



The Official Magazine of the Fremantle Football Club

FREMANTLE
FOOTBALL CLUB

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AS A CLUB, we have set clear objectives for the future and established plans to achieve those objectives. We have not wavered from our task. As we finish off this season we will be setting new goals that will continue the growth and development of our football club.

Last year we posted a trading profit of over \$700,000. Not only will that be repeated this year but we will significantly better that result. Off the field we have all worked hard to ensure the financial viability of our club in the future and in 2005 we will be debt free for the first time in our history.

The club has developed a solid foundation for the future and all our players, staff, members and supporters should be proud of that achievement remembering where we were at in 2001.

Our results show that we do have the passion for our club. We all have a lot invested in the future of the club, and consequently subject ourselves to the rollercoaster of emotions each week as we experience the joy of victory and the despair of defeat. An emotional test for 22 weeks.

We have never built up expectations as to what the team could achieve this year simply because we respect how difficult this competition is and we know that we have not yet achieved the maturity and team structures to consistently beat the powerhouse clubs.

Our overall success last year in making our first finals appearance was built on a foundation of success at home, two of those victories achieved by less than a goal and won only on three occasions interstate, one that memorable win by one point at the MCG against the Kangaroos.

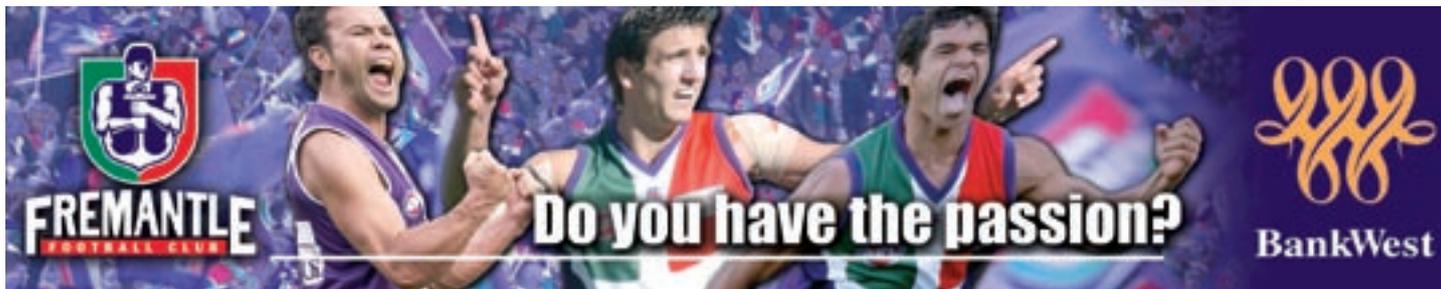
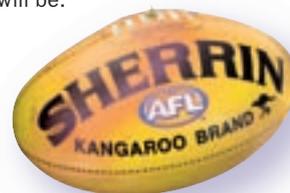
This year has been one of continued growth for the club and the team. Away from Subiaco Oval we have achieved five wins, a goal we set ourselves at the beginning of the year. But we have been disappointing at home and we know that teams heading West now work harder to defeat us. We are becoming a prized scalp.

In my view, we are now probably the most competitive we have ever been at any time as a club. We can confidently take the field each week knowing that we can match it with the best.

We are continuing to develop and challenge our players and also to introduce to you some exciting new talent at the club. We have seen new players Daniel Gilmore, Ryley Dunn, Steven Dodd and Ryan Murphy make their AFL debuts in 2004. We have seen them experience what they have dreamt about as boys while former Kangaroo Dylan Smith showed us what he can do. We look forward to their development in the future.

We remain a club with an exciting future and we are continuing to forge ahead. As we both know, the rollercoaster we rode this year will probably be there for us to ride again in the future. And, like you, I don't always enjoy that ride, but then again that is the nature of AFL. It always has been and always will be.

Rick Hart



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The Official Magazine of the Fremantle Football Club

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Edition 3, 2004

A Product of the Fremantle Football Club Communications Department.

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Inserts And Flysheet Advertising

Communications Department, Fremantle Football Club

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COVER PHOTOGRAPH: Back row, from left to right: Adam Campbell, David Mundy, Michael Johnson and Ryan Murphy. Front: Brett Peake and Ryley Dunn. Photo by Annaliese Frank.

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For most 17 year olds, the thought of moving away from home to establish themselves in a completely different state and a totally foreign environment is daunting. It takes self confidence and courage to actually make the move and a real passion to chase their dreams.

Player Welfare

AN AFL CAREER involves many sacrifices, home life, social life and even for some education. But to make the transition a positive experience the club has put into place a strong support network, that works hard to ensure the player can eventually call Perth home.

Lee Walker is the Fremantle Football Club's Development Manager. He, together with Player Liaison Officer Steph Neesham and Team Manager Brent Dawkins, is responsible for maintaining a communication network between the player, the player's family interstate and the player's host family here in WA.

Lee believes Fremantle has a fantastic circle of people who go above and beyond for their players, including the coaching staff.

"You just couldn't go to a club with a more supportive network of people who really care for individuals," he said.

A former AFL player himself, Lee said he thinks his own experiences as a player has improved his understanding of what is needed for the players of today.

"I usually just put myself in their shoes," he said.

"I mean right down to how they feel about moving to Perth and how their families would feel in the situation. It's a fine balance because you want the player to learn for themselves but we have to provide a



professional support network to make sure the individual is being looked after and that simply comes down to communication.

"It's our responsibility to ensure they find a suitable host family and to then maintain the communication link between the family and the club.

"I try to speak to the host family once every fortnight and the family interstate once a month. That way I know that everyone is happy. It is amazing what issues arise. You never know what the day ahead is going to throw at you. It's a combination of being a teacher as well as a counsellor".

There are many issues a player can face in his time at an AFL Club, the disappointment of being dropped, the heartache of being injured, the distress of homesickness, or the fear of underachieving. It is at these times that Lee's role becomes crucial to the future success of the club.

"When a player is injured in a game I make it straight to the rooms to see him. We then automatically establish a direct line of communication with the player's family, whether they are here or in the Eastern States.

"Again you just need to understand that if the player were my son, I would want to know what was going on, and if I was the player I would want my family to stop worrying.

"For the guys from here, their family or mum and dad at least, are taken straight down to the rooms if required."

Along with being the prime communicator for the players at Fremantle, Lee also assumes the role of co-ordinating the various education programmes for the players.

"After their first year the players move into the Developing Leaders group. They participate in various seminars covering defensive driving, public speaking, financial planning, family planning, law, healthy living and they even take cooking classes run by Alex and Simon Eastaugh."

"At the end of the 14 week program each player presents back to the board and WA Police Commissioners their own thoughts on leadership and hopes for their football career.

"We do as much as we can to really develop our players and bring out the best in them.

"It's the little things that we do as a club to help a player make WA become home."

It's not just the weather, the friendly people or the success of the team. It's the behind the scenes efforts of so many people that help make a football club. ☐

WA's Emerging Brand

THE CLUB has continually referred to its detailed blueprint formulated in mid-2002 that would set about rebuilding the club to become a successful and financially viable member of the AFL, the 2003-2005 Strategic Plan. While the plan contained four key strategic priorities, one was critically important for the club in the national competition – the development of the brand.

Over the last three years, the club has set about developing the brand that is The Fremantle Football Club. At times this has been unique within the AFL as the club has continually made its name, its people and its image more visible and more open across the country.

As one of the youngest clubs in the national

competition, increasing the club's profile and awareness in every market to develop the brand is essential to attract not only members but also corporate partners. In 2004 the club achieved record membership levels and for the first time sold all its corporate sponsorship properties, enjoying a level of corporate support never before experienced.

In its recent annual survey, *Business News* rated Fremantle as WA's Number One Emerging Brand. The club took first position ahead of some of WA's leading businesses and overall the club has moved to 12th position on the list of prominent Western Australian brands.

While this recognition is in itself rewarding of the efforts to date, the development of the



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brand will be an ongoing priority for the club. Everyone involved at the club believes that the Fremantle experience is one that needs to be shared by more and more people around the country. ☐

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ASK ABOUT OUR SPECIAL OFFERS FOR MEMBERS

What do you think?

THE AFL REQUESTED clubs this year to develop a "Clash" playing strip for 2005 to be worn when the current playing guernseys of certain teams create visual difficulties on the ground, not just for the viewing public but also for the players themselves. This applies to the various away playing strips adopted by some clubs clashing with the home teams. For Fremantle these clashes of our current away playing strip occur in games against St Kilda, Port Adelaide, Western Bulldogs, Melbourne and Carlton.

The club's 2005 "Clash" playing strip made

its debut in Round 22 against St Kilda and becomes the fourth playing strip used by the club since 2002. This, of course, excludes the Heritage playing uniform that is worn in the AFL's themed Heritage Round each year.

The Wiz has modelled each of the four playing guernseys and the club is seeking the views of members on each. The questions below relate to each of the playing strips. The reverse side of the address sheet that came with this edition of your club magazine contains each question with a range of answers for you to

select. You can give us your opinion on each by simply marking your answer next to each question and fax your answers to the club on (08) 9433 7001 or post to P.O. 381, Fremantle, 6959.



A – HOME PLAYING STRIP

The traditional home guernsey with purple shorts and purple socks with white anchor. Fremantle's port heritage is reflected in the red and green panels, representing port and starboard. Should the club retain this as the home playing strip or change to the Purple Haze jumper?



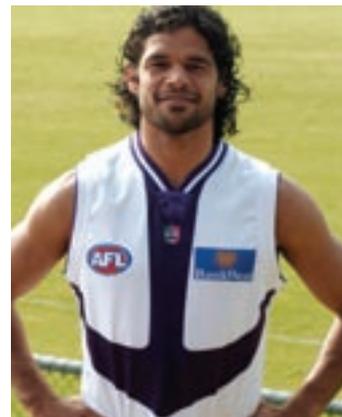
B – AWAY PLAYING STRIP

The current away guernsey with white shorts and purple socks with white anchor. Should the club retain this as the away playing strip or change to the Purple Haze jumper, or change to the Clash jumper?



C – PURPLE HAZE PLAYING STRIP

The all purple playing guernsey with white anchor, purple shorts and plain purple socks with white anchor (the Purple Haze playing uniform). Should the club retain this as the Purple Haze playing strip, make this the home playing strip or make this the away playing strip?



D – CLASH PLAYING STRIP

The all white playing guernsey with purple anchor, white socks and purple/white hooped socks (clash jumper introduced in 2004). Should the club retain as the Clash playing strip only or make this the away playing strip?



Peter Bell
Age: 28
Height: 186cms
Weight: 84kgs
2004 Games: 21
Total AFL games: 210
Kicks: 279
Handballs: 215
Marks: 81
Goals: 22

Bell leads WA All Stars

Inspirational Fremantle captain Peter Bell was named 2004 WA State of Origin captain for the second consecutive year. Joined by six of his Fremantle team mates in the star-studded WA side, Bell again showed his courage and determination this season to lead from the front despite an ongoing injury in the latter part of the year. One of the competitions most consistent performers, Bell averaged

over 23 possessions per game to again place him in the top 10 for disposals in the AFL.

Bell was joined by team mates Robert Haddrill (defence), Vice Captain Shane Parker (interchange), Deputy Vice Captain Paul Hasleby (centre), Luke McPharlin (centre half forward), and Paul Medhurst and Justin Longmuir (forwards).



Robert Haddrill
Age: 23
Height: 188cms
Weight: 94kgs
2004 Games: 22
Total AFL games: 53
Kicks: 174
Handballs: 68
Marks: 92



Paul Hasleby
Age: 23
Height: 182cms
Weight: 86kgs
2004 Games: 22
Total AFL games: 108
Kicks: 295
Handballs: 243
Marks: 84
Goals: 7



Luke McPharlin
Age: 22
Height: 193cms
Weight: 88kgs
2004 Games: 16
Total AFL games: 51
Kicks: 173
Handballs: 73
Marks: 106
Goals: 4



Paul Medhurst
Age: 22
Height: 178cms
Weight: 82kgs
2004 Games: 22
Total AFL games: 65
Kicks: 166
Handballs: 28
Marks: 85
Goals: 41



Justin Longmuir
Age: 23
Height: 198cms
Weight: 97kgs
2004 Games: 21
Total AFL games: 100
Kicks: 170
Handballs: 129
Marks: 106
Goals: 26



Shane Parker
Age: 31
Height: 190cms
Weight: 92kgs
2004 Games: 22
Total AFL games: 184
Kicks: 183
Handballs: 84
Marks: 92



Chris takes Fremantle to far north

ON THE WEEKEND of the AFL bye Senior Coach Chris Connolly took the opportunity to attend the Parnngurr Football Carnival, 1600km north of Perth on a visit hosted by Newcrest Mining. Chris' visit prompted dozens of men from the desert communities of Punmu and Well 33 to head to Parnngurr to meet him and have a game. The carnival was played on a rock-strewn oval and provided Chris with a fantastic opportunity to watch the local football on display. "The raw talent was amazing and I had never seen anything like it," he said. "Up there football means everything and I probably wasn't prepared for that, but I had an awesome time relaxing with all the guys and I thoroughly enjoyed my time around the campfire." The local's were so impressed by Chris' visit in June that an open invitation for him to return has been extended by some of the community's elders.







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			Downs Bottle Shop	Wembley Downs	9341 3434

Their First Year...

Being an AFL club's first round selection at the National AFL Draft is undoubtedly a big responsibility. There is that underlying pressure to succeed and for Fremantle's first selection at the 2003 National AFL Draft (number 10 overall) Ryley Dunn, the rules were no different.

ORIGINALLY FROM Shepparton in country Victoria, Ryley was selected in the team to travel to Darwin to take on Essendon in Round one of the Wizard Cup after only two months of pre-season training.

He then went on to make his AFL debut in the Round one game against Carlton at Subiaco Oval.

"I never thought I would play my first game this year," he said.

"Everyone was telling me not to expect to play so I came with the attitude of just trying my best all the time.

"But when I found out that I was going to be playing in round one it was amazing. The club brought my family over as their special guests, which was really great, and I just tried to focus on the game.

"I managed to get some sleep the night before and because the game was in the afternoon I had to sit around all morning just waiting.

"But once I got to the ground the whole thing went pretty quickly... and I took a lot out of the experience."

Ryley was again selected in the Round 2, game against Sydney and in Round 3 he made his debut with East Fremantle, his allocated WAFL club. His good form in the WAFL continued until Round 11 when he broke his collarbone.

"I found it really hard to cope in the first month, I was pretty down about not being able to do anything," he said.

"I couldn't train at all so all I could do was some cycling and a bit of swimming... I even went home for a week to see family and to get through it, but it was hard.

"After that initial month you cope better because you come to terms with it, and you start to get back to normal, doing your training.

"This was my first ever real long term injury... but I have learnt that it's a mental thing and you have to get stronger so you realise that you have another year next year.

"If I ever get injured again I think I will be better able to cope with it."

Even with a year of mixed emotions, Ryley is adamant he has benefited from his first year at the club.

"I have taken such a lot out of the year just being able to play my first game, the

training, the team meetings and learning the structures... it all helps," he said.

"I haven't had as much game time as I would have liked but I have learnt heaps and am honestly not disappointed about my year.

"I have had limited opportunities and I think I did well with the time that I did have... so I am pretty happy."

Originally from Traralgon in Victoria, Ryan Murphy made the trip to Fremantle after being selected at number 12 overall in the 2003 National AFL Draft.

ON ARRIVAL HE was a tall, lean teenager with an almighty kick. Since then he has had an exciting year at Fremantle, first being in outstanding form for South Fremantle in the WAFL and then making his AFL debut in the latter part of the year.

"I have settled into life in Perth very easily," he laughed.

Ryan knew one of his primary objectives for 2004 would be to bulk up and gain physical strength to assist his game. He coped well with his first pre-season and absorbed the information necessary to become a successful AFL player.

His excellent attitude was rewarded in the Wizard Regional Challenge series when Ryan was told he would line up alongside one of football's all time greats, Wayne Carey.

"I hadn't even been here two months," he said.

"When I first found out I I was petrified actually.

"When he started to walk over to me he spoke to me and asked how I was going and how I had found the pre-season, it was totally awesome."

Ryan then went on to become one of the leading goal kickers in the WAFL competition for South Fremantle and the ultimate reward for his hard work came in Round 16 when he was told he would travel with the team to Adelaide and make his AFL debut.

"I can remember that day was really cold," he joked.

"I only played about 20 minutes so I sat on the bench for most of it and it was freezing.

"I must say though that I will never, ever forget, running through the banner with Matthew Pavlich on his 100th game, it was a great moment, but it all went so quick.

"I tried to approach it as a normal game of football but when I ran out onto the ground I was thinking 'gee this is what I have wanted all my life, this is what it is all about.'"

However his AFL debut was one of a unique nature, which led to his team mates

Now with his injury out of the way, Ryley is looking forward to his pre-season.

"I am focusing on the pre-season, I want to get through it without any trouble and try and get as fit as I can.

"Really all I want to do is do exactly what I did this year, minus the injury, all over again." ☺

establishing an affectionate nickname for their first year friend.

"I didn't get a touch so I was a bit disappointed, and Paul Medhurst came up with the nickname Donut for me, Duncan Donut... it's gone now because thankfully I got a touch in my second game," he said.

"The first touch was unbelievable, taking the mark and hearing the crowd, when I actually marked it I felt a big weight lift off my shoulders.

"Once I had the ball all I could think was 'where is snake, where is snake' (Troy Simmonds).

"I moved the ball on and we got a goal, which made the whole thing even better."

Ryan's family back in Traralgon, Victoria, have also found themselves having to adjust to the idea of their son, and brother becoming an AFL player.

"My sister said it looks weird watching me on the television," he said.

"I think that none of us probably ever thought it would happen so it has been a real shock but definitely a good one..."

Now almost twelve months down the track and happy to stand aside as a first year player for the 2004 draftees, Ryan's advice to them was fairly simple.

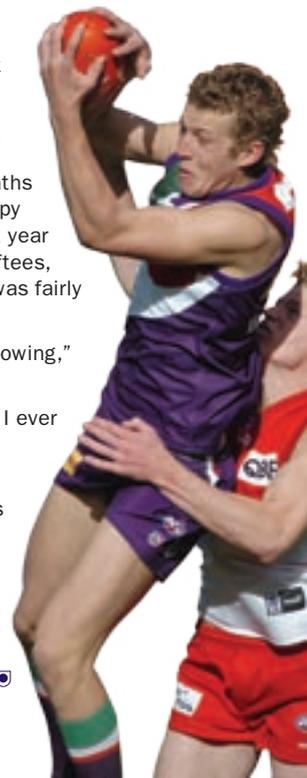
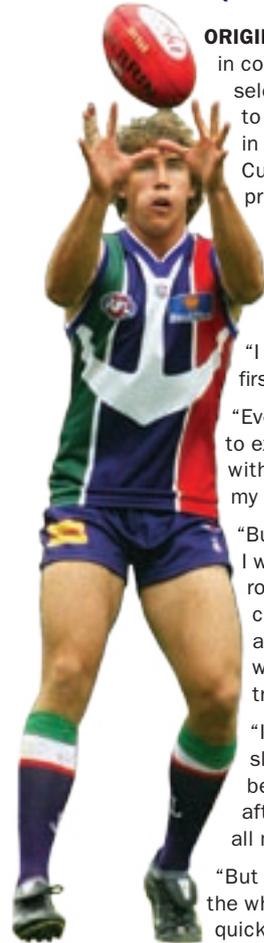
"It is absolutely mind blowing," he said.

"It has been everything I ever wanted and more.

"Don't have any expectations, absorb as much as you can and make your first year a learning year.

"It honestly takes a year to really learn exactly what it takes." ☺

"I will never, ever forget, running through the banner with Matthew Pavlich on his 100th game, it was a great moment, but it all went, so quick..."



News that David Mundy had been drafted to Fremantle was met with mixed reactions. He was understandably nervous and excited, while his parents were over the moon for their son, with only mum feeling the distress of David moving as far away as Western Australia.

IN TWELVE MONTHS, life for David is considerably different. He has now established himself in WA, making new friends, living with a new family and becoming part of two new football clubs.

"It's very different to being back home," he said.

"But it has the same atmosphere because your host family is where you are taken care of... it's great to be a part of that environment and Ron and Lorraine my host parents are great."

Originally from Seymour in country Victoria, David said his introduction to the AFL during the 2004 pre-season was more of a surprise than he had expected.

"I found it all pretty tough because the work load was extreme when you compare it to what I was used to back in Seymour, but your body just deals with it and adapts... you get through it OK," he said.

Along with the weather being the obvious difference between WA and Victoria, David found the style of football here vastly different to that of the Victorian competition.

"Football here is a lot cleaner," he said.

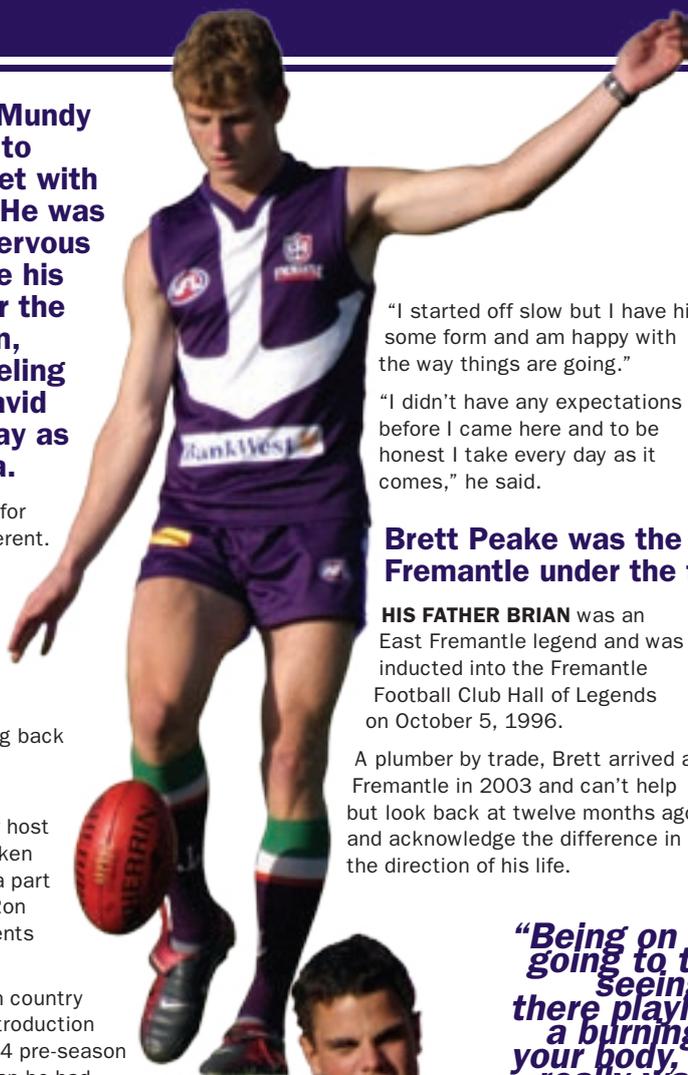
"Because it is not as wet the games are a lot quicker so your skills need to be a lot better.

"When I arrived at Fremantle my pace was the main thing I knew I would have to work on. It was a personal goal of mine to get faster and also improve my skills."

Now spending almost every day of the week working on various components of his game David plays his WAFL football for Subiaco, and is happy with his current form.

"That was probably one of the hardest things about coming to Fremantle was that you have to play for a WAFL club and you don't see WAFL games in Victoria so you don't know anyone's name or anything at all really.

"Then you only train with them on a Thursday night so you don't really get to know them for a while but Subiaco have made me feel like part of the club which has been great.



"I started off slow but I have hit some form and am happy with the way things are going."

"I didn't have any expectations before I came here and to be honest I take every day as it comes," he said.

Brett Peake was the first ever player to be drafted to Fremantle under the father-son rule.

HIS FATHER BRIAN was an East Fremantle legend and was inducted into the Fremantle Football Club Hall of Legends on October 5, 1996.

A plumber by trade, Brett arrived at Fremantle in 2003 and can't help but look back at twelve months ago and acknowledge the difference in the direction of his life.

"I try not to get too far ahead, I tend to stay in the present but the whole experience is positive.

"Every new experience I have had has been fantastic and I am much more confident in my own abilities now than when I arrived.

"Every one of us dreams of making our AFL debut and if I can achieve that in the some time near future it would be great, but right now I am concentrating on playing good WAFL football for Subiaco and fingers crossed we can win a flag this year. 🏏

with him basking in the chance to learn from the coaches' one on one.

"I really do learn heaps when I have one on one time," he said.

"But I have found that in a group I also learn a lot from the other players.

"This year I have been very focused on sitting back and just trying to take in all the information because I believe that if you are a first year player and you are out there and talk

too much, people see a different person.

"But if you sit back and just take everything in, by watching what the senior players do, you learn how to do the right thing.

"And if you are doing the right thing, I think you gain more respect coming into your second year."

Brett said his guidance from the senior player group had also played a big factor in him developing a very responsible outlook on his opportunity to play AFL football.

"The guys are all great and Matthew Carr in particular for me has been fantastic," he said.

"My father has been the biggest influence on my football career, but he is great because he always reminds me that I can only do the best I can."

For now, Brett is content to continue to develop his football skills while also making the most of his opportunity to expand his knowledge of the game.

"Just sitting in the team meetings is a great way to learn," he said.

"For me this year I just want to finish the year off well for East Fremantle and support the guys here.

"I am really looking forward to what might be and once my season has finished I will be going straight into working on my strength and keeping my mind motivated.

"I want to put on some weight for next year... and see what happens.

"Being on the list and going to the games and seeing the boys out there playing, it ignites a burning desire inside your body, it makes you really want to run out with your team mates one day." 🏏

"Being on the list and going to the games and seeing the boys out there playing, it ignites a burning desire inside your body, it makes you really want to run out with your team mates one day."

"This time last year I was still working as a plumber," he laughed.

Brett has enjoyed adjusting to the requirements of being an AFL footballer.

"I am stronger mentally now than I have ever been," he said.

"It's really great to see what goes on here in every way you can imagine.

"Even down to seeing how the other players handle themselves in front of the media, it's all a real learning experience."

Working closely with AFL coaches has been a highlight of 2003 for Brett



For Western Australia's Michael Johnson, arriving at Fremantle after being the club's selection in the 2004 pre-season draft has created a lot of hard work.

In the view of some, he was lucky enough to miss the AFL pre-season, described by many a player as the most gruelling part of any year, but to 20 year old Michael his late selection meant extra work and extra hours.

"I was quite behind the eight ball when I arrived," he said.

"I wasn't nearly as fit as everyone when I got here and I knew it would take me a while.

"I worked hard to put in extra hours of running and strength.

"I also worked a lot with Ruck Coach Simon Eastaugh, and Skills Coach Kevin Ball... by the time the season started I felt I was a lot fitter and my skills were a lot better than when I initially arrived."

A native New Zealander, at age 14 Adam Campbell had never played a game of Aussie Rules football and was enthralled with rugby.

ARRIVING IN AUSTRALIA in 1999, Adam decided to join an amateur football club, mostly for social reasons, but partly because he was intrigued by the Australian game.

His social stint at football was short lived. Four years later he was drafted to an AFL Club.

Selected at number 27 overall in the 2003 National AFL Draft, Adam arrived at Fremantle a fresh faced, lean teenager with a desire to succeed.

"When I got here I really wanted to be a sponge," he said.

"I just wanted to be able to take the whole thing in and absorb everything I was learning about what is required to play AFL football."

Being one of four players to arrive from country Victoria, Adam said he eagerly follows the progress of his fellow draftees, in particular those who have already made their AFL debut.

"It has been sensational to see them take their opportunities," he said.

"With Murph kicking so many goals in the WAFL and Ryley doing so well at the start of

However Michael admits his season with his WAFL club Perth started off slowly, but believes his recent improvement in form has created extra attention from opposition WAFL clubs.

"I started off slowly this year," he said.

"I have really had to work my way back into it and I am playing some good consistent football for Perth now which I am happy with."

A local boy himself, Michael believes his first year at Fremantle has been spent developing his skills and working on aspects of his game that needed improvement.

"I see next year as being another chance for me to further develop and then I guess whatever happens, happens..."

"Being here this year has really helped me develop," he said.

"When I first arrived I used to sit in the gym and just watch the senior guys, Peter Bell, Matthew Pavlich and Troy Simmonds doing their weights.

the season it was unreal.

"I really felt for Ryley when he got injured but I know he will come back and play as much as he can next year.

"I think the best thing about being around those guys is that you feed off their energy, they are so confident because they are playing such good football.

"I think the best thing about being around those guys is that you feed off their energy, they are so confident because they are playing such good football."

"I hope that next year I will be able to do what they have done."

Now settled into Western Australia Adam is certain that although his first year at an AFL club has been primarily for development, the experience has further developed his understanding of the game.

"I have matured a lot both mentally and physically since I got to Fremantle," he said.

"Overall I am an improved footballer, I have learnt a lot about the game and my skills are a lot better..."

"I am a lot stronger and I have learnt to be patient... I have also got a greater appreciation for doing things like setting short term goals.

"One of the things I have learnt this year is that you can really learn a lot just watching."

With the WAFL season almost over Michael is excited at the prospect of doing his first ever AFL pre-season, hoping it will put him in good stead for 2005.

"I am looking forward to doing a pre-season and having that under my belt going into next year," he said.

"I really hope I can keep getting better and as soon as this year finishes I intend to start working on my fitness.

"I never expected to come here and get a game this year, I knew all along that I needed to use this year as a development year, I need to get as much experience as I can.

"I see next year as being another chance for me to further develop and then I guess whatever happens, happens... if I managed to get a game it would be great,

but if not, then at least I have that experience and development." ◻

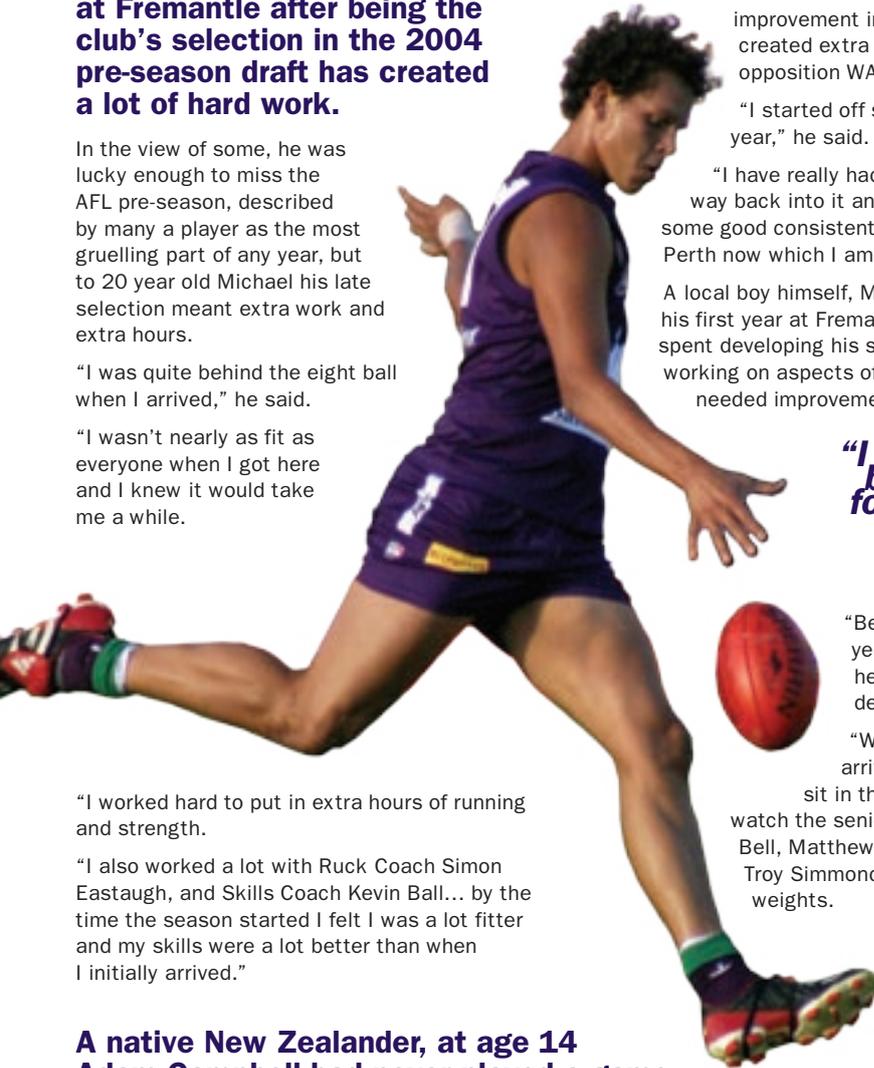
"You might have that big picture in your head but if you don't sit down and look at those little steps that you need to take... you can miss out on the big picture."

Unable to play the remainder of the 2004 season due to injury, Adam is focused on further preparing his body for the upcoming pre-season.

"I am on a weights program to put on about six or eight kilos before the start of next season," he said.

"I am still learning so much about the game and I will take that into next year and hopefully play a few pre-season games.

"That is my next short term goal, to focus on pre-season... it is just exciting to be moving into the next phase." ◻



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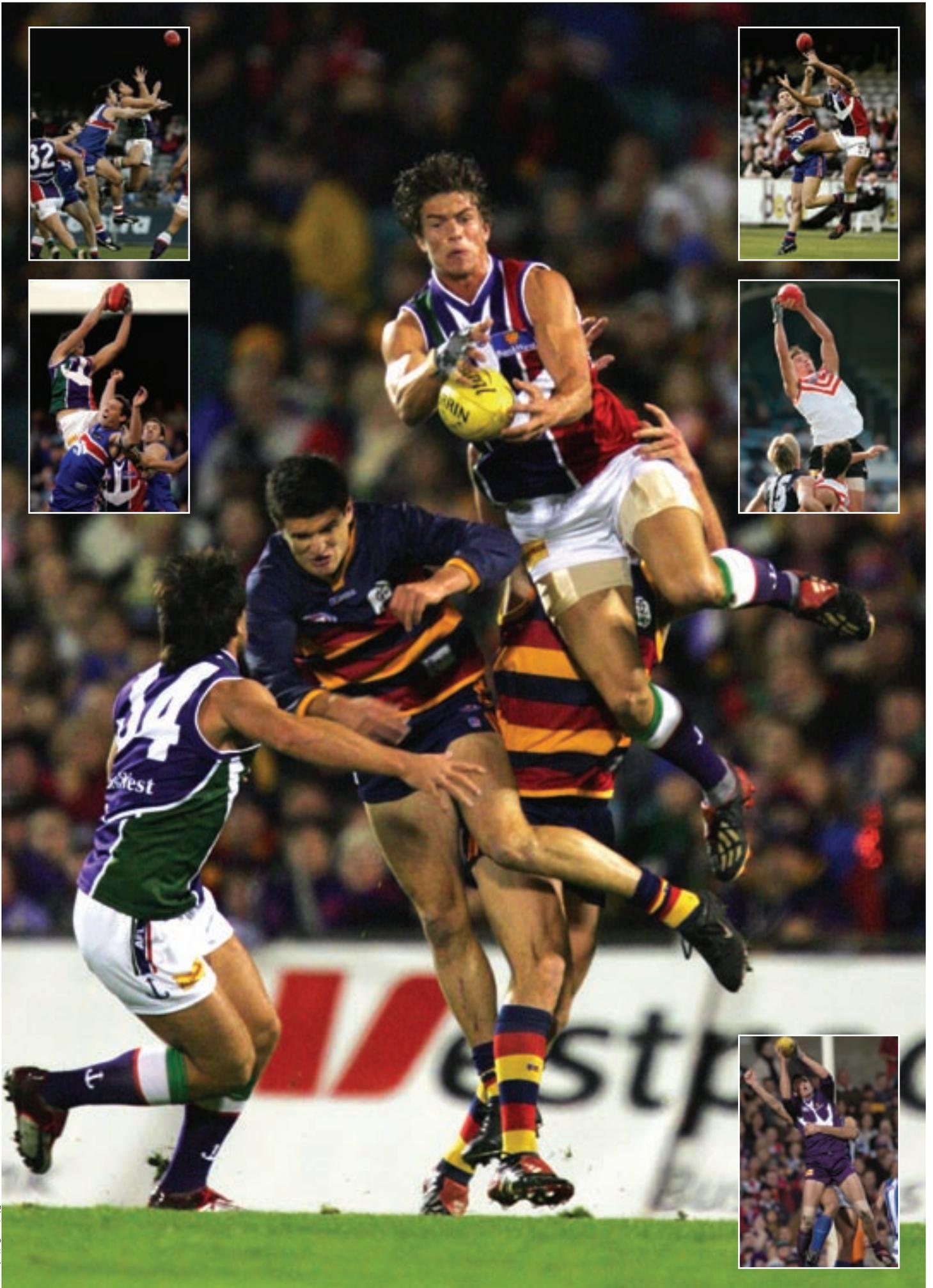
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Experience Grows

FROM THE BEGINNING of the 2002 season, the club set out clear plans for the rebuilding of the club and establishing credibility and respect within the AFL competition. It has often been referred to as a journey. Call it what you will. The name is not important but it is the process of building experience in all facets of the club, and most particularly on the field that has as its prize the success everyone wants.

But it does take time. It is a journey that would not only set about rebuilding the club on and off the field but one that would ensure that what is achieved could be sustained. Short term thinking would not compromise the longer term plans and objectives for the club.

The competition has marvelled at the might of the Brisbane Lions over the last three seasons as they have continued to take all before them. Yet in 1998 they finished last. Three years later they started their amazing run of premiership victories.

Their success was built on many factors, including the continuing experience of individuals and the team.

Heading into the 2002 season, Brisbane's playing list averaged 91 AFL games. They had 12 players with over 100 games experience, with four of those 12 having played over 200 games, and had a collective experience of 227 finals games.

Their average age heading into the 2002 season was 23.5 years. At the same time Fremantle's average age was 23.4 years. Fremantle's

average AFL games experience was only 61 games with only 50 finals games experience. There were seven players in the 2002 season who had played 100 games or more.

At the start of the 2004 season, the Brisbane experience had continued to grow. The all-conquering team then had reached an average of 131 AFL games each with 18 players having played over 100 games including six players who had played over 200 games. The Lions finals experience had then grown to a total of 338 finals games.

In comparison, the 2004 Fremantle player group had an average games experience of 64 AFL games with five players having played over 100 games. The total finals experience amounted to 53 finals games with Peter Bell, Jeff Farmer, Des Headland and Troy Simmonds accounting for 33 of those finals games. The average age was 22.4 years as the season started.

As the 2004 home and away season closed, the Fremantle playing group had an average of 73 AFL games but now there are 12 players with over 100 games experience, including Peter Bell with over 200 games.

Keeping the core of our playing group together for a long period of time is important. They are young and are, in AFL terms, still to reach their peak. As they remain together, the critical experience needed to achieve success will come within reach.

AFL games experience, and playing together longer, will continue to deliver the on-field improvements. This is not simply about wins and losses, though that ratio is what will always be the easiest measure of performance.

In 2002, the team had a winning average of 31 points per game. However, the gap between winning and losing was dramatic. The average losing margin in 2002 was 36 points with the largest loss suffered in round 14 of that year against Port Adelaide where the team went down by 84 points. In fact, in 2002 the team suffered six losses by greater than 50 points. The team did not achieve one win away from Subiaco.

Signs of improvement appeared in 2003, though the dramatic gap between wins and losses remained at times. The average winning margin was 28 points but the average losing margin had increased to 42 points with the largest loss occurring against Essendon in round 21 when the team went down by 60 points. However, there were only two losses over the year by greater than 50 points. The team won on two occasions away from Perth.

This year, the average winning margin was 29 points and the average losing margin fell to only 28 points. The worse loss during the season was by 50 points in atrocious conditions at Skilled Stadium in Round 20. Away from Perth the team won five games including first time victories against Richmond at the MCG, Adelaide at AAMI Stadium and Carlton at Optus Oval.

The team was inside the eight for 20 of the 22 rounds, its best ever season performance. The increasing experience of the player group, that will continue to be injected with talent each year, is what is needed to achieve sustainable success in the AFL. ☐



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STATISTICS AFTER 22 ROUNDS

Ladder Position: 9th
 Ave Winning Margin: 29.4 pts
 Ave Losing Margin: 31.1 pts
 Ave Score For: 85.5 pts
 Ave Score Against: 85.0 pts

PLAYED ALL 22 GAMES:

Matthew Pavlich Jeff Farmer
 Robert Hadrill Paul Hasleby
 Paul Medhurst Shane Parker
 Troy Simmonds James Walker

MILESTONES

Ryan Murphy made his AFL debut in Round 16 against Adelaide
Steven Dodd made his AFL debut in Round 20 against Geelong
Dylan Smith made his debut for Fremantle in Round 18 against Carlton
Troy Cook played his 100th FFC game in Round 14 against the Western Bulldogs
Paul Hasleby played his 100th FFC/AFL game in Round 14 against the Western Bulldogs
Luke McPharlin played his 50th AFL game in Round 15 against the Kangaroos
Matthew Pavlich played his 100th AFL/FFC game in Round 16 against Adelaide
Troy Simmonds played his 100th AFL game in Round 18 against Carlton
Robert Hadrill played his 50th FFC/AFL game in Round 19 against Collingwood
Justin Longmuir played his 100th AFL/FFC game in Round 22 against St Kilda

FIRSTS

Average home game attendances were in excess of 35,000 people.
 40,901 people attended the Round 19 clash with Collingwood, the highest non-Derby crowd.
 Defeated Adelaide for the first time at AAMI Stadium in Round 16.
 Defeated Carlton for the first time at Optus Oval in Round 18.
 Highest home Derby crowd 41,907 in Round 21.



PREMIERSHIP LADDER 2004

	P	W	D	L	F	A	%	Pts
Port Adelaide	22	17	0	5	2413	1823	132.36	68
Brisbane Lions	22	16	0	6	2447	1783	137.24	64
St Kilda	22	16	0	6	2443	1909	127.97	64
Geelong	22	15	0	7	2088	1741	119.93	60
Melbourne	22	14	0	8	2127	1900	111.95	56
Sydney Swans	22	13	0	9	1938	1804	107.43	52
West Coast Eagles	22	13	0	9	2042	1968	103.76	52
Essendon	22	12	0	10	2282	2228	102.42	48
Fremantle	22	11	0	11	1882	1870	100.64	44
Kangaroos	22	10	0	12	2142	2135	100.33	40
Carlton	22	10	0	12	1825	2235	81.66	40
Adelaide	22	8	0	14	1950	2039	95.64	32
Collingwood	22	8	0	14	1899	2082	91.21	32
Western Bulldogs	22	5	0	17	1957	2459	79.59	20
Hawthorn	22	4	0	18	1668	2375	70.23	16
Richmond	22	4	0	18	1693	2445	69.24	16

THE TOP 5'S

Goals	Total	Ave Per Game
Paul Medhurst	41	1.9 (22 games)
Jeff Farmer	36	1.6 (22 games)
Troy Simmonds	35	1.6 (22 games)
Justin Longmuir	26	1.2 (21 games)
Peter Bell	22	1.1 (21 games)

Disposals	Total	Ave Per Game
Paul Hasleby	538	24.5 (22 games)
Peter Bell	494	23.5 (22 games)
Matthew Pavlich	466	21.2 (22 games)
James Walker	338	15.4 (22 games)
Des Headland	337	16.9 (20 games)

Kicks	Total	Ave Per Game
Matthew Pavlich	306	13.9 (22 games)
Paul Hasleby	295	13.4 (22 games)
Peter Bell	279	13.3 (21 games)
Des Headland	232	11.6 (20 games)
Shaun McManus	207	10.4 (20 games)

Handballs	Total	Ave Per Game
Paul Hasleby	243	11.1 (22 games)
Peter Bell	215	10.2 (21 games)
Matthew Pavlich	160	7.3 (22 games)
James Walker	142	6.5 (22 games)
Troy Cook	132	7.3 (18 games)

Tackles	Total	Ave Per Game
Paul Hasleby	97	4.4 (22 games)
Des Headland	73	3.7 (20 games)
Shaun McManus	69	3.5 (20 games)
Matthew Pavlich	67	3.1 (22 games)
Troy Cook	65	3.6 (18 games)

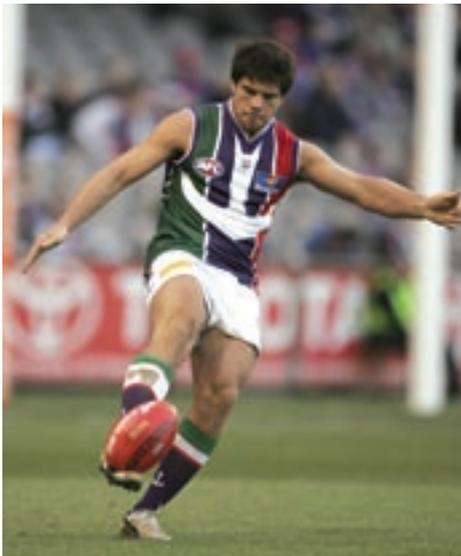
Marks	Total	Ave Per Game
Matthew Pavlich	118	5.4 (22 games)
Justin Longmuir	106	5.1 (21 games)
Luke McPharlin	106	6.6 (16 games)
Troy Simmonds	96	4.4 (22 games)
Graham Polak	92	4.6 (20 games)
Shane Parker	92	4.2 (22 games)
James Walker	92	4.2 (22 games)
Robert Hadrill	92	4.2 (22 games)

Hit Outs	Total	Ave Per Game
Aaron Sandilands	473	23.7 (20 games)
Justin Longmuir	219	10.4 (21 games)
Troy Simmonds	101	4.6 (22 games)

Frees For	Total	Ave Per Game
Peter Bell	29	1.4 (21 games)
Paul Hasleby	21	1.0 (22 games)
Aaron Sandilands	20	1.0 (20 games)
Graham Polak	19	1.0 (20 games)
Jeff Farmer	19	0.9 (22 games)

A dirty day in Geelong – the coldest day in 26 years





ROUND 14 v WESTERN BULLDOGS

Sunday 4 July 2004, Telstra Dome

Fremantle 4.1 8.4 14.6 18.9 (117)

W Bulldogs 3.4 6.9 6.12 10.16 (76)

Goals: Simmonds 4, Medhurst 4
Kicks: Bell 17, Carr 17
Marks: Carr 11
Handballs: Paul Hasleby 12
Disposals: Carr 24
Milestones: Troy Cook 100 FFC games, Paul Hasleby 100 AFL/FFC games

ROUND 15 v KANGAROOS

Saturday 10 July 2004, Subiaco Oval

Kangaroos: 4.2 7.5 9.9 14.12 (96)

Fremantle: 6.2 9.4 11.5 12.7 (79)

Goals: Farmer 2, Bell 2, Pavlich 2, Headland 2, McManus 2
Kicks: Headland 17, Schammer 17
Marks: Schammer 6, J Longmuir 6, Parker 6, Bell 6
Handballs: Bell 15
Disposals: Schammer 30, Bell 30
Milestones: Luke McPharlin 50 FFC games



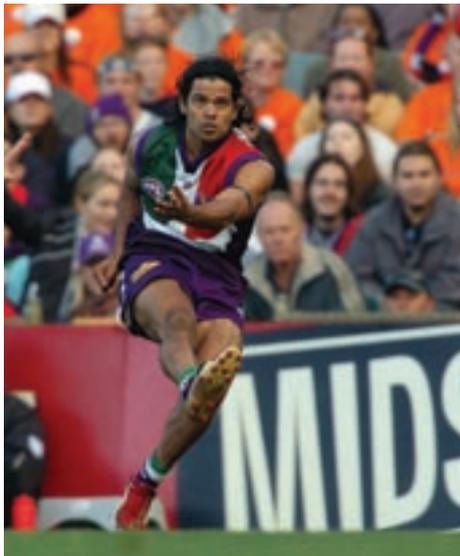
ROUND 16 v ADELAIDE

Saturday 17 July 2004, AAMI Stadium

Fremantle 2.2 7.2 10.8 14.8 (92)

Adelaide 2.3 6.3 8.5 12.8 (80)

Goals: Simmonds 2, Headland 2, Pavlich 2, Medhurst 2
Kicks: Schammer 22
Marks: Polak 9
Handballs: Hasleby 13
Disposals: Schammer 29
Debut: Ryan Murphy
Milestone: Matthew Pavlich 100 AFL/FFC Games



ROUND 17 v SYDNEY

Saturday 24 July 2004, Subiaco Oval

Fremantle 6.5 11.7 16.8 18.10 (118)

Sydney 3.1 5.2 10.3 14.7 (91)

Goals: Farmer 5
Kicks: Hasleby 17
Marks: Bell 8, Hasleby 8
Handballs: Bell 11
Disposals: Bell 27

ROUND 18 v CARLTON

Saturday 31 July 2004, Optus Oval

Fremantle 4.4 6.7 9.12 16.15 (111)

Carlton 3.3 5.8 8.8 9.9 (63)

Goals: Medhurst 2, Farmer 2, Bell 2, J Longmuir 2, Headland 2
Kicks: Pavlich 16
Marks: Hadrill 11
Handballs: Bell 13
Disposals: Pavlich 25
Milestones: Troy Simmonds 100 AFL games



ROUND 19 v COLLINGWOOD

Friday 6 August 2004, Subiaco Oval

Fremantle: 2.1 2.5 7.7 11.7 (73)

Collingwood: 3.9 4.14 10.17 14.22 (106)

Goals: Browne 2, Medhurst 2, Farmer 2, Simmonds 2
Kicks: Pavlich 15
Marks: Medhurst 7, Polak 7
Handballs: Pavlich 8
Disposals: Pavlich 23
Milestones: Robert Hadrill 50 AFL/FFC games



ROUND 20 v GEELONG

Saturday 14 August 2004, Skilled Stadium

Fremantle 0.1 3.2 3.4 3.7 (25)

Geelong 1.9 3.11 8.15 9.21 (75)

Goals: Bell 1, Farmer 1, Medhurst 1
Kicks: Smith 19
Marks: Thornton 6
Handballs: J Longmuir 8
Disposals: Smith 24
Debut: Steven Dodd

ROUND 21 v WEST COAST

Sunday 22 August 2004, Subiaco Oval

Fremantle 2.2 3.4 5.8 6.9 (45)

West Coast 5.1 7.10 9.14 13.15 (93)

Goals: Simmonds, McManus, Headland, Longmuir, Bell, Farmer
Kicks: Bell 17
Marks: Headland 6
Handballs: McManus 8
Disposals: McManus 24, Bell 24

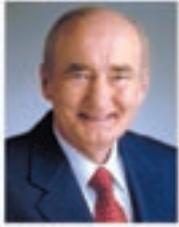
ROUND 22 v ST KILDA

Saturday 28 August 2004, Telstra Dome

Fremantle 3.3 5.6 8.9 12.11 (83)

St Kilda 4.1 9.5 12.7 17.10 (112)

Goals: Farmer 2, T. Longmuir 2
Kicks: Hasleby 21
Marks: Pavlich 11
Handballs: Dodd 10
Disposals: Hasleby 29
Milestones: Justin Longmuir 100 AFL/FFC games



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2004 Doig Medal



BEING NAMED as your club's Best and Fairest player is the most prestigious award a player can receive during their career. It recognises a player's consistent performance and contribution to the team over the home and away season.

In 2003 the Fremantle Best and Fairest Award was named the Doig Medal 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 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 members of the Doig family playing for either club from 1898 amassing a total of 1,886 games.

Individual handcrafted medals are awarded to the winner, second and third places and to the Beacon Award winner as the club's best new talent.

The 2003 winner, Captain Peter Bell, received the Doig Medal from the legendary George Doig before a capacity audience of over 1,200 people at the Burswood Grand Ballroom.

This year's gala event will again be held at the Burswood Grand Ballroom on Friday 1 October and, in the club's 10th Anniversary Season, each of the club's Best and Fairest winners from 1995 to 2002 will be recognised with the presentation of Doig Medals. Medals will also be presented to the players who finished second and third in each year together with the Beacon Award winner from each year.

Tickets are available from the club for this gala evening by completing the order form on the address sheet that came with this magazine, and returning it to the club. ☐

Melbourne Cocktail Party

The AFL Grand Final week is the most exciting week in the football calendar and the club has a special event for members at the sensational new AFL Hall of Fame. Opened on 26 August this year, this will be one of the very first functions held at the venue which embraces the history, heritage and tradition of Australian Rules Football.

Located in the heart of Melbourne, there is no better way to enjoy the atmosphere of grand final week than at this special cocktail party hosted by President Rick Hart and Chief Executive Officer Cameron Schwab. Join Chris Connolly and players in the historic surroundings at the AFL Hall of Fame. Eat, drink and live the history of Australian Rules Football and be entertained by a special football panel show featuring the coaches and players.

Don't miss this special event. Tickets are \$75 each and are strictly limited to 250 only. This will be an exclusive event so don't miss out. Victorian members should have received their invitation in the mail and for non-Victorian members you can secure your ticket by contacting the club on (08) 9433 7000.

Auction Success

THIS YEAR'S annual Banquet Auction held at the Burswood Grand Ballroom was a huge success with nearly 1,000 people attending the evening hosted by Channel 9's Dixie Marshall. Over \$300,000 was raised with net proceeds going to the club's Community Development Programme. Guests were entertained throughout the evening by the band Six and Out led by international cricketer Brett Lee.

Hundreds of fantastic items kindly donated by our corporate supporters made up the tender auction, with the main auction featuring a fantastic range of sporting memorabilia, including ten special pieces commemorating the club's 10th Anniversary Season and eight match-worn milestone jumpers including Peter Bell's 200th AFL game and Shaun McManus' 150th FFC/AFL game jumpers.

The highlight of the main auction item was a sensational boating package kindly supplied by Chivers Marine valued at \$44,000. The magnificent custom made 5.6m RM Sports Meridian Plate aluminium boat with the special Johnson 90hp 4-stroke outboard included a



trailer, echo sounder, GPS, radio and all the essential safety gear.

Thanks to all our sponsors for their donations and a special thanks to Chivers Marine for the sensational boat that was the highlight of the night. The generosity of all those who attended will go to supporting the club's Community Development Programme, a first in the AFL that benefits charities, schools and special interest groups in the community. ☐

Jim Scott
MLC

Member for the South Metropolitan Region



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PM's Recognition

BEN MARKS WAS employed as a Recruitment Assistant by the club four years ago. Confined to a wheelchair with neuromuscular disorder, he lives with his family in Willetton and is one of four brothers.

"I have never let my disability stand in the way of the things I want to do," he said.

Ben registered with an employment agency called South Metropolitan Personnel, who assist people with disabilities to gain employment.

It was through them and in particular Systems Development Manager Aileen Ward, that Ben began his work at Fremantle.

"My coordinator, Aileen Ward got in touch with Barry Cable who provided contacts and paved the way for Aileen to talk with the decision-makers of the club. I had met Barry before so we thought he would be really approachable and happy to help us out, which he was," he said.

Four years later Ben and Aileen have remained great friends and it was Ben's enthusiasm and success in his position at the Club that sparked Aileen's idea to nominate the Fremantle Football Club for a Prime Minister's Employer of the Year Award.

The Prime Ministers Employer of the Year Award has existed for the past 12 years and recognises employers who have provided meaningful employment to someone who has a disability.

Primer Minister John Howard described the awards as important not only because they

acknowledge good practice in employing and recognising the potential of people with disabilities as employees, they also signal that businesses have an important role to play in the communities in which they operate. He said they recognise the responsibility of putting something back into the community where they make their profits.

The Awards are open to employers nationally. They can either nominate themselves or a service like South Metro Personnel can nominate a particular organisation. Aileen's nomination resulted in the club receiving a Certificate of Merit, which recognises that, although only a small number of employers can be successful in winning the Prime Minister's Employer of the Year Award, many nominations of a high standard deserve particular recognition for sustained commitment to employing someone with a disability.

All employers who receive a Certificate of Merit were short listed for consideration by the judging panel and Fremantle have been encouraged to renominate in 2004.

Now thoroughly enjoying his role as a recruitment officer, Ben's primary responsibility is to assist Recruiting Manager Phil Smart and Recruiting Officer Brent Dawkins with the recruitment of new players at the national and pre-season draft.

"I am so lucky and grateful that I get to spend hours at work doing what I love which is watching football," he said.



Phil Smart, Ben Marks (front), Aileen Ward, Brent Dawkins

"Brent and Phil often get me to keep an eye on particular players on video or sometimes they get me to attend games.

"Basically I just have to have a good understanding of each of the football leagues around Australia and how the pre-season and national draft systems work.

"Football is my job, so I couldn't do it without having a real passion about the club and the game itself.

"I love being here with everybody at the club, staff, players, coaches, they are all great and let's face it, I am doing what I have always loved doing." ☺



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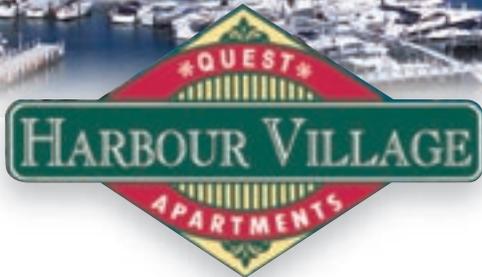
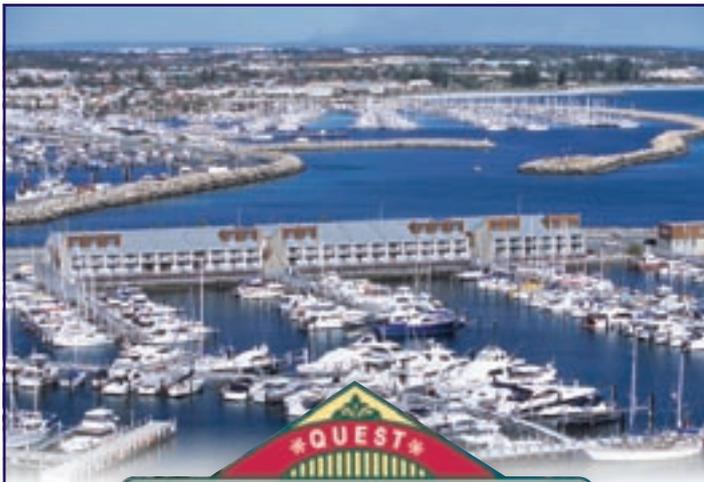
Purple Haze

THE 2004 Phillips Fox/Starlight Purple Haze Game was once again an enormous success with over 37,077 members and supporters embracing the unique purple theme and making an entire sea of purple at Subiaco Oval in round 15. The unique visual experience has now become a Fremantle tradition with the inaugural game being held in 2003. The game supports the Starlight Children's Foundation and thanks to the generosity that night more than \$26,000 was raised. This, along with the kind donation of a spa from club sponsor Jadan Spas and the donation by the Fremantle players of proceeds from their 2004 calendar, saw the total amount raised from the Purple Haze Game exceed \$35,000. As part of the day, Starlight Children visited the change rooms before the game and one special Starlight child had the honour of tossing the coin. Funds will go toward a new Fun Centre at Fremantle Hospital and the granting of three wishes for seriously ill children. On behalf of Phillips Fox, The Starlight Children's Foundation and the club we would like to thank all members and supporters who kindly donated at the 2004 Phillips Fox/Starlight Purple Haze Game.



Des Headland, Phillips Fox Partner Dean Hely and Starlight Children's Foundation WA Manager, Margaret Prout



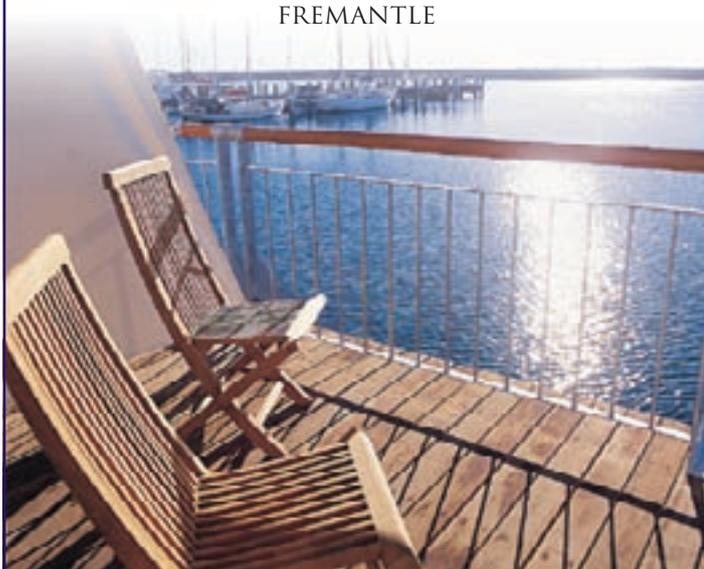


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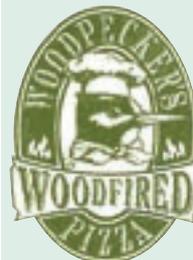
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The winemaking team at Chalice Bridge, Margaret River, are taking some lessons from our master blender, Chris Connolly and creating some great wines. Their wines are a careful blend of unique flavours firstly created in the vineyard just south of the Margaret River township at Rosa Glen, then layered with flavours from the oak barrels and smart winemaking techniques.

Although it's not a Brownlow, Chalice Bridge have won a swag of Medals already, so support Chalice Bridge when you chose your next bottle of wine.



2004 HAS SEEN the partnership between the Fremantle Football Club and 92.9 grow from strength to strength. The two have many similarities – both are young, dynamic and energetic – and this relationship has worked well for both parties in 2004.

92.9 – the No 1 Under 40s radio station in Perth – and the Fremantle Football Club have worked together on exciting activity this season including Paul Medhurst giving listeners his insider tips each week on Zara Troy and Bernie, "Dockers Doozies", the two week promotion for "Dockers Live", and the recent Carlton Mid-Derby activity with one listener winning a VIP Box to the Derby!

92.9's Orion has been delighted to be closely involved with the Fremantle Football Club this season, through his hosting of Game Day activity. If you've been to a home game this year, chances are you've witnessed Orion

interacting with the crowds at the game.

"I love being involved with Game Day activity," said Orion. "The fans are so passionate about The Dockers and it is great to see them get behind the guys on Game Day."

A highlight of the relationship between 92.9 and the Fremantle Football Club has been the regular 92.9 "The

Show" broadcasts from the Dockers Training Sessions at Fremantle Oval on Tuesday nights. "The Show" is 92.9's new drive-time program with Lukey & Sal.

"The Show" is about celebrity, show business, entertainment and contemporary radio – it's the Entertainment Show for Perth people under 40.

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92.9 and The Fremantle Football Club both look forward to working closely together again in 2005.

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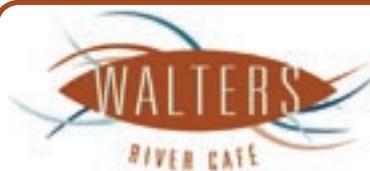


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The Great Cook-Off

FOR FIRST YEAR players, being in an AFL club involves more than learning the game. The club's welfare programmes involve them learning many life skills, and for most of them that includes the basics such as cooking. Alex Eastaugh has taken this year's players under her wing and over the 22 weeks of the season has once a week had them round home learning the finer culinary art of preparing a healthy meal.



Alex Eastaugh and budding chef Michael Johnson

On the Tuesday night leading up to the round 22 game against St Kilda, the results of their lessons were put to the test when they were divided into three groups and asked to prepare a main course and dessert for the expert judging panel of the coaches, President Rick Hart, CEO Cameron Schwab and players Matthew Pavlich, Paul Hasleby, Matthew Carr and Troy Simmonds.



The judges dig in

After putting their experienced taste buds to the test, the judges were required to vote on each dish on a 5-4-3-2-1 voting scale – 5 (the kind of thing cooking shows make), 4 (not bad for a footballer), 3 (edible...just), 2 (I'd eat it if I were desperate) and 1 (get me to Fremantle Hospital Emergency).

Voting came down to the wire with Brett Peake and Michael Warren taking out the honours serving up sensational Chicken Noodle Patties and Strawberry Pancakes by one vote ahead of Ryley Dunn, David Mundy and Paul Duffield with their Black Satin Chicken and Low Fat Ice cream cookies. In third place, receiving



The running commentary

personalised wooden spoons for their efforts, were Adam Campbell, Michael Johnson and Ryan Murphy with a menu of Thai Beef Salad and Fat Free Fudge puddings.

Pav, Hase, and Simmo survived the experience and played against St Kilda. ☺



Digesting the experience



Photos: Beryl Hogan

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Face in the Crowd

Thanks to our Premier Sponsor ALLPHONES at each home game our mystery photographer snaps the face of one lucky supporter. Our winners photos are posted on the club's web site each week and each lucky supporter received a pre-paid mobile phone courtesy of ALLPHONES. These are our winners for the second half of the year. Congratulations to all our winners this season.

NAIDOC Thank You

AS PART of NAIDOC week this year, Colleen Hayward from the Aboriginal and Torres Strait Islander Services presented the club with a hand painted football as a show of appreciation for our contribution to reconciliation and to indigenous players. Des Headland and Jeff Farmer accepted the award on behalf of the club.



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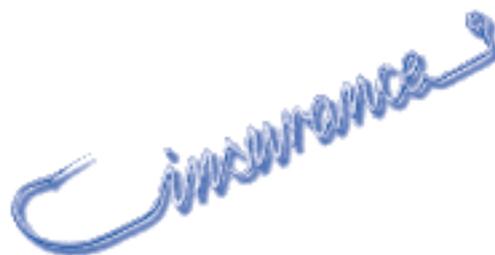
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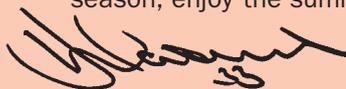
A BIG HELLO to all our junior members!

Well what a season it's been. It's been great to see you at Tuesday night training and of course at the games! All the players really appreciate your cheering and look forward to it continuing in 2005.

The fantastic support from all our members, especially from you, has been sensational through the year and means a lot to all the players.

Now don't forget to look out for your renewal notice which will be sent out in October. Make sure you get mum and dad to sign you up for the new season so that you can join us again in 2005 – we really need you behind us! And remember, if you have any friends that are interested in joining just get them to contact the membership team on 9433 7111 and we'll send them an information pack.

Thanks again for all your support this year – have a great break in the off-season, enjoy the summer and I hope to see you again real soon!

 Jeff Farmer

WORD FIND 

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WHO AM I?

- I was Club Champion in 2002
- I played all games in 2003
- I have been selected twice in the All Australian team
- I kicked my 100th AFL goal against Melbourne in Round 11
- My birthday is on New Years Eve
- I am

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Correct entries will go into the draw to win one of ten 'Family of Four' passes to a preview screening of the Pixar Animation Studios film 'The Incredibles' prior to its release.



The Incredibles

Director: Brad Bird

Starring: Craig T. Nelson, Holly Hunter, Samuel L. Jackson, Wallace Shawn, Jason Lee, Sarah Vowell, John Ratzenberger, Brad Bird

From the Academy Award®-winning creators of “Toy Story,” “Monsters, Inc.” and “Finding Nemo,” comes this hilarious action-packed animated adventure about superheroes.

Bob Parr used to be one of the world’s greatest superheroes (known to all as “Mr. Incredible”), saving lives and fighting evil on a daily basis. But now, fifteen years later, Bob and his wife (a famous former superhero in her own right) have adopted civilian identities and retreated to the suburbs to live normal lives with their three kids. Itching to get back into action, Bob gets his chance when a mysterious communication summons him to a remote island for a top-secret assignment.

The Incredibles opens in Cinemas December 26th 2004. This film is yet to be rated.



DOCKERS LUCKY LETTERS!

Solve the puzzle and guess the mystery word for a chance to win a signed Fremantle Football Club jumper! Fill in the lucky horseshoe with the letters circled and mail this page off to:
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Entries close 20th October 2004

Baz's Dream Comes True

LIKE ALL AUSTRALIANS, everyone at Fremantle had a keen interest in the performance of our athletes in Athens. But the players had a special interest in what was happening in the main stadium in the early hours of Sunday 29 August when sprinter Adam Basil took centre stage as a member of Australia's 4 x 100m relay team in the gold medal race.

Adam trained with the Fremantle players during the pre-season as part of his Olympic preparation and has developed a close friendship with all the players, especially Peter Bell and Troy Simmonds who were regular training partners with Basil at Perry Lakes in the pre-season.

Adam and team mates Patrick Johnson, Joshua Ross and Paul Di Bella qualified for the Olympic final after finishing third in Heat 1 in a time of 38.49 secs to qualify fourth fastest for the final. Basil took centre stage in the Olympic stadium to fulfil his lifelong dream. It was the first time that the men's 4 x 100m relay team had qualified for the final, and everyone at Fremantle congratulates Adam on realising his dream and representing his country proudly as he and fellow team mates finished sixth in the final in a time of 38.56. 🏆



BIRTHDAYS 2005

Players that will celebrate their birthdays between 1 January 2005 and 31 March 2005 are:

JANUARY

14th	Brett Doswell	(21)
15th	James Walker	(26)
18th	Andrew Siegert	(23)
21st	Des Headland	(24)
21st	Justin Longmuir	(24)
23rd	Robert Haddrill	(24)
25th	Adam Campbell	(20)
25th	Dion Woods	(23)
29th	Ben Colreavy	(23)

FEBRUARY

5th	Paul Duffield	(20)
9th	Shaun McManus	(29)
18th	Shane Parker	(32)

MARCH

1st	Peter Bell	(29)
2nd	Daniel Gilmore	(22)
5th	Ryan Crowley	(21)
11th	Antoni Grover	(25)
20th	Michael Warren	(23)



FOR THE RECORD – JEFF FARMER

In his 10 years in the competition, Jeff has played 180 games (118 Melbourne, 62 FFC) and kicked 351 goals (226 Melbourne, 92 FFC) for an average of 35.1 per season. This season he has kicked 36 goals.

1995 – 4 goals	1996 – 37 goals
1997 – 30 goals	1998 – 47 goals
1999 – 32 goals	2000 – 76 goals
2001 – 33 goals	2002 – 29 goals
2003 – 27 goals	2004 – 36 goals

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Membership News

THIS YEAR HAS seen the club's membership numbers reach to record levels with 32,615 members, an increase of 27.44 per cent on last year. This now places the club sixth behind Adelaide, Collingwood, West Coast, Essendon and Port Adelaide. The support from members in season 2004 has been fantastic and we look forward to continued support in 2005.

MEMBERSHIP RENEWAL INFORMATION

Membership renewal information will be posted to all existing members mid-October and will include detailed information about membership options and pricing for 2005.

If you have changed or are in the process of changing your address please make sure you let the club know so that your renewal form and 2005 information arrive on time at the correct address.

As in previous years, members will be offered first option on the same seat held for the 2004 season. Existing members can also choose to change seats, however all changes are subject to availability and are processed by the order in which they are received – so make sure you get your form in as soon as possible!

2005 PRIORITY RENEWAL PERIOD – EXPIRES NOVEMBER 30.

The cut off date for renewals to be returned to the club is Tuesday November 30, 2004. It is very important that you return your form by this date to ensure you retain your current seats for the 2005 season. After the Priority Renewal period expires, members' seats will be made available to other members wishing to relocate, or to new members.

- All non seated members and those members with seats who are renewing the same seat as they held in 2004 will be processed immediately upon receipt of the form at FFC.
- Renewing members that are requesting a change of seating will be processed after the priority renewal period, in the order in which their applications are received.
- Renewing members that have introduced new members but who are retaining their existing seats, will have their memberships processed but the new members will not be processed until after the priority renewal period has expired, in the order in which their applications are received.
- Renewing members that are requesting a change of seating AND adding new members (who request to sit with the renewing members) will be processed together after the priority renewal period has expired, in the order in which their applications are received.

GET YOUR CARDS BY CHRISTMAS!

Season Ticket package members who renew their 2004 seats in 2005 and new and renewing non-seated and interstate members

(including Victorian Full Club members) that purchase their membership before the end of the priority renewal period will receive their membership cards and other exclusive membership items prior to Christmas 2004.

Existing members that renew their membership prior to November 30 will receive a complimentary copy of the 2004 Fremantle Football Club Year Book, which will be distributed with their membership card and other exclusive membership items. For those members who do not renew by November 30, the 2004 Year Book will be available for sale from the Fremantle Team Store for \$10.

2005 SEATING AVAILABILITY

In an effort to make it easier for members to see which seats are most likely to be available in 2005 (for seating changes and those adding new members) listed below are the blocks in which there are 30 or more available seats.

For specific locations of these blocks please consult a map of Subiaco Oval – available at www.fremantlefc.com.au, or in your 2005 Membership Brochure.

3 Tier Stand Under Cover

Budget: 215, 216, 415 (Special Family

*Non Alcohol Block), 416 & 417

Standard: 215 - 217, 314 - 318

3 Tier Stand NOT Under Cover

Budget: 115 (Special Family *Non Alcohol Block)

2 Tier Stand Under Cover

Premium: 312 & 313

2 Tier Stand NOT Under Cover

Premium: 105 - 109

North Eastern Stand NOT Under Cover

Standard: 147 & 148

Premium: 149 - 153

Eastern Stand NOT Under Cover

Standard: 336 - 338, 339 (Special Family

*NEW Non Alcohol Block), 343 & 344

Premium: 332 & 333

Eastern Stand Under Cover

Standard: 337 & 338, 339 (Special Family

*NEW Non Alcohol Block), 343 & 344

Premium: 332 - 336, 240 - 242

Premium Gold: 236

ANZ Stand NOT Under Cover

Standard: 120 - 123, 129 - 132

Premium: 121 - 126, 128 - 130, 320 & 321

ANZ Stand Under Cover

Premium: 320 & 321

Premium Gold: 126 & 129, 321

New Alcohol Free Family Block

– Standard Seating

The popularity of alcohol free family blocks has continued in 2004, with minimum space remaining for new members. As a result the club is creating a new alcohol free block in Standard seating block 339. Membership is available as a 2 Adult and 2 Children Family Membership, at the low price of \$580.00 for renewing members and \$599.00 for new members. As there is very little availability in the Budget seating areas at Subiaco, no

additional alcohol free seating can be created in these blocks.

NEW FAMILY MEMBERSHIPS

In order to create more flexibility for our members, the club has developed alternate combinations of Family Membership in addition to the current 2 Adult and 1 Child and 2 Adult x 2 Children. Prices vary depending on the block chosen, but as a general rule the club membership component of the child's season ticket package is free of charge and there is a \$10 reduction on the seat premium for each person in the family package.

Family Country Membership will also be offered for the first time in 2005. This will be offered in the 2 Adult and 2 Children and 2 Adult and 1 Children memberships – more information will be made available in the 2005 Membership Brochure.

OPEN DAY AT SUBIACO OVAL – 31 OCTOBER

Members and those new to the Club are all welcome to attend the open day at Subiaco Oval on Sunday October 31, between 11am and 2pm. This a great opportunity to come down to the ground and check the availability and position of reserved seating first hand. You will also be able to renew your membership on the day, so make sure you bring your forms with you.

MEMBERSHIP SURVEY

The club has recently undertaken an extensive membership research project in conjunction with the AFL and Deakin Business School in Melbourne. This was a unique study of elite level sporting clubs in Australia, and focused on the performance of the club across a number of areas.

It is the first time that all 16 AFL Clubs have been involved in the survey, which has been running for the past three years. The survey was carried out via email and the club had a response rate of over 30 per cent with more than 1500 responses received. The results of this research have been used in planning for 2005 the club extends its thanks to everyone who completed the survey.

MEMBERSHIP EMAIL INFORMATION FOR 2005

Receive important membership information, notice of member events and exciting new member only offers from our sponsors and corporate partners direct to your computer. Your membership renewal form this year will now provide the opportunity for you to supply your email address.

Simply tick the box and fill in your email details if you wish to receive information from the club relating to your membership and member benefits as well as information about special offers.

All of these offers would be made through, and controlled by, the Club and your personal information will not be disclosed to any third party (the club's Privacy Policy can be viewed online at www.fremantlefc.com.au).

Tick the box and your membership will be even more valuable! ☺

FREO LONG BOMB

AS PART OF its 2004 Community Development Programme the club launched Freo Long Bomb competition at the Round 11 game against Melbourne. More than 14,000 students from across Western Australia participated in the competition throughout term two, culminating with more than 400 students participating in the first ever Long Bomb Grand Final at Fremantle Oval on Friday 23rd July. The two best kicks from each age group were asked to take part in a Long Bomb display before the Fremantle v Sydney game at Subiaco Oval. The Long Bomb Competition was designed for primary school students and aimed to create school spirit through participation and enjoyable competition and to assist the skill development of junior footballers.

Year 4 & 5 winners, Dylan Ness and Daniel Cable



Year 6 & 7 winners, Ashley Spouse and Jack Darling



Year 6 & 7 winners, Samantha Taylor and Megan Lee

Year 4 & 5 winners, Christobel Dowling and Kimberley McCartney



Schools



EACH WEEK at Tuesday night training, primary school children have had the opportunity to participate in a specialised clinic, watch team training, get that treasured autograph and have a class photo taken with a Fremantle player. Over 1,000 primary school students from Carnarvon Senior High School (A), Rockingham Senior High School (B), Yarloop Primary School (C), Secret Harbour Junior Football Club (D), Eastern Hills Hawks (E), South Coogee Primary School (F), Richmond Primary School (G), Bunbury Community School (H), Mater Christi Catholic Primary School (I), and John Walliston Anglican Community School had a fantastic experience and will no doubt look forward to next year's Tuesday night training sessions.







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