder injury curtailed his season. He played 22 games this year, earning an AFL Rising Star nomination in Round 9. Graham continues to show why he is regarded as an outstanding talent for the Club. His strong performances in 2003 were rewarded with selection in the WA State of Origin team.



- PREVIOUS BEST AND FAIREST WINNERS**
- 2002 Matthew Pavlich
 - 2001 Peter Bell
 - 2000 Troy Cook
 - 1999 Adrian Fletcher
 - 1998 Jason Norrish
 - 1997 Dale Kickett
 - 1996 Stephen O'Reilly
 - 1995 Peter Mann

BEST CLUBMAN – TROY LONGMUIR

With 36 games for the Club prior to the season, Troy's pre-season focus was clearly aimed at putting himself in the best position for a strong 2003. After being selected to play in the first three rounds, Troy returned to West Perth where he played the next 13 games before being recalled for the round 17 clash against Sydney at the SCG. He remained in the side for the duration of the season playing a total of 10 games, including the Club's first final, and kicking 10 goals. Despite the setback of being out of the team, Troy maintained his positive approach to his football and continued to train hard and enthusiastically. Troy set a fine example and his hard work was rewarded. He went on to play in West Perth's WAFL Premiership side in 2003.



The Doig tradition

The Doig Medal honours the deep football heritage of Fremantle, represented by the many members of the Doig family over the years who have represented either East or South Fremantle Football Clubs since the beginning of the last century. Since 1898, the Doig family has been an integral part of the history of not only East and South Fremantle, but also of Western Australian football in general, with a total of seventeen Doigs playing for either Club from 1898.

James (Scotty) Doig

(226 games for East from 1898 to 1915)

John (Hooky) Doig

(225 games for East from 1899 to 1912)

Charles Doig (Senior)

(209 games for East from 1903 to 1921)

Norman Doig

(20 games for East from 1905 to 1908)

Cleave Doig

(34 games for East between 1910 and 1912 and then 47 games for South)

Bill Doig

(62 games for East from 1932 to 1936)

Norman Doig (Junior)

(138 games for East from 1932 to 1940)

Edgar Doig

(14 games for East from 1932)

Charles Doig (Junior)

(196 games for East from 1932)

George Doig

(202 games for East from 1933)

Ron Doig (Senior)

(99 games for South from 1927)

James Doig (Junior)

(114 games for South from 1927)

Dave Doig

(78 games for South from 1937 to 1940)

Ron Doig (Junior)

(117 games for South from 1959 to 1967)

Ron Bowe

(58 games for South from 1959 to 1963)

Ross Bowe

(43 games for South Fremantle in 1962/3)

Don Doig (4 games for South in 1963)

The family has provided seven life memberships at either club, club best and fairest winners, and club administrators. Their story is one of tragedy, courage and achievement.

Ron Doig Senior commenced his football career at South Fremantle in 1927 as a 17 year old. Tragically, at 21 years of age in 1932 as Captain/Coach of the Club, he sustained fatal injuries in a finals match against East Perth. He played 99 games



during his short career, including State games for Western Australia in 1930. He was an outstanding sportsman having also represented Australia in cricket against South Africa on one occasion.

Perhaps the best known of the Doigs is George Doig, known as the "Bradman of Australian Rules football".

George started his football career with the East Fremantle Football Club in 1933, kicking 9 goals in his first match and finishing the season with 106 goals becoming the first person to score more than a hundred goals in a season.

In nine consecutive seasons from 1933 to 1941 George kicked more than one hundred goals a year, with a season average of 120 and a match average of 5.46 goals per game. He missed his first and only match in 1938 after 142 games and went on to play 202 games before retiring. He also kicked 62 goals in 14 state games. George never missed getting a goal in any league match in which he played.

In September 1988 George was inducted into the Western Australian Hall of Champions, which includes representatives from all sports.

George was the inaugural inductee into the Fremantle Football Club's Hall of Legends in October 1995. As part of the East Fremantle Football Club's centenary celebrations in 1997, he was selected into the Team of the Century. In 1998 he was an inaugural inductee in the Fremantle Sporting Wall of Fame and in 2000 he was selected into the West Australian Newspapers Football Team of the Century.

In 2002 George was inducted into the AFL Hall of Fame in recognition of his outstanding career – 1,103 goals, 202 games for East Fremantle, captain from 1940 to 1941, played in three premiership sides (1933, 1937 and 1945) and played 14 games for WA.

The year in review

BOARD OF DIRECTORS

This year represented a significant and progressive change at Board level for the Fremantle Football Club. Our constitution was amended to provide for two member-elected Directors. Further, the Board of Management as a structure within the Club ceased to exist from 1 November 2003, with the seven members of that board being appointed Directors of the Fremantle Football Club Limited. As part of this process, the titles for the positions of Chairman and Deputy Chairman were changed to President and Vice President respectively to reflect a more traditional football club environment.

With the constitutional changes to provide for the election of two member-elected Directors finalised, the WA Electoral Commission was appointed to manage the nomination and election process on behalf of the Club. This took place in October 2003, with the election process completed in November. The Fremantle Football Club welcomed Mr David Garic and Mr Les Everett to the Board of Directors of the Fremantle Football Club on 1 December 2003. Mr Garic was appointed for a term of two years and Mr Everett for a period of one year.

The Club's Board of Directors now comprises Mr Rick Hart (President), Mr Len Hitchen (Vice President), Mr Mel Ashton, Mr Gary Berrell, Mr Tony Buhagiar, Mr David Rawlinson, Mr Greg Wall, Mr David Garic and Mr Les Everett. All members of the Club's Board of Directors assume their roles and responsibilities voluntarily.

FINANCE

Poor trading performances that culminated in a trading loss of over \$2.5 million for the 2001 financial year, together with mounting debt, placed the Club in a very precarious financial position. This was addressed by the new Board and executive management team from the commencement of the 2002 season and the development of the Club's Strategic Plan for the 2003–2005 period specifically focused upon turning the Club into a profitable and financially stable football club.

While inroads were made in 2002 that saw trading losses reduced by nearly a million dollars, it was the aggressive management of all business costs, sales and asset management that have seen the 2003 financial year deliver a significant turnaround in the Club's financial affairs. For the first time since

1998, the Club recorded a substantial operating profit of \$711,223 and positive cashflow after repaying in excess of \$1m in debt. On a normalised basis, the operating profit recorded in 2003 has not only delivered a financial trading turn around in excess of \$2 million over the previous year and \$4.7 million over the past two years, but is the best financial result for the Club since inception.

The increasing debt burden of the Club prior to 2002, reaching a level in excess of \$7 million, was also specifically addressed in the Strategic Plan and programmes developed and implemented to bring about a reduction of debt and improvements in the Club's net asset position. Positive cashflow has enabled payments to be made to reduce the liability on the AFL Licence Fee for the first time since 1998 and to continue repayments on debt relating to the Club's headquarters at Fremantle Oval. The Club is targeting to be debt free by the end of 2005.

Following reductions to the operating cost levels of the Club in 2002, management continued to implement further significant cost reductions during 2003 that contributed to the improved trading position of the Club.

The strength of the cost management initiatives implemented in 2003 will allow the Club to judiciously manage costs in subsequent years to align strategically with the growth of the Club.

The Club is again budgeting for another trading profit in 2004, additional repayment of debt and the achievement of positive cashflow and with continued monitoring of financial disciplines and performance, the Club aims to begin building reserves, repaying all debt and be in a position to provide a positive contribution to football in Western Australia.

COMMERCIAL OPERATIONS

Following the conclusion of the 2002 season, the last stage of the Club's administrative restructure was put into affect with the centralisation of all revenue generation, service and marketing functions into a unified business division, the Commercial Operations Department with a single management structure to guide the Club's revenue operations forward in 2003.

This restructure remedied the previously fragmented structures and established a coordinated and common strategic direction. Narelle Finch was appointed in

October 2002 as the Commercial Operations Manager. The Club's Strategic Plan 2003–2005 identified that, along with stringent cost management, Club revenues required significant improvement to bring about the required financial turnaround necessary to correct the significant trading losses sustained over the 2001 and 2002 financial years.

The Commercial Operations division was subsequently structured into 5 business units – membership, corporate sales, merchandise, sponsorship and events – over the course of the year and were charged with implementing the Club's detailed revenue and cost management strategies.

While the focus for the Commercial Operations division during 2003 centred on the stringent cost management and the profitability of current operations, significant emphasis was placed on the development of new product initiatives and service improvements for implementation in 2004.

Following the significant growth in business activity during the year and with the development of the future commercial strategies, products and services, the Commercial Operations division was restructured at the conclusion of 2003 with the appointment of Steve Rosich as Marketing Manager to head up corporate sales, membership, merchandise, and events, and Narelle Finch taking the role as Sponsorship and Special Projects Manager. The new management structure will take the Club forward from the solid base established in 2003.

MEMBERSHIP

While achieving its highest ever membership levels in season 2003, the significant potential of the Club was realised by the end of 2003 with over 3,500 new members joining the Club, and many more promising to take this step. Membership records are set to reach unprecedented levels in 2004 and position the Club within the reach of the established and powerful Clubs in the AFL. To capitalise on the potential for membership growth, the membership operations were streamlined under the leadership of the newly appointed Membership Services Manager Ben Hammond and the membership department was bolstered with additional staff. The new strategies for the 2004 membership year include new membership categories, developments to supporter groups, improved benefits and the

introduction of a member rewards program integrated into membership packages to provide additional value for members.

MERCHANDISE

The Club's merchandise availability and management has failed to contribute meaningful revenues for the Club. In 2003 a merchandising partnership was established with a third party aimed at re-establishing the Club's merchandise capabilities and increasing availability for members and supporters both at the Club's Fremantle headquarters and also for game days at Subiaco Oval.

The partnership delivered the Club much improved product and service delivery for members and supporters over the course of the year. As a result, Aaron Bester was appointed Merchandise Manager to begin establishing the Club's new merchandise operations and at the conclusion of 2003 the Club's new Team Store was opened at the Club's headquarters.

CORPORATE SALES

The Club has enjoyed loyal and valued support from its corporate partners since its inception. This loyalty had been tested during the tough 2001 season and while the level of corporate support through sponsorship and sales of corporate suites, private boxes and coteries has been steady since, there is great opportunity in this regard.

Again, 2003 provided for the development of the corporate sales activities and reassessment of the products and services offered to the corporate market in 2004. Greg Erskine was appointed as Corporate Sales Manager and an additional four staff were added to the sales team during 2003. New commercial properties were developed for the 2004 season, and existing products and operations were refined and enhanced so further improve the breadth of opportunities for the Club's corporate clients to become involved with the Club. By December 2003, all corporate suites at Subiaco Oval had been sold out for the first time in the Club's history and all sales of private boxes and coteries remained on target to meet budget as the new year approached.

SUPPORTER DEVELOPMENT

A significant new initiative developed during the year and implemented in the off-season was the establishment of a new business unit – Supporter Development. The new unit is aimed at developing the Club's supporter bases

and its community initiatives throughout Western Australia at all levels and Jon Haines, formerly from the WA Football Development Trust, was appointed to head up this new unit.

The activities of the Supporter Development group are based upon the long term development of the wide-based support of the Club and for football at all levels.

SPONSORSHIP

The restructure of the Commercial Operations division during 2003 saw the Club establish a new sponsorship department to capitalise on the outstanding support that the Club receives from its current sponsors, and the development of new sponsorship opportunities as the Club heads into the most exciting period in its history. Phil Gallagher was appointed as Sponsorship Manager to identify and develop new sponsorship opportunities for the Club.

The Club enters the 2004 season with BankWest becoming the Club's new Major Sponsor for the 2004 and 2005 seasons, replacing Alinta who will become a Premier Sponsor of the Club. In December 2003, the Club announced that leading WA company Allphones will also become a Premier Sponsor, with their brand on the playing shorts for the 2004 and 2005 seasons.

The Club has been successful in securing a range of new organisations who will partner with the Club for the first time during this exciting period in the Club's history.

FOOTBALL

The Football Operations division set out at the end of the 2001 season to rebuild the fortunes of the Club on the field and in the process establish itself as one of the most progressive and professional football operations in the competition.

Much was needed to be done as the Club had to address all areas of football operations, from player list management, salary cap administration, training and conditioning programs and team support services. This required a long term plan to be developed to set about establishing the Club as a leading edge football operation.

The first stage of the plan was delivered in 2002 and resulted in greatly improved on field performances. However, the 2003 season has enabled the full implementation of the changes necessary to establish the Club as a consistent finals contender.

The player list management and salary cap administration protocols implemented in 2002 have restored respect to the Club that now operates with one of the most professional list management systems in the competition. While the Club operated during the 2003 season with a reduced senior playing list, it now enters the 2004 season with a full playing list of 44 players as a result of the stringent and effective administration of player rules over the last two years. More importantly, the increased professionalism has seen the re-signing of all out-of-contract players for 2004 and beyond.

The Club's strength and conditioning programs under the guidance of Strength and Conditioning Coach Adam Larcom over the last two seasons have seen dramatic improvements in the fitness, durability and performances of players and a significant reduction in injury rates that now lead the competition. The roles of Adam and Physiotherapist Jeff Boyle have been critical and the impact of having the Club's best players available for selection cannot be underestimated.

The Club continued to develop its leading edge training programs and resources with the appointment in 2003 of Kevin Ball as the first Biomechanist to be employed full time with an AFL club. The introduction of extensive player training and performance monitoring technology systems will again place the Club at the forefront in this area in the competition. This is a facet of football operations that the Club will continue to invest in for the long term future of the Club and its players.

Team travel routines that were refined and established through the later part of 2002 following extensive research of world-wide practices, proved during 2003 to be successful and, together with the increasing travel experience of the playing group, on-road performances improved. On-going research in this area will identify further improvement possibilities.

The continual development of the football operations for season 2004 has seen the appointment of Steve Malaxos as Assistant Coach to join fellow assistants Kelly O'Donnell and Chris Waterman under Senior Coach Chris Connolly. Steven Icke, who filled the dual roles of Football Manager and Assistant Coach in 2003 will now focus totally on his role as Football Manager.



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The year ahead

There is little doubt that everyone associated with the Fremantle Football Club will look back on the 2003 with a sense of pride. We must also recognise that it was just a step, albeit a significant one, but there is substantially more that needs to be achieved.

Importantly, the foundations have been established.

The Club's objectives for 2004 remain unchanged, and accord with the Strategic Plan (2003-2005) that was developed and implemented in mid 2002. This plan effectively became our Club's blueprint for the future and centred around four strategic priorities:

 **Financial Viability** – to turn Fremantle into a profitable, financially stable football club by building net revenues, judiciously managing costs and reducing debt

 **On Field Success** – to build a team that is a consistent finals contender and is on track to win Fremantle's first premiership

 **Powerful and Definitive Brand and Ethos** – building a national, commercially attractive brand that reflects our values and traditions, establish a winning and professional Club culture that demands respect, and make an annual contribution to WA football

 **Successful Decision Making** – to be regarded as the best decision makers in the AFL

The Club has remained true to these priorities and whilst they are continually reviewed and reassessed in the context of the changing environment in which we operate, the fundamentals of the strategy remain solid and will guide our progress forward.

The year ahead will be one focused on continually improving and developing, on and off the field.

Off the field, the stringent cost management practices set in place in 2002, and the cornerstone of the Club's

2003 profitability, will remain a key focus, as will the generation of long term and sustainable revenues. Another trading profit is budgeted in 2004 and we will operate on a sound commercial and business basis to ensure that the gains that have been achieved are not lost. The Club will continue to be innovative and lead the way.

On the field, we understand that expectations will be high. But we are also very respectful of this competition, one of the toughest and most even in world sport. Perhaps we achieved ahead of expectation in 2003, but that does not alter our objective of becoming a consistent finals contender, fundamental to giving ourselves a shot at a premiership. Our objective is to make the finals again in 2004, and this will again be a tough challenge. It seems that all clubs have recruited well, many will rise above their misfortunes of 2003, players improve and luck certainly plays a part. To achieve the objectives that are set, Fremantle must continually improve.

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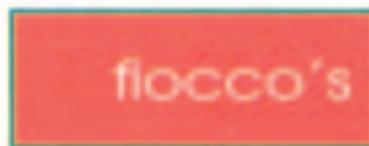


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John Fiocco

The international stage

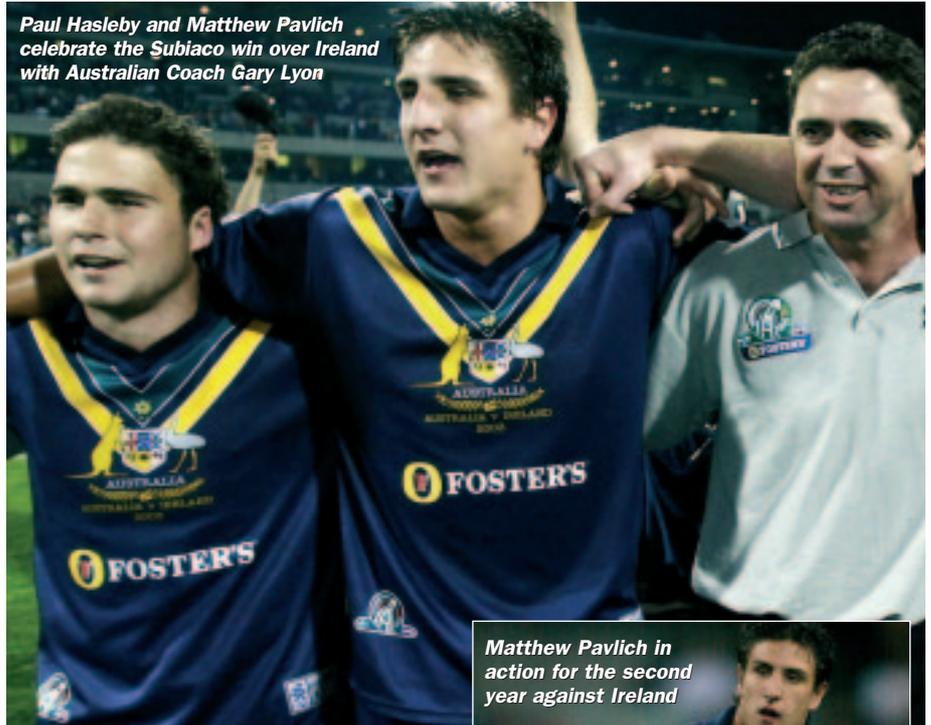
2003 saw the Club represented on the international stage in the AFL Challenge match at the Oval in October against Collingwood and when three Fremantle players represented Australia in the International Rules Series.

Before a crowd of over 12,000 people in a carnival atmosphere at the Oval, including 2000 Olympic Gold Medallist Cathy Freeman, Collingwood's end of season woes continued with Fremantle winning the International Trophy with a 19 point win. Justin Longmuir took the honours as best on ground in the entertaining game. Due to the withdrawal of Peter Bell with a groin injury, acting captain Matthew Pavlich accepted the first piece of AFL silverware for the Club. The game also gave the opportunity for many young players to show their wares before the match committee.

Returning back to Australia after the match, Matthew Pavlich and Paul Hasleby donned the Australian jumper for the first test at Subiaco Oval in front of over 40,000 people while Matthew Carr joined Matthew and Paul in the team for the second test in Melbourne in front of a crowd of over 60,000. Peter Bell withdrew from the team before the first test as his groin injury had failed to recover in time.

Mathew Pavlich made his international debut in the first test in 2002 in Ireland where he was instrumental in Australia

Paul Hasleby and Matthew Pavlich celebrate the Subiaco win over Ireland with Australian Coach Gary Lyon

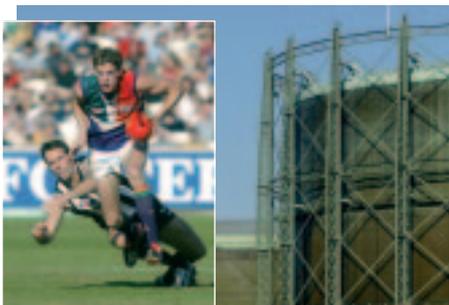


Matthew Pavlich in action for the second year against Ireland

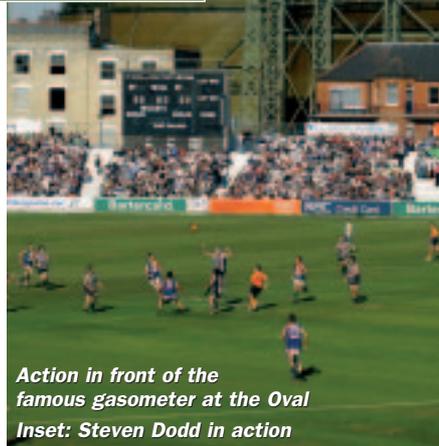


securing a first test win, while for Paul Hasleby and Matthew Carr the home test series represented their international debuts.

The Australian side had never won an International Rules Series on home soil and despite narrowly losing the second test by 3 points won the series on aggregate by virtue of the 10 point victory at Subiaco Oval in the first test.

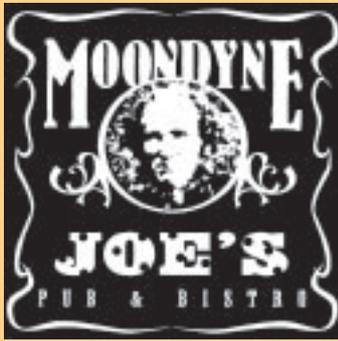


*Above: Acting Captain Matthew Pavlich and best-on-ground Justin Longmuir with the Club's first piece of AFL silverware
Below: Andrew Browne in action*



*Action in front of the famous gasometer at the Oval
Inset: Steven Dodd in action*





Moondyne Joe's Hotel & Café

Governor's Bar & Restaurant

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Moondyne Joe's Hotel



If you're looking for quality accommodation at an affordable price then look no further than Moondyne Joe's Hotel. Close to the buzzing Fremantle nightlife and café strip, walk to where the action is or just nip downstairs and enjoy Moondyne Joe's in-house entertainment and delicious meals. The historic hotel, over 100 years old, features clean, spacious one bedroom and twin share rooms starting from just \$40 per night. Just look at these fantastic offers:

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- Book a twin share for a month and pay only \$200 per week!

Sports Bar & Pub TAB

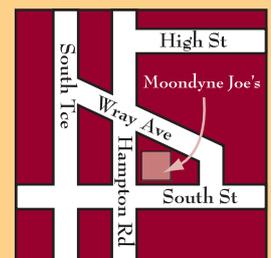
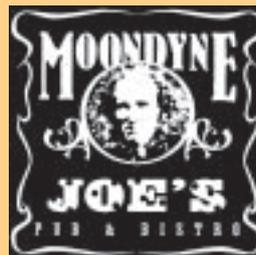
Chill out at the Sports Bar with Fox Sport and Sky Channel broadcasting all the latest sporting events – including AFL games on the big screen. Grab a drink and have a game of pool on one of the three pool tables; place a bet on your favourite sport team or simply tuck in to a range of tempting, affordable pub grub.



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The finals

No longer was September a month for other teams. The Fremantle Football Club played its first finals game on Friday 5 September 2003 at Subiaco Oval.

The Club had taken our seat at the table and had tasted the feast. While we were not able to dine this year, our hunger has grown.

So too that of our supporters. Their undeniable passion was on display for all the nation to see when, remaining to the very end, the victor's song could not be heard for the chants of "Freee-o, Freee-o, Freee-o" saluting the players from the ground in recognition and appreciation of their achievements and the pleasure their performances had brought to so many.



FIRST ELIMINATION FINAL

Friday 5 September 2003
at Subiaco Oval

Fremantle	8	9	57
Essendon	15	11	101

Goals: Medhurst 2, Pavlich 2, Webster 1, Hasleby 1, Farmer 1, Headland 1

Kicks: Bell 18

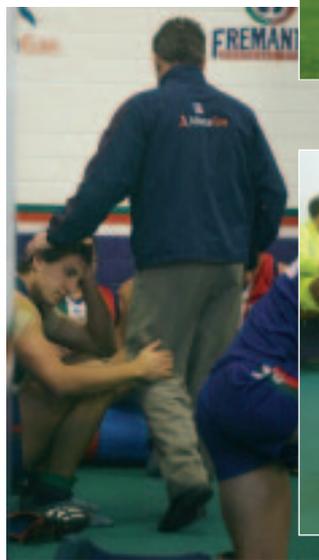
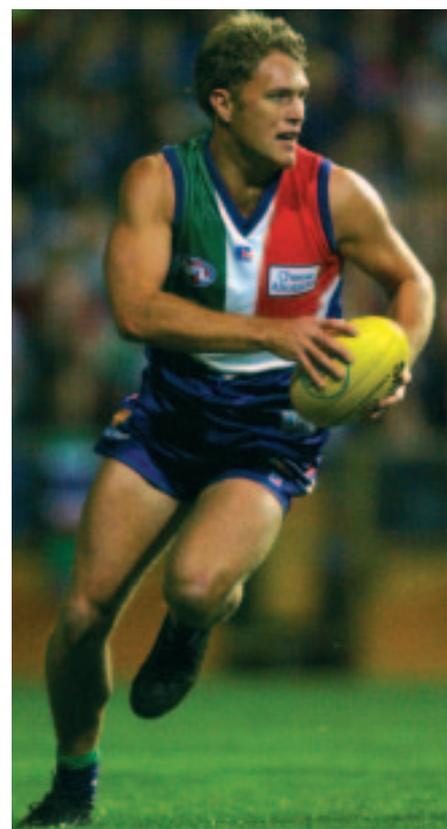
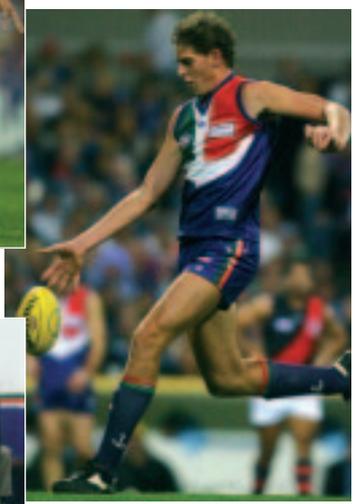
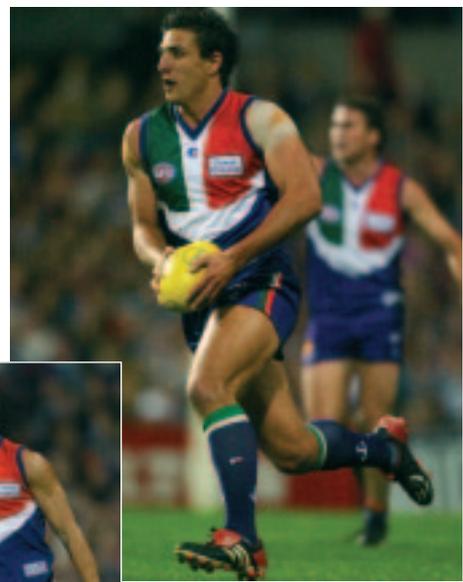
Handballs: Hasleby 12

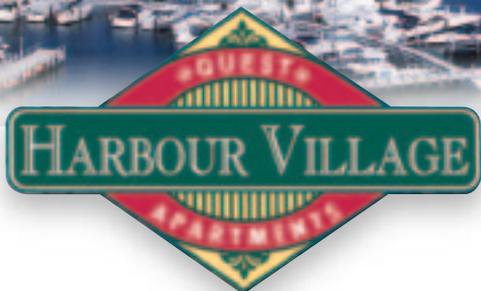
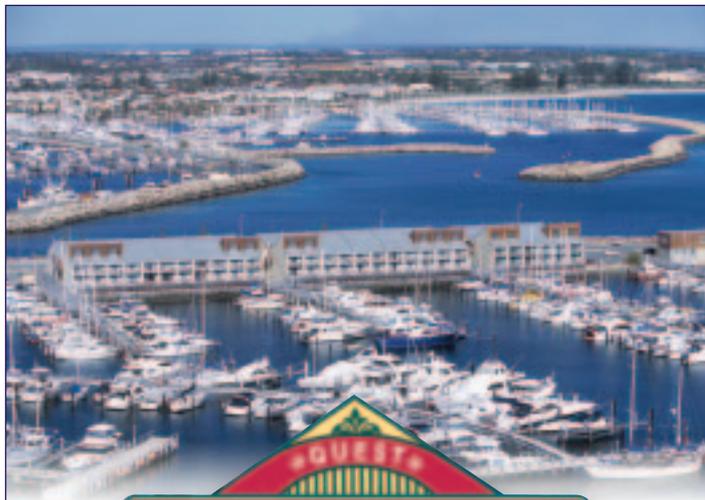
Disposals: Hasleby 28

Marks: McPharlin 9

Hitouts: Sandilands 41

Tackles: Hayden 7





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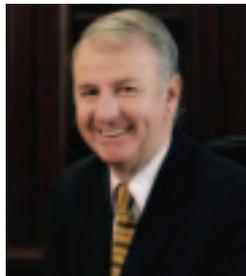
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Crowds & attendances

CROWDS

Support for the team has been at record levels over the last two seasons with both home ground attendances and membership reflecting the continued improvement of the team and the developing respect for the Club in the competition. Our home crowds, the Club's 23rd man, proved to be the decisive factor that helped the team get home in many close and important games in 2003.

Membership had risen to an all time high of 26,742 in 2003, an increase of 12.58 per cent over the previous year. Not only is the financial contribution made by individuals, families and businesses by taking out a membership of importance to the Club, but the demonstration of the vocal and colourful passion of the Freo supporters attending our games is what makes our Club unique.

Members and supporters have shown their support at games this year like never before. Since the beginning of the 2002 season, the aggregate home crowd has increased 103,644 or an average of 9,423 per game. The two home Derbies in those years exceeded 40,000 people for the first time.

Non Derby home crowds have exceeded 30,000 on only 6 occasions since the Club's first game in 1995 – one in 2002 and five in 2003.

Season 2003 also saw a raft of individual home game attendance records set against individual Clubs in eight of the Club's eleven home games. *A remarkable year.*



MEMBERSHIP

Year	Total Membership	Change
1995	18,447	
1996	19,622	+ 6.37%
1997	19,937	+ 1.61%
1998	22,500	+ 12.86%
1999	24,875	+ 10.56%
2000	24,925	+ 0.20%
2001	23,879	- 4.20%
2002	23,753	- 0.53%
2003	26,742	+ 12.58%



HOME ATTENDANCES

Year	Aggregate Crowd	Average Home Crowd	Largest Crowd (non-derby)
1995	256,235	23,294	27,997 (Kangaroos)
1996	246,062	22,369	26,461 (Melbourne)
1997	242,275	22,025	28,752 (Geelong)
1998	250,592	22,781	28,135 (Essendon)
1999	261,845	23,801	25,022 (Sydney)
2000	246,845	22,440	28,191 (Carlton)
2001	233,842	21,258	23,716 (Carlton)
2002	291,888	26,535	33,503 (Collingwood)
2003	337,486	30,681	35,518 (W. Bulldogs)

HOME GAME ATTENDANCE RECORDS SET IN 2003

Adelaide	31,225
Brisbane	28,450
Essendon	28,492
Western Bulldogs	35,518
St Kilda	26,723
Richmond	31,725
Geelong	30,127
Carlton	33,250



HOME CROWD AVERAGES AGAINST OPPOSITION

Adelaide	22,410	(7 games)
Brisbane	20,338	(7 games)
Sydney	21,091	(7 games)
Port Adelaide	18,927	(5 games)
West Coast	37,695	(9 games)
Essendon	25,916	(6 games)
Western Bulldogs	23,195	(4 games)
Kangaroos	24,619	(5 games)
Melbourne	20,734	(7 games)
St Kilda	22,060	(8 games)
Hawthorn	21,251	(6 games)
Richmond	21,655	(8 games)
Collingwood	25,621	(3 games)
Geelong	23,874	(7 games)
Carlton	25,800	(8 games)

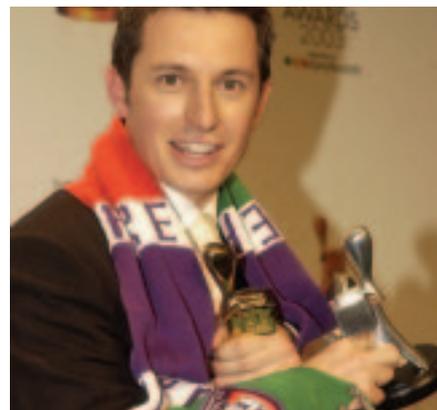


'Showing their passion'

In March 2003, the Club announced that His Excellency, Lieutenant General John Sanderson AC, Governor of Western Australia, had accepted the appointment as Patron of the Fremantle Football Club. In making the announcement in the grounds of Government House, Club President Mr Rick Hart also announced the appointments of Hon David Malcolm

AC, Chief Justice of the Supreme Court of Western Australia, prominent business identity Mr Syd Corser, and Fremantle Legends Mr Jack Sheedy and Mr Steve Marsh as Vice Patrons of the Club.

"Fremantle is fortunate that in its short history in the AFL competition, it has attracted a passionate group of supporters from all walks of life," Rick Hart said. "We are indeed proud that five prominent West Australians have become the first Patron and Vice Patrons of the Fremantle Football Club."



Number 1 Ticketholder, Rove McManus shows his colours when winning the Gold Logie and two Silver Logies in 2003.



Captain Peter Bell, and senior players Trent Croad, Paul Hasleby, Des Headland and Troy Simmonds were on hand to welcome the Governor as Patron of the Club.

The announcement of the Club's Patrons was followed in April with the appointment of comedian Rove McManus as the Number 1 Ticketholder. Chief Executive Officer Cameron Schwab, making the announcement at the MCG, said "We are very proud that Rove has accepted the invitation to be our Number 1 Ticketholder as he is indeed a passionate Fremantle person with direct links to the Club via his cousin Shaun, an inaugural Docker and former Captain."

And for the new number 1 ticketholder, Rove McManus, "I feel like I grew up in and around footy in Fremantle, many of my family have either played, coached or cut oranges in Freo all through my life. There are still McManus' dotted throughout the Fremantle FC, my new role now cements the family takeover! [insert evil laugh]"



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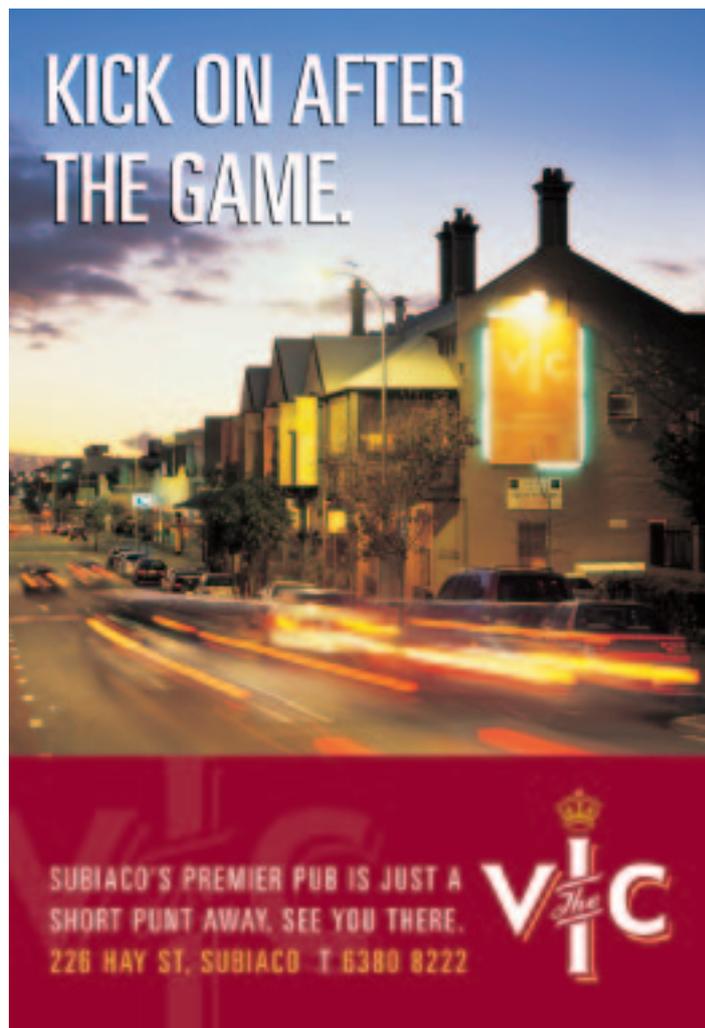
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The faces of 2003

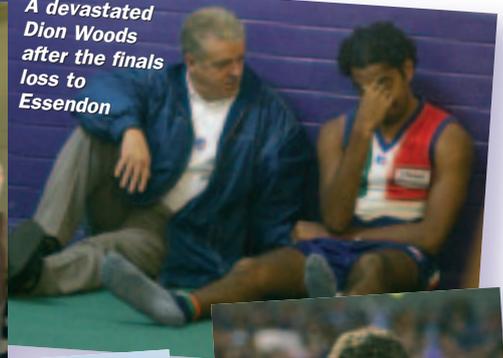
Sir Richard Branson in the rooms after a great win against St Kilda



President Rick Hart and then AFL Chief Executive Wayne Jackson after a great win against Melbourne at the MCG



A devastated Dion Woods after the finals loss to Essendon



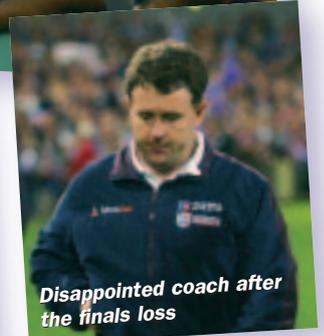
Roye and Shaun catch up after another great home win



Captain Peter Bell and Byron Schammer know the finals are safe



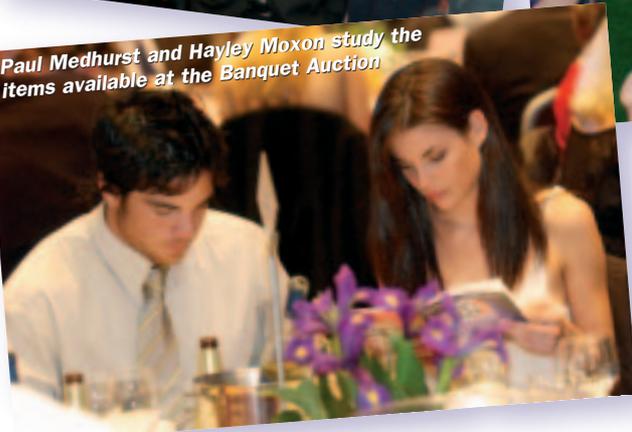
Disappointed coach after the finals loss



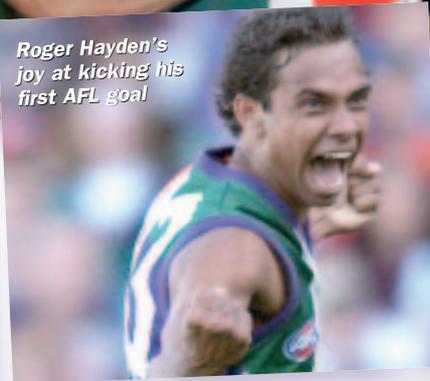
Luke McPharlin and Steven Dodd at the Banquet Auction



Paul Medhurst and Hayley Moxon study the items available at the Banquet Auction



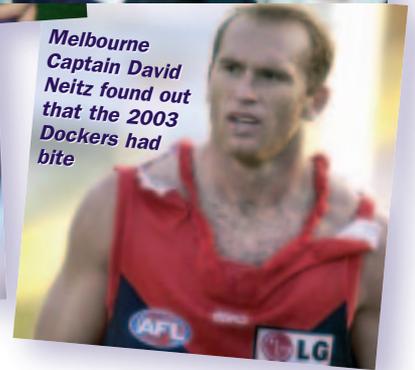
Roger Hayden's joy at kicking his first AFL goal



Shaun McManus and son Lachlan celebrate another win



Melbourne Captain David Neitz found out that the 2003 Dockers had bite



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Recruits

5



Height: 184 cms
Weight: 83kgs
Date of Birth: 7/10/85
National Draft Selection: 20

Recruiting Report:

Medium, inside forward/defender who has great hardness around the contest. Likes it in tight and has clean hands. All Australian in 2002 and 2003 at AFL U/18 National Championships playing for Vic Country. From Murray Bushrangers.

RYLEY DUNN

28



Height: 192 cms
Weight: 81 kgs
Date of Birth: 24/5/85
National Draft Selection: 12

Recruiting Report:

Tall outside defender/forward with good lead and excellent kick. Has clean hands and is capable of winning a lot of the ball. Was in top 10% for the 5 metre sprint and 3km time trial at the 2003 National Draft camp. Played for Vic Country in the 2003 AFL U/18 National Championships. From Gippsland Power.

RYAN MURPHY

16



Height: 190 cms
Weight: 82 kgs
Date of Birth: 20/7/85
National Draft Selection: 19

Recruiting Report:

Tall, outside key defender who has pace and is a long, accurate kick and has a cool head under pressure. Spoiling and smothering is exceptional and is capable of going forward. Played for Vic Country in the 2003 AFL U/18 National Championships. From Murray Bushrangers.

DAVID MUNDY

7



Height: 183 cms
Weight: 80 kgs
Date of Birth: 5/7/83
National Draft Selection: 43

Recruiting Report:

Super competitive midfielder with good defensive skills and speed. Played all senior games with East Fremantle in 2003 and continued to improve. Taken at selection 43 under the Father-Son Rule.

BRETT PEAKE

24



Height: 192 cms
Weight: 78 kgs
Date of Birth: 25/1/85
National Draft Selection: 27

Recruiting Report:

Tall inside key forward who continually presents himself. Has speed off the mark and is a good kick. Versatility and leadership qualities are strengths. Played for Vic Country in the 2003 AFL U/18 National Championships. From North Ballarat Rebels.

ADAM CAMPBELL

37



Height: 195 cms
Weight: 87 kgs
Date of Birth: 20/10/84
Pre-Season Draft Selection

Recruiting Report:

Tall, athletic key position player with the ability to play at both ends of the ground. Very good overhead mark. Member of the WA U18 side in 2002 and played every game for the Perth league side in the WAFL in 2003.

MICHAEL JOHNSON

2003 Rookie Draft

PAUL DUFFIELD

Height: 187cm
Weight: 80 kg
Date of Birth: 5/2/85
From: South Fremantle

DYLAN SMITH

Height: 175cm
Weight: 77 kg
Date of Birth: 29/1/82
From: Kangaroos

MICHAEL WARREN

Height: 194cm
Weight: 89 kg
Date of Birth: 20/3/82
From: Claremont

BEN COLREAVY

Height: 181cm
Weight: 80 kg
Date of Birth: 29/1/82
From: Claremont
(FFC Rookie 2002)



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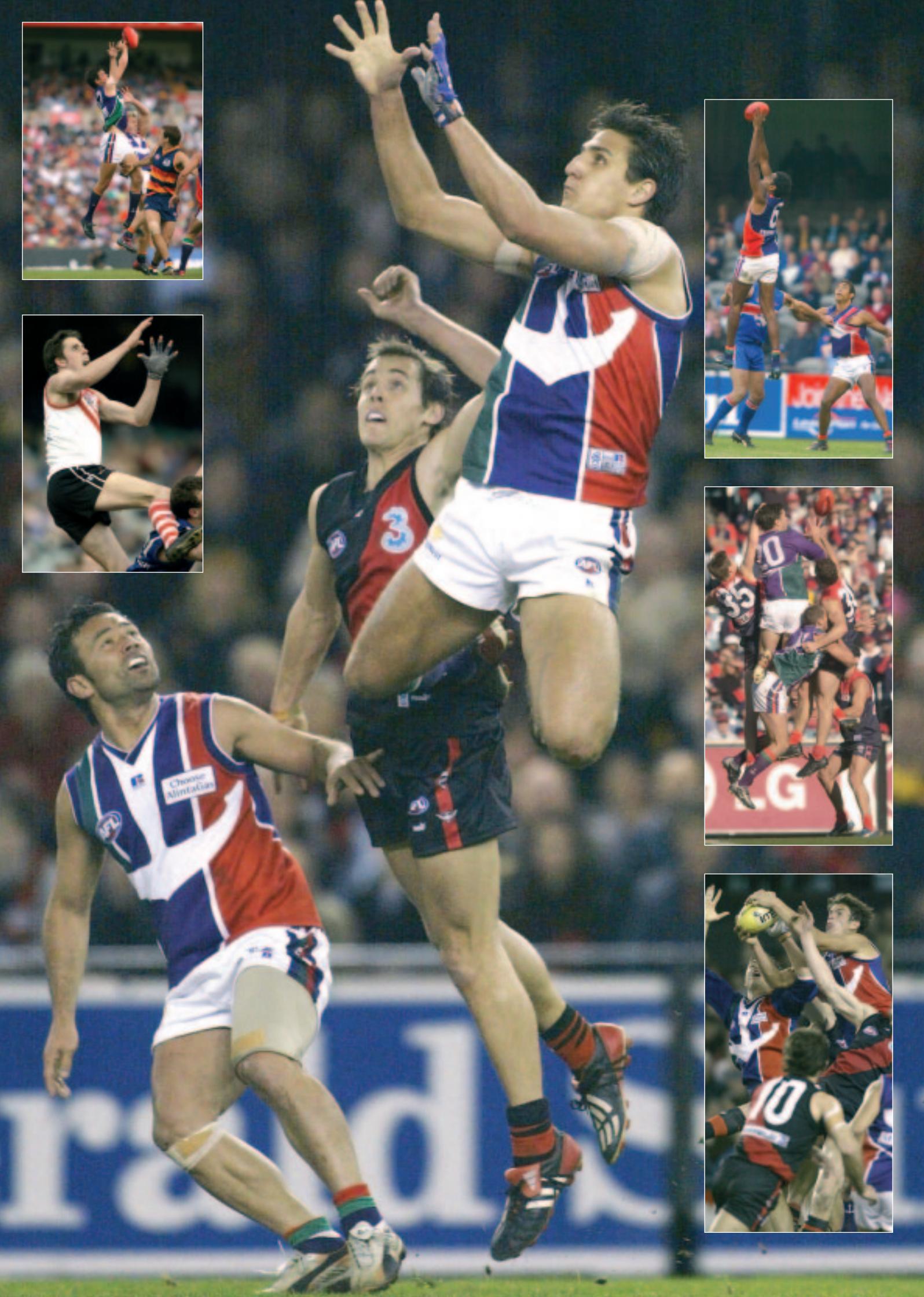
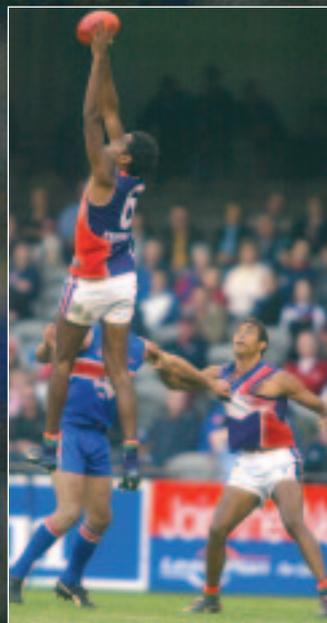
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The 2003 team



Back Row: Steven Icke (Football Manager), Clive Waterhouse, Joshua Head, Greg Edgcumbe, Des Headland, Ryan Crowley, Luke McPharlin, Steven Koops, Anthony Jones, Robert Haddrill, Antoni Grover

Third Row: Adam Larcom (Strength and Conditioning Coach), Chris Waterman (Assistant Coach), Steven Dodd, Trent Croad, Graham Polak, Scott Thornton, Justin Longmuir, Aaron Sandilands, Ricky Mott, Troy Simmonds, Dion Woods, Andrew Siegert, Luke Webster, Daniel Gilmore, Kelly O'Donnell (Assistant Coach), Kevin Ball (Biomechanist)

Seated: Shaun McManus, James Walker, Luke Toia, Shane Parker (Vice Captain), Peter Bell (Captain), Chris Connolly (Senior Coach), Matthew Pavlich (Vice Captain), Troy Longmuir, Paul Hasleby, Matthew Carr, Troy Cook

Front Row: Daniel Haines, Ben Colreavy, Byron Schammer, Paul Medhurst, Andrew Browne, Ben Cunningham, Roger Hayden, Jeff Farmer, Brett Doswell

Ladder Position:	5th	Average Score For:	97.4 points	Kicked highest score away from home in Round 7 v Western Bulldogs 23.17 (155) also the highest winning margin away from home Club record 5 consecutive wins from Round 6 to Round 10
Weeks in the Eight:	16	Average Score Against:	94.5 points	
Wins:	14			
Losses:	8	Kicked highest score in Round 4 v Kangaroos 25.17 (167)		
Average Winning Margin:	28.4 points			
Average Losing Margin:	41.6 points			

PREMIERSHIP LADDER 2003

	P	W	D	L	F	A	%	Pts
Port Adelaide	22	18	0	4	2229	1752	127.23	72
Collingwood	22	15	0	7	2259	1858	121.58	60
Brisbane	22	14	1	7	2295	1882	121.94	58
Sydney	22	14	0	8	2142	1862	115.04	56
Fremantle	22	14	0	8	2143	2078	103.13	56
Adelaide	22	13	0	9	2114	1754	120.52	52
West Coast	22	12	2	8	2326	1982	117.36	52
Essendon	22	13	0	9	2190	1960	111.73	52
Hawthorn	22	12	0	10	2011	1999	100.6	48
Kangaroos	22	11	1	10	2185	2223	98.29	46
St Kilda	22	11	0	11	2095	2187	95.79	44
Geelong	22	7	1	14	1819	2025	89.83	30
Richmond	22	7	0	15	1846	2078	88.84	28
Melbourne	22	5	0	17	1899	2344	81.02	20
Carlton	22	4	0	18	1784	2674	66.72	16
Western Bulldogs	22	3	1	18	2014	2693	74.79	14

2004 FIXTURES

RND	CLUB	DATE	VENUE	H/A
1	Carlton	Sat 27 March	Subiaco	Home
2	Sydney	Sun 4 April	SCG	Away
3	Adelaide	Sun 11 April	Subiaco	Home
4	Collingwood	Sun 18 April	Telstra Dome	Away
5	Geelong	Sun 25 April	Subiaco	Home
6	West Coast	Sat 1 May	Subiaco	Away
7	St Kilda	Sat 8 May	Subiaco	Home
8	Hawthorn	Sun 16 May	York Park	Away
9	Brisbane	Sat 22 May	Subiaco	Home
10	Essendon	Fri 28 May	Telstra Dome	Away
11	Melbourne	Sun 6 June	Subiaco	Home
12	Richmond	Sun 13 June	MCG	Away
13	Port Adelaide	Sat 19 June	Subiaco	Home
14	W. Bulldogs	Sun 4 July	Telstra Dome	Away
15	Kangaroos	Sat 10 July	Subiaco	Home
16	Adelaide	Sat 17 July	AAMI Stadium	Away
17	Sydney	Sat 24 July	Subiaco	Home
18	Carlton	Sat 31 July	Optus Oval	Away
19	Collingwood	Fri 6 August	Subiaco	Home
20	Geelong	Sat 14 August	Skilled Stadium	Away
21	West Coast	Sun 22 August	Subiaco	Home
22	St Kilda	Sat 28 August	Telstra Dome	Away

2003 Results round by round

ROUND 1 v ADELAIDE

Sunday 30 March 2003
at AAMI Stadium

Fremantle	1.3	4.7	8.8	13.11	(89)
Adelaide	6.1	11.5	17.11	22.13	(145)

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

Brownlow Votes: Pavlich 1

ROUND 2 v SYDNEY

Saturday 5 April 2003
at Subiaco Oval

Fremantle	3.2	8.4	10.9	12.14	(86)
Sydney	4.1	5.6	5.9	8.12	(60)

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

Brownlow Votes: Bell 3, Hasleby 2, Simmonds 1

ROUND 3 v RICHMOND

Sunday 13 April 2003
at the MCG

Fremantle	2.4	4.6	5.6	6.10	(46)
Richmond	4.0	9.5	11.7	14.10	(94)

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

ROUND 4 v KANGAROOS

Sunday 20 April 2003
at Subiaco

Fremantle	5.4	11.7	21.11	25.17	(167)
Kangaroos	5.2	9.7	12.7	19.8	(122)

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

Brownlow Votes: Bell 3, Carr 2, Simmonds 1

ROUND 5 v WEST COAST

Sunday 27 April 2003
at Subiaco Oval

Fremantle	2.1	4.3	8.7	10.13	(73)
West Coast	5.4	8.9	12.10	16.12	(108)

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

ROUND 6 v ESSENDON

Sunday 4 May 2003
at Subiaco

Fremantle	4.2	9.4	18.6	20.11	(131)
Essendon	3.3	7.4	11.4	15.10	(100)

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

Brownlow Votes: Hasleby 3, Bell 2, Headland 1

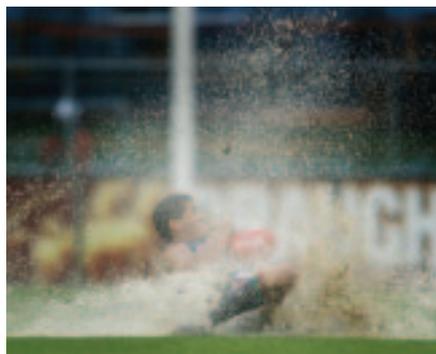
ROUND 7 v WESTERN BULLDOGS

Sunday 11 May 2003
at Telstra Domex

Fremantle	3.6	10.8	17.3	23.17	(155)
Bulldogs	1.0	3.4	7.7	10.12	(72)

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

Brownlow Votes: McManus 3, Carr 2, Bell 1



ROUND 8 v ST KILDA

Sunday 18 May 2003
at Subiaco Oval

Fremantle	5.4	9.7	13.10	18.5	(123)
St Kilda	3.3	5.9	9.11	11.16	(82)

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

Brownlow Votes: Headland 3, Bell 1

ROUND 9 v MELBOURNE

Saturday 24 May
at the MCG

Fremantle	4.2	7.2	13.2	16.5	(101)
Melbourne	1.4	6.5	9.6	10.11	(71)

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

Brownlow Votes: J. Longmuir 3



ROUND 10 v CARLTON

Saturday 31 May 2003
at Subiaco Oval

Fremantle	7.5	12.8	15.9	19.13	(127)
Carlton	3.1	6.4	11.7	15.9	(99)

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

Brownlow Votes: Medhurst 3, Hasleby 2

ROUND 11 v PORT ADELAIDE

Sunday 8 June 2003
at AAMI Stadium

Fremantle	1.2	5.5	6.7	9.9	(63)
Port Adelaide	2.5	7.6	12.12	16.16	(112)

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

ROUND 12 v GEELONG

Saturday 14 June 2003
at Subiaco Oval

Fremantle	3.3	6.4	10.6	13.10	(88)
Geelong	2.3	4.5	5.10	10.12	(72)

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

Brownlow Votes: Bell 3, Hasleby 2

ROUND 13 v HAWTHORN

Sunday 29 June 2003
at York Park, Tasmania

Fremantle	3.2	7.2	9.5	10.8	(68)
Hawthorn	5.2	12.4	14.7	15.8	(98)

Goals: Bell 3, J. Longmuir 2, Pavlich 2, Hasleby 1, Farmer 1, Medhurst 1

Brownlow Votes: Bell 1





ROUND 14 v BRISBANE

Saturday 5 July 2003
at Subiaco Oval

Fremantle	2.2	4.5	6.8	10.15	(75)
Brisbane	2.3	5.6	9.8	10.12	(72)

Goals: Pavlich 2, Medhurst 2, Schammer 1, Hasleby 1, Headland 1, J.Longmuir 1, Bell 1, Farmer 1
Brownlow Votes: Cook 2, Sandilands 1

ROUND 15 v COLLINGWOOD

Saturday 12 July 2003
at the MCG

Fremantle	2.4	4.9	5.14	7.16	(58)
Collingwood	3.3	8.6	12.9	15.9	(99)

Goals: Pavlich 3, Farmer 2, Simmonds 1, Bell 1

ROUND 16 v ADELAIDE

Sunday 20 July
at Subiaco Oval

Fremantle	2.1	10.4	10.9	13.13	(91)
Adelaide	5.5	7.5	11.11	13.12	(90)

Goals: Farmer 4, J.Longmuir 3, Carr 3, Simmonds 1, Medhurst 1
Brownlow Votes: Bell 2, Hasleby 1



ROUND 17 v SYDNEY

Sunday 27 July 2003
at the SCG

Fremantle	2.4	6.7	12.9	14.13	(97)
Sydney	3.2	9.6	11.7	17.9	(111)

Goals: Medhurst 3, Croad 3, Carr 1, Cook 1, J. Longmuir 2, T. Longmuir 2, Pavlich 2

ROUND 18 v RICHMOND

Saturday 2 August 2003
at Subiaco Oval

Fremantle	3.5	7.8	9.13	15.14	(104)
Richmond	2.3	5.9	7.13	11.15	(81)

Goals: Medhurst 3, Bell 3, T. Longmuir 2, Simmonds 1, Cook 1, J. Longmuir 1, Headland 1, McManus 1, Pavlich 1
Brownlow Votes: Bell 3, Headland 2



ROUND 19 v KANGAROOS

Sunday 10 August 2003
at the MCG

Fremantle	2.3	6.4	10.16	15.9	(99)
Kangaroos	3.2	7.4	12.6	15.9	(98)

Goals: T. Longmuir 3, Medhurst 2, Pavlich 2, Headland 2, McManus 1, J. Longmuir 1, Hasleby 1, Farmer 1, Cook 1, Bell 1
Brownlow Votes: Pavlich 2

ROUND 20 v WESTERN BULLDOGS

Sunday 17 August 2003
at Subiaco Oval

Fremantle	5.6	10.12	13.17	18.25	(133)
Bulldogs	2.1	7.2	10.5	12.5	(77)

Goals: Medhurst 4, Pavlich 3, Farmer 3, Croad 2, Hayden 1, McManus 1, Hasleby 1, Cook 1, Carr 1, Headland 1
Brownlow Votes: Headland 3, Pavlich 2, McManus 1

ROUND 21 v ESSENDON

Saturday 23 August 2003
at Telstra Dome

Fremantle	3.2	7.3	9.4	11.7	(73)
Essendon	4.3	10.4	14.7	20.13	(133)

Goals: Medhurst 4, Simmonds 3, Pavlich 1, J. Longmuir 1, Carr 1, Bell 1



ROUND 22 v WEST COAST

Saturday 30 August 2003
at Subiaco Oval

Fremantle	4.2	6.6	12.10	14.12	(96)
West Coast	4.2	7.4	9.9	11.16	(82)

Goals: Medhurst 3, Farmer 2, J. Longmuir 2, Sandilands 1, Simmonds 1, Pavlich 1, Walker 1, T. Longmuir 1, Hasleby 1, Bell 1
Brownlow Votes: Hasleby 3, Woods 1

FIRST ELIMINATION FINAL v ESSENDON

Friday 5 September 2003
at Subiaco Oval

Fremantle	2.2	3.4	4.6	8.9	(57)
Essendon	3.3	7.6	11.8	15.11	(101)

Goals: Medhurst 2, Pavlich 2, Farmer 1, Webster 1, Hasleby 1, Headland 1



Honour board

1995

Chairman.....Ross Kelly
 Coach.....Gerard Neesham
 Captain.....Ben Allan
 Champion.....Peter Mann
 Beacon Award.....Scott Chisholm
 Goal Scorer.....Peter Mann (33)

1996

Chairman.....Ross Kelly
 Coach.....Gerard Neesham
 Captain.....Ben Allan
 Champion.....Stephen O'Reilly
 Beacon Award.....Gavin Mitchell
 Goal Scorer.....Kingsley Hunter (33)

1997

Chairman.....Ross Kelly
 Coach.....Gerard Neesham
 Captain.....Peter Mann
 Champion.....Dale Kickett
 Beacon Award.....Mark Gale
 Goal Scorer.....Kingsley Hunter (32)

1998

Chairman.....Ross Kelly/Ross McLean
 Coach.....Gerard Neesham
 Captain.....Peter Mann
 Champion.....Jason Norrish
 Beacon Award.....Brad Dodd
 Goal Scorer.....Clive Waterhouse (30)

1999

Chairman.....Ross McLean
 Coach.....Damian Drum
 Captain.....Chris Bond
 Champion.....Adrian Fletcher
 Beacon Award.....Clem Michael
 Goal Scorer.....Tony Modra (71)

2000

Chairman.....Ross McLean
 Coach.....Damian Drum
 Captain.....Adrian Fletcher & Shaun McManus
 Champion.....Troy Cook
 Beacon Award.....Paul Hasleby
 Goal Scorer.....Clive Waterhouse (53)

2001

Chairman.....Ross McLean
 Coach.....Damian Drum/Ben Allan
 Captain.....Adrian Fletcher & Shaun McManus
 Champion.....Peter Bell
 Beacon Award.....Dion Woods
 Goal Scorer.....Matthew Pavlich & Justin Longmuir (28)

2002

Chairman.....Rick Hart
 Coach.....Chris Connolly
 Captain.....Peter Bell
 Champion.....Matthew Pavlich
 Beacon Award.....Paul Medhurst
 Goal Scorer.....Trent Croad (42)

2003

Chairman.....Rick Hart
 Coach.....Chris Connolly
 Captain.....Peter Bell
 Doig Medallist.....Peter Bell
 Beacon Award.....Graham Polak
 Goal Scorer.....Paul Medhurst (50)

CLUB RECORDS

Games.....
 161: Shane Parker (1995 -)
 Consecutive games.....
 88: Troy Cook
 (Round 1, 2000 – Round 22, 2003)
 Goals (overall).....
 171: Clive Waterhouse (1996 -)
 Goals (season).....
 71: Tony Modra (1999)
 Goals (game).....
 10: Tony Modra (Round 10, 1999)

AFL RISING STAR

Paul Hasleby.....2000

AFL ALL AUSTRALIAN

Matthew Pavlich.....2002, 2003
 Peter Bell.....2003
 Paul Hasleby.....2003

BEST CLUBMAN

2003.....Troy Longmuir
 2002.....Shaun McManus
 2001.....Leigh Brown
 2000.....John Rankin
 1999.....Ashley Prescott
 1998.....Chris Bond and Jason Norrish

2003 SEASON HONOURS

AFL RISING STAR NOMINEES

Byron Schammer.....
 Aaron Sandilands.....
 Graham Polak.....

WA STATE OF ORIGIN

Peter Bell (Captain).....
 Shaun McManus.....
 Matthew Carr.....
 Graham Polak.....
 Robert Hadrill.....
 Paul Hasleby.....

2003 ALL AUSTRALIAN

Peter Bell.....
 Matthew Pavlich.....
 Paul Hasleby.....

2003 INTERNATIONAL SERIES V IRELAND

Game 1 at Subiaco Oval 24/10/03 ..
 – Matthew Pavlich, Paul Hasleby
 Game 2 at the MCG 31/10/03.....
 – Matthew Pavlich, Paul Hasleby,
 Matthew Carr

2003 MILESTONES

Games

150 AFL/FFC Games.....
 – Shane Parker, v Kangaroos
 at Subiaco Oval,
 Round 4, 20 April 2003
 150 AFL Games.....
 – Jeff Farmer, v Collingwood
 at the MCG, Round 15, 12 July 2003
 50 FFC Games.....
 – Matthew Carr, v Western Bulldogs
 at Telstra Dome,
 Round 7, 11 May 2003
 50 FFC Games.....
 – Peter Bell, v Western Bulldogs
 at Telstra Dome,
 Round 7, 11 May 2003
 50 AFL/FFC Games.....
 – Antoni Grover, v Port Adelaide
 at AAMI Stadium,
 Round 11, 8 June 2003

FFC Debut

Des Headland.....
 – v Adelaide at AAMI Stadium,
 Round 1, 30 March 2003

AFL Debut

Byron Schammer.....
 – v Adelaide at AAMI Stadium,
 Round 1, 30 March 2003
 Aaron Sandilands.....
 – v Adelaide at AAMI Stadium,
 Round 1, 30 March 2003
 Luke Webster.....
 – v Brisbane at Subiaco Oval,
 Round 14, 5 July 2003

Goals

300 AFL Goals.....
 – Jeff Farmer, v Melbourne
 at the MCG, Round 9, 24 May 2003
 150 AFL Goals.....
 – Peter Bell, v Kangaroos
 at Subiaco Oval,
 Round 4, 20 April 2003
 100 AFL/FFC Goals.....
 – Justin Longmuir, v Sydney
 at the MCG, Round 17, 27 July 2003
 50 AFL/FFC Goals.....
 – Paul Hasleby, v Kangaroos
 at Subiaco Oval,
 Round 4, 20 April 2003
 50 AFL/FFC Goals.....
 – Paul Medhurst v Western Bulldogs
 at Telstra Dome,
 Round 7, 11 May 2003
 50 AFL Goals.....
 – Troy Cook, v Western Bulldogs
 at Telstra Dome,
 Round 7, 11 May 2003

Club Records

Highest score in the AFL.....
 – 25.17 (167) v Kangaroos
 at Subiaco Oval,
 Round 4, 20 April 2003
 Highest score away from home.....
 – 23.17 (155) v Western Bulldogs
 at Telstra Dome,
 Round 7, 11 May 2003
 Highest winning margin
 away from home.....
 – 83 points, v Western Bulldogs
 at Telstra Dome,
 Round 7, 11 May 2003
 Consecutive Wins.....
 – 5, Round 6, 4 May 2003
 to Round 10, 31 May 2003
 Highest Second Quarter Score.....
 – v Adelaide at Subiaco Oval,
 Round 16, 20 July 2003
 Most offensive year.....
 – 2143 points scored in home and
 away season at an average of 97.4
 points per game



SHANE PARKER

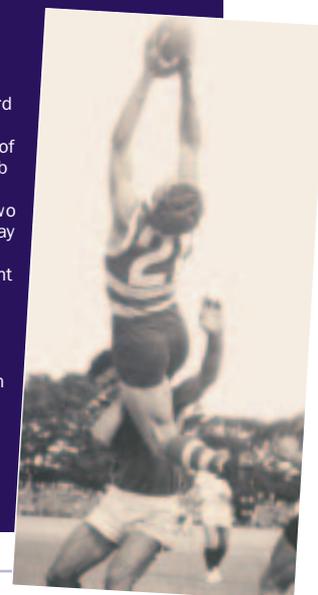
Inaugural player and Club stalwart Shane Parker became the first Fremantle player to play 150 games for the Club in round 4 of 2003, in the process becoming the first player to earn Life Membership with the Fremantle Football Club.

Making his debut in round 3 of 1995 against Fitzroy at the Western Oval on 15 April 1995, Shane has established himself as one of the most consistent and reliable defenders in the AFL, called upon each and every week for some of the toughest assignments that face the team, nullifying the opposition strike force. A true professional in everything he has done and continues to do for the Club, both on and off the field, the quiet, unassuming defender Shane is admired by team mates and supporters alike and represents the heart and soul of the Fremantle Football Club.

FREMANTLE LEGEND HONOURED



Fremantle legend Con Regan was honoured by the AFL in 2003 with the prestigious Jack Titus Award, the first Western Australian to receive the award presented annually in recognition of outstanding service to football. Con played a total of 264 League games for East Fremantle Football Club between 1953 and 1965. In that time East Fremantle made the top four every year and won two Premierships and Con became the first player to play 250 games for East Fremantle. He also played 25 WAFL finals games and 9 state games. The highlight of his career was playing in the winning 1961 Australian Carnival Team. Con has been involved in football continually since 1941 from junior football in Fremantle right up to the present time as Team Manager for the Fremantle Football Club, a position he has held since the Club's foundation. As well as his football achievements Con was also very successful in water polo, playing more than 50 years senior water polo with the Melville Club, where he is a life member.



2003 Statistics

2003 GAMES

Peter Bell	23
Andrew Browne	3
Matthew Carr	21
Ben Colreavy*	0
Troy Cook	22
Trent Croad	17
Ryan Crowley	0
Ben Cunningham	1
Steven Dodd*	0
Brett Doswell	0
Greg Edgcumbe	0
Jeff Farmer	20
Daniel Gilmore*	0
Anthoni Grover	18
Robert Hadrill	23
Daniel Haines	7
Paul Hasleby	23
Roger Hayden	21
Joshua Head*	0
Des Headland	22
Anthony Jones	1
Steven Koops	13
Justin Longmuir	22
Troy Longmuir	10
Shaun McManus	23
Luke McPharlin	12
Paul Medhurst	23
Ricky Mott*	0
Shane Parker	13
Matthew Pavlich	23
Graham Polak	22
Aaron Sandilands	19
Byron Schammer	17
Andrew Siegert	4
Troy Simmonds	22
Scott Thornton	5
Luke Toia	0
James Walker	23
Clive Waterhouse	8
Luke Webster*	4
Dion Woods	21

* Rookie List



LEADING GOALKICKERS

Paul Medhurst	50
Justin Longmuir	38
Matthew Pavlich	37
Jeff Farmer	27
Peter Bell	20

TOTAL DISPOSALS

Peter Bell	596
Paul Hasleby	561
Matthew Pavlich	449
Troy Cook	399
Shaun McManus	397

GENERAL KICKS

Peter Bell	354
Paul Hasleby	341
Matthew Pavlich	330
Shaun McManus	270
Matthew Carr	268

HANDBALLS

Peter Bell	242
Paul Hasleby	220
Troy Cook	147
Shaun McManus	127
Matthew Pavlich	119

MARKS

Paul Hasleby	122
Troy Simmonds	117
Graham Polak	113
Matthew pavlich	112
Peter Bell	111



TACKLES

Troy Cook	99
Shaun McManus	76
Peter Bell	72
Des Headland	58
Matthew Pavlich	58

HARD-BALL GETS

Paul Hasleby	64
Peter Bell	61
Matthew Pavlich	58
Troy Simmonds	49
Troy Cook	46

LOOSE-BALL GETS

Peter Bell	158
Paul Hasleby	132
Shaun Mcmanus	131
Troy Cook	102
Matthew Pavlich	96

HANDBALLS RECEIVED

Peter Bell	205
Matthew Pavlich	153
Paul Hasleby	139
Matthew Carr	119
Troy Cook	117

REBOUNDS FROM 50

Robert Hadrill	123
Dion Woods	108
Peter Bell	68
Roger Hayden	61
Matthew Pavlich	57

INSIDE 50

Matthew Pavlich	111
Paul Hasleby	95
Des Headland	83
Shaun Mcmanus	77
Troy Cook	74

CONTESTED MARKS

Graham Polak	47
Paul Medhurst	37
Justin Longmuir	37
Matthew Pavlich	26
Troy Simmonds	25



FREES FOR

Peter Bell	27
Troy Cook	27
Shaun McManus	25
Paul Hasleby	21
Des Headland	21

FREES AGAINST

Troy Simmonds	33
Shaun McManus	28
Trent Croad	25
Matthew Pavlich	25
Paul Medhurst	24



Board & Executive profiles

Rick Hart

President

Since February 2002

Rick has had a long involvement in Western Australian football from junior to senior level as a sponsor, and in recent years as a sponsor of Fremantle. Formerly vice-chairman of the Western Australian Turf Club and currently Managing Director and founder of the Rick Hart Group of 14 electrical stores in Western Australia, established in 1975. Previous Board member of Retravision (WA) and the Betting Control Board of WA. Sponsor and supporter of WA Junior Football and the WA Umpires Association. Past President and Life Member of the Carbine Club of WA.



Len Hitchen

Vice President

Since July 2001

Retired after a 36 year career in the Western Australian State Government where he achieved permanent department head level and served on numerous Government Boards. Former Chairman and Chief Executive of the Western Australian Tourism Commission, has extensive protocol experience at Executive Director level with responsibilities for major VIP visits. Extensive sports participation and administration experience including former President of the Australian Table Tennis Association for 9 years, WA Table Tennis Association for 6 years, and the East Fremantle Football Club for 10 Years. Awarded Australian Sports Medal in 2000 for services to table tennis and football and the Centenary Medal in 2002 for services to sport and sports administration. Current Chairman of Fremantle Hospital Medical Research Foundation.



Mel Ashton

Since December 2002

The Managing Partner of PPB, Chartered Accountants and Business Reconstruction Specialists, a specialist in Business Mentoring Services and Corporate Turnaround, he is a Fellow of the Institute of Chartered Accountants Australia ("ICAA") where he is also regional councillor in Western Australia for ICAA, and Fellow of the Insolvency Practitioners Association of Australia.



David Rawlinson

Since November 2000

A lawyer in private practice since 1975, played football with the University Football Club from 1970 until 1975, Claremont Football Club from 1976 until 1980 and South Fremantle Football Club from 1982 until 1984. Vice President of the WAFL Players Association for 1979 and 1980. Has been a member of the Research Ethics Committee of Hollywood Hospital since 1990.



Tony Buhagiar

Since 2000

Played 138 Games with East Fremantle in the WAFL, went on to play 108 AFL games in total playing 83 games with Essendon from 1981 to 1984 kicking a total of 135 goals and 25 games and 36 goals for Footscray in 1985. Played 5 State Games and was named All Australian in 1979. A Harbour Master member since the Club's inception and President of the Derby Club for the third year. Involved in the Hospitality industry and owner of several well know hotels in Perth. A Board member of Route 66 liquor Co-Operative.



Greg Wall

Since March 2002

Currently Chief Executive of StateWest Credit Society, one of Western Australia's largest non bank financial institutions. Previously held senior positions in banking including State Manager for WA, Head of Marketing and National Manager Financial Services for Challenge Bank. Currently holds several other board positions including Gold Estates (1903) Ltd, CUSCAL Ltd, Lancelin Coastal Properties Ltd, and StateWest Financial Planning Pty Ltd.



Gary Berrell

Since March 2002

Originally from WA, worked for Macquarie Bank in Sydney for 13 years and appointed Executive Director in 1989. Experienced in financial markets trading, administration and risk management. Joined Westpac in Sydney in 1996 as Head of Interest Rate Risk, relocating to Perth in 2001. Represented Australia at numerous international conferences concerning financial market regulations, culminating in the global Y2K task force, as the Australian treasurer/secretary of Association Cambiste Internationale (global organisation covering all foreign exchange markets).



David Garic

Since December 2003

Self employed heavy haulage contractor for the last 20 years working on some of western Australia's major civil engineering projects including the "Busseton Bypass", "Brockman Highway" and "The Great Northern Highway" in the Kimberleys. Initially commenced with the Main Roads Department in the Materials Lab, studying Applied Sciences before moving to become Managing Director of a major South West Refrigeration Transport company for three years. Member elected Board representative in December 2003 for two years.



Les Everett

Since December 2003

During an 18 year career in Government primary schools, presented at national conferences on subjects ranging from the establishment of radio stations in primary schools and teaching oral history interview techniques to primary students. Also established a link with Curtin University's centre of Aboriginal studies in creating a joint Indigenous studies unit. Journalism career began with the first edition of the Fremantle Herald in 1989 and is currently the Features Editor at the Herald. Also football writer for Voice News and a part time teacher at Rottneest Island Primary School. Author of the book *Grave/Rash: 100 years of Goldfields Football*, has also worked for the Sunday Football League, the WAFL and the WA Football Development Trust. Foundation editor of Fremantle Football Club publications until 2002. Member elected Board representative in December 2003 for one year.



Cameron Schwab

Chief Executive Officer

Executive Member of the List Management, Audit and Governance and Remuneration Sub-Committees of the Board

Since September 2001

Started as a cadet administrator with Melbourne at the age of 18 in January 1982 and was later recruiting manager. In 1988, was appointed general manager of Richmond at age 24 - the youngest person to hold this position in the history of the AFL. Resigned in 1994 and for the next 2 years studied full-time, completing a Master of Business Administration and a Master of Marketing at Melbourne University. In 1994 and 1995 was employed as a part time consultant to Fremantle. Appointed general manager of football operations at Melbourne in 1996 and became Chief Executive Officer in 1997. Took over as Chief Executive Officer of afl.com.au, the AFL's official internet site, in 1999 and was appointed Chief Executive Officer of Fremantle in 2001.



Gary Walton

Chief Financial Officer/
Company Secretary

Executive Member of the Audit and Governance Sub-Committee of the Board

Since March 2002

A Chartered Accountant with over 20 years experience in the corporate sector, has managed the finance and administration functions of several public companies and also undertook corporate consulting for approximately four years. Joined the Club in March 2002 as Chief Financial Officer/Company Secretary and is responsible for all finance, corporate governance, administration and information technology. Works closely with the Board and CEO in developing and implementing the strategic direction of the Club.



Keith Black

Corporate Affairs and
Communications Manager

Executive Member of the Audit and Governance and Remuneration Sub-Committees of the Board

Since April 2002

An experienced senior manager, worked with Alcoa at its Western Australian refineries and mine sites from 1980, then as Industrial Relations Manager at the Portland smelter operations in Victoria in 1985. Joined the Bell Group in 1987 as Group Human Resources Manager and in 1990 joined Heytesbury Holdings Ltd as General Manager of Publishing Operations, responsible for WA regional media operations, then to Rural Press from 1993 as Divisional Manager until 1995. Established a consulting practice in 1995 specialising in organisational restructuring and business strategy and also established a successful IT consulting and computer retail business in 1999 until 2001. Appointed Chief Executive Officer of a major WA health group from 1998 before returning to private consulting in 2001.



Steven Icke

Football Manager

Executive Member of the List Management Sub-Committee of the Board

Since December 2001

Premiership player with North Melbourne in 1977, played over 200 games in his career at North Melbourne and Melbourne including Melbourne's best and fairest in 1982 and runner-up in 1983. A serious knee injury ended his football career in 1987. Worked as a senior sales executive in Melbourne radio from 1983, before joining Reebok Australia in 1991 as Victorian Sales Manager. In 1995 moved to Adidas Australia as National Sales Manager and in 1997, joined international consulting group Rogan International as Leadership Communication Specialist before joining the Fremantle Football Club in December 2001. Was specialist coach at Richmond from 1989 to 1990, Assistant Coach at Eastern Ranges U18s from 1991 to 1995, specialist coach at Oakleigh Chargers in 1997 and part-time Assistant Coach and member of the match committee at Hawthorn from 1998 to 2001.



Chris Connolly

Senior Coach

Since November 2001

Played 84 games for Melbourne from 1982 to 1987, coach of Eastern Ranges in the TAC Cup from 1991 to 1995 and Assistant Coach at Hawthorn from 1996 to 2001. In only his second year as Senior Coach in 2003 he guided the Club to its first ever finals appearance. Joined Fremantle at the end of 2001 to rebuild the football department and establish on field credibility. Has created a skilled and accountable group of players who have become the most exciting in the AFL and has developed respect as an innovative coach.



Narelle Finch

Sponsorship & Special
Projects Manager

Since October 2002

Commenced with BankWest in 1988 in public and community relations before joining the Western Australian Cricket Association as Marketing Manager in 1994. Joined the Australian Cricket Board in 1996 and undertook a variety of roles including Manager Licensing and Promotions, Manager International Cricket Marketing, and Event Manager Super Challenge 2000. Moved to Sydney and worked within the APN group marketing outdoor media before returning to Perth to join the Fremantle Football Club in October 2002.



Steve Rosich

Marketing Manager

Since January 2003

Steve is an experienced executive with very strong credentials in the areas of sponsorship and event management, hospitality sales, membership and supporter development.

Steve has been in the role of Business Operations Manager with the West Coast Eagles for the past four years. In this role he has worked closely with the Chief Executive to develop new strategic business opportunities as well as being responsible for managing the core business areas of membership, merchandise and supporter development.

Previously, he held the position of Associate Director in the corporate advisory arm of the international chartered accounting firm Deloitte Touche Tohmatsu. He has completed a Bachelor of Business at the University of Western Australia and was a league squad member at the Subiaco and West Perth Football Clubs from 1988 to 1991.



Off the field

Board of Directors

Rick Hart (President)
 Len Hitchen (Vice President)
 Mel Ashton
 Gary Berrell
 Tony Buhagiar
 David Rawlinson
 Greg Wall
 David Garic
 Les Everett

Administration

Cameron Schwab
 – Chief Executive Officer
 Keith Black – Corporate Affairs and
 Communications Manager
 Kristy Radici – Communications Officer
 Amanda Benny – Executive Assistant

Finance

Gary Walton – Chief Financial Officer
 Phil Warren – Financial Controller
 Nicole Hobbs – Assistant Accountant
 Minh Tran – IT Manager
 Fran Sanders – Accounts Officer
 Alison Wells – Receptionist
 Kerry Sutherland – Receptionist

Commercial Operations

Narelle Finch – Sponsorship and
 Special Projects Manager
 Phil Gallagher
 – Sponsorship and Coteries Manager
 Jayden Kahl
 – Sponsorship Coordinator
 Lisa Yacoub
 – Sponsorship Coordinator
 Steve Rosich – Marketing Manager
 Ben Hammond
 – Membership Services Manager
 Jon Haines
 – Supporter Development Manager
 Bianca Craven
 – Supporter Development Coordinator
 Trent Turvey
 – Membership Services Coordinator
 Daniel Green
 – Membership Services Coordinator
 Tanya Bushby
 – Membership Services Coordinator
 Greg Erskine – Corporate Sales Manager
 Daniel Metropolis
 – Business Development Manager
 Marion Shervington
 – Business Development Manager
 Tina Rees
 – Business Development Manager
 David Pitts
 – Business Development Manager

Melissa Winch – Sales Executive
 Akshay Nasta – Sales Executive
 Aaron Bester
 – Merchandise & Licencing Manager
 Craig Evans – Shop Coordinator
 Greg Green – Events Consultant
 Kellie Black – Events Coordinator

Football

Steven Icke – Football Manager
 Chris Connolly – Senior Coach
 Chris Waterman – Assistant Coach
 Kelly O'Donnell – Assistant Coach
 Steve Malaxos – Assistant Coach
 Simon Eastaugh – Assistant Coach
 Adam Larcom
 – Strength and Conditioning Coach
 Kevin Ball – Biomechanist/Skills Coach
 Phil Smart – Recruiting Manager
 Brent Dawkins – Recruiting Officer
 Earl Spalding – Skills Coach
 Norm Tame
 – Video and Statistics Manager
 Neil McLean – Psychologist
 Jeff Boyle – Physiotherapist
 Craig Allen – Physiotherapist
 Steve Jackson – Podiatrist
 Ken Withers – Doctor
 David Day – Doctor
 Steph Neesham – Player Liaison Officer
 Pat Watson – Property Manager
 Frank Widdicombe
 – Assistant Property Officer
 Con Regan – Team Manager
 John Rankin – Fitness/Swimming Coach
 Ben Marks – Recruitment Assistant
 Gary Ingraham – Runner/Boxing Coach
 Marshall Stockton – Runner
 Kevin Bryant – Coach's Assistant
 Lee Walker – Player Welfare and
 Development Manager
 Gary Antulov – WAFL Coordinator
 Geoff Burgess – WAFL Scout
 Jamie Kelley – WAFL Scout
 Murray MacDonald – WAFL Scout
 Nick Morgan – WAFL Scout
 Anthony Satti – WAFL Scout
 Frank Woods – WAFL Scout
 Ivo Capelhina – Head Trainer
 Stephen Platt – Trainer
 Brendan August – Trainer
 Jason Courtney – Trainer
 Karen Emery – Trainer
 Michael McBride – Trainer
 Tayna Reschke – Trainer
 Vic Salic – Trainer

Keith Carmody – Chaplain
 Brad Ravenscroft – Yoga Instructor
 Julie Meek – Dietician
 Les Barry – Doorman
 Mike Atkinson – Statistician
 Joe Cosoleto – Statistician
 Mike Lasscock – Statistician
 Alan Powel – Statistician
 Frank Riccelli – Statistician
 Andrew Stone – Statistician
 Andrew Webster – Statistician
 Lisa Rankin – Masseuse
 Graeme Hadley – Recruiting
 John Nykyforak – Recruiting

South Australia

Bill Forrestal – Property Assistant
 Alan Waldron – Property Assistant
 Tim McLeod – Recruiting
 Geoff Prest – Recruiting
 Graeme Robertson – Recruiting
 Boris Vidic – Recruiting

Victoria

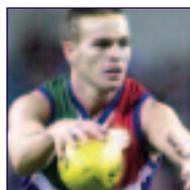
Wayne Hughes
 – Victorian Operations Manager
 Gary Burleigh – Oppositions Coach
 Noel Bosch – Recruiting
 Shane Rogers – Recruiting
 Michael Hughson – Recruiting
 Gerard Donovan – Statistician
 Bernard Brickhill – Statistician
 Mario Cananzi – Statistician
 Mike Power – Statistician
 Michael Gill – Statistician
 Bernard Magher – Statistician
 Darryn Ricketts – Statistician
 Guy Balmer – Trainer
 Barry Kirkwood – Trainer
 Albert Latu – Trainer
 John Parker – Trainer
 Rod Yin – Trainer
 Dean Rogers – Trainer
 Barrie Herbert – Property Assistant
 Dennis Hambling – Property Assistant
 Alan Salter – Doorman
 Stuart Yin – Doorman
 Peter Hanna – Transport
 Justin O'Dwyer – Runner
 Jeff Morgan – Coach's Assistant
 Dale Harris – Coach's Assistant
 Mark Hoskin
 Adam Power

Farewells

PLAYERS

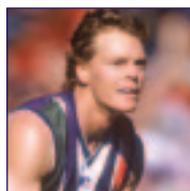
Luke Toia

An inaugural player with the Club, Luke debuted in Round 7 1996 against Adelaide and went on to play 63 games and kick 33 goals for the Club. A Rising Star nominee in 1996, the tough midfielder has had a career interrupted by serious injuries including a knee reconstruction in 1998 and a broken neck sustained in a game for Subiaco in the WAFL in 2001. His courage to return from such a serious injury to play one game in 2002 is testament to his commitment and character. In 2003 Luke announced his retirement from AFL.



Anthony Jones

Joining the Club in the inaugural year from Claremont, Anthony made his AFL debut in Round 2 1995, and went on to play a total of 82 matches for the Club. The dedicated and hardworking Club stalwart has been a popular and respected player who has had his opportunities reduced by injury, and despite these interruptions and setbacks to his AFL career, Anthony continued to work hard and his performances in 2003 in the WAFL were outstanding.



Trent Croad

Trent joined the Fremantle from Hawthorn in 2002 and played a total of 38 games and kicked 60 goals in his two seasons for the Club, the leading goal kicker in 2002 with 42. Trent has been a valued member of the Fremantle family as the Club set about rebuilding itself after the 2001 season. He has been a popular player with his fellow team mates, Club staff and with supporters. Trent was traded to Hawthorn in exchange for selection 10 at the 2003 National Draft.



Steven Koops

Steven was the youngest ever player to debut for the Fremantle Club when he took the field in Round 5, 1996 at aged 17 years 277 days. Steven went on to play 78 games for the Club, providing many memorable highlights for supporters particularly in 2002 when he took Mark of the Week in three consecutive weeks from round 14 to 16, with his mark against the Kangaroos in Round 15 at Manuka Oval being a finalist for Mark of the Year. Steven played 13 games in season 2003 and kicked 4 goals. After 9 years with the Club and at 25 years of age, Steven is enthusiastic about his move to the Western Bulldogs as a result of an exchange for selection 19 at the 2003 National Draft.



Joshua Head (Rookie List)

STAFF

Shelley Jackson – Events Coordinator
 Dana Cirulis – Sponsorship Coordinator
 Colin Young – Corporate Sales Manager
 Meredith Eddington – Membership Manager
 Alana Bagnara – Membership Operations Coordinator
 Melissa Miller – Accounts Officer
 Cindy McIntyre – Events Coordinator
 Debe Daniel – Promotions Officer
 Mick Moylan – Football Administration Manager
 Nicole Walker – Sales Coordinator

ALL PLAYERS SINCE 1995

Player	Total Games	Player	Total Games
Winston Abraham	38	Steven Koops	78
Ben Allan	47	Brendan Krummel	1
Stuart Anderson	9	Quenton Leach	56
Daniel Bandy	105	Antony Ljubic	0
Peter Bell	66	Justin Longmuir	79
Heath Black	69	Troy Longmuir	46
Darren Bolton	2	Greg Madigan	26
Chris Bond	41	Paul Maher	5
Brad Bootsma	23	Peter Mann	77
Leigh Brown	63	Luke McPharlin	23
Michael Brown	22	Sam McFarlane	0
Andrew Browne	4	Andrew McGovern	63
Craig Burrows	20	Shaun McManus	146
Jay Burton	2	Adam McPhee	25
Matthew Burton	70	Paul Medhurst	43
Adam Butler	0	Todd Menegola	0
Craig Callaghan	95	Jamie Merillo	15
Darren Capewell	0	Daniel Metropolis	6
Matthew Carr	64	Clem Michael	43
Trent Carroll	33	Neil Mildenhall	7
Brad Cassidy	0	Peter Miller	16
Scott Chisholm	63	Gavin Mitchell	36
Ashley Clancy	0	Tony Modra	47
Michael Clark	1	David Muir	20
James Clement	84	Craig Nettlebeck	0
Matthew Clucas	11	Jason Norrish	128
Troy Cook	88	Nathan Mourish	0
Trent Croad	38	Stephen O'Reilly	98
Ryan Crowley	0	Daniel Parker	25
Ben Cunningham	27	Shane Parker	162
Tony Delaney	28	Matthew Pavlich	84
Gary Dhurrkay	51	Ashley Prescott	38
Brad Dodd	50	Graham Polak	28
Brett Doswell	0	Troy Polak	0
Greg Edgcumbe	0	Brendon Retzlaff	6
Simon Eastaugh	12	Todd Ridley	21
Travis Edmonds	1	Brad Rowe	8
Ben Edwards	0	Aaron Sandilands	19
Scott Edwards	15	Byron Schammer	17
Jeff Farmer	40	Daniel Schell	16
Brendon Fewster	37	Andrew Shipp	35
Brendon Feddema	3	Andrew Siegert	25
Adrian Fletcher	79	Troy Simmonds	42
Mark Gale	71	Dwayne Simpson	2
Phil Gilbert	14	Jess Sinclair	50
Scott Gooch	0	Ryan Smith	0
Tony Godden	11	Garth Taylor	15
Dean Grainger	0	Scott Thornton	6
Chris Groom	7	Luke Toia	63
Antoni Grover	57	Keren Ugle	4
Robert Hadrill	31	James Walker	98
Daniel Haines	16	Leigh Wardell-Johnson	11
Greg Harding	69	Clive Waterhouse	99
Daniel Hargraves	3	Scott Watters	26
Paul Hasleby	86	Luke Webster	4
Roger Hayden	26	Jeff White	32
Joshua Head	0	Martin Whitelaw	1
Des Headland	22	Andrew Wills	79
Brodie Holland	36	Brad Wira	35
Kingsley Hunter	41	Clinton Wolf	4
John Hutton	13	Dion Woods	39
David Hynes	13		
Troy Johnson	0		
Anthony Jones	82		
Dale Kickett	135		

*Includes rookie players who played senior AFL in a home and away game

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Blockmounted \$29.95 Framed timber \$69.95



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YOUTH SURF TEE



2004 TRAINING SINGLET ALSO AVAILABLE IN WHITE



2004 SUPPORTER POLO ALSO AVAILABLE IN PURPLE & WHITE



2004 SUPPORTER TEE ALSO IN BLACK & PURPLE



2004 TEAM RUN OUT TOP



2004 LADIES POLO

ORDER AND ENQUIRIES CAN BE SENT BY EMAIL

THREE CONVENIENT LOCATIONS

BOORAGOON

SHOP 98 GARDEN CITY

PH. 9316 1742

E-MAIL: aflb@bizzpro.com.au

MORLEY

SHOP 190 WESTFIELD GALLERIA

PH. 9375 1742

E-MAIL: aflm@bizzpro.com.au

WHITFORDS

SHOP 293 WHITFORDS CITY

PH. 9307 1717

E-MAIL: aflw@bizzpro.com.au

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**Carlton Mid congratulates the Fremantle Football Club
on a great season, and wishes continued success in 2004.**