

FOOTBALL OPERATIONS

MARK EVANS
GENERAL MANAGER



BIG STRIDES

The GWS Giants, under co-captain Phil Davis, continued their development in their third season in the competition, winning six games.



FOOTBALL OPERATIONS

An enthralling finals series, introduction of an interchange cap and announcement of revamped judicial systems were features of an exciting 2014.



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The primary responsibility of the Football Operations Department is the weekly delivery of the nine Toyota AFL Premiership Season matches during each round of the AFL competition and its showcase matches in the Toyota AFL Finals Series.

In the 2014 finals series, the quality of matches, and their staging, was of the highest order and was a deserved reward for the efforts of staff over the past 12 months.

Through the past year, AFL Football Operations was at the forefront of a key change to the history of the game with the introduction of an interchange cap, requiring a considerable adjustment for clubs, players and officials.

Further, in the lead-up to the 2015 season, the department had its recommendations for a simpler and clearer judicial system for the game approved by the AFL Commission, with a revised system of operation for the Match Review Panel and AFL Tribunal after operating a 'shadow system' through 2014 to test its readiness for introduction in 2015.

The International Rules Series against Ireland was re-launched in 2014 with the qualification for selection being that to be eligible, each player must have been selected for All-Australian honours during their career.

The game was strongly received with a sell-out crowd in Perth, excellent television ratings, a high-class performance from a committed Australian team and renewed enthusiasm for the concept among AFL players in particular. →

In the 2014 finals series, the quality of matches, and their staging, was of the highest order

DEFYING HISTORY
North Melbourne won its way into a preliminary final from outside the top four. →

2014 AFL SEASON

Hawthorn clinched the Toyota AFL premiership with a Grand Final victory over the Sydney Swans that rated with any team performance in the game's history. Expected to be a fierce contest between the 2012 and 2013 premiers, the Hawks claimed back-to-back flags with a powerful display that shocked their highly rated opponents and put the full stop to a wonderful month of football in September.

Across the nine matches of the Toyota AFL Finals Series, thrilling contests were the dominant feature while the first AFL final at the refurbished Adelaide Oval, between Port Adelaide and Richmond in week one, produced an atmosphere matched only by Grand Final day.

Port Adelaide and North Melbourne both upset the recent order of finals history by winning their way into preliminary finals from outside the top four, and Port Adelaide finished just three points shy of pipping eventual premier Hawthorn in an epic preliminary final at the MCG.



INTERCHANGE CAP

Football Operations led the introduction of an interchange cap of 120 rotations a match for the 2014 season, plus any changes made at quarter breaks and the use of the substitute, that was approved by the AFL Commission in August 2013.

The cap will also apply for the 2015 Toyota AFL Premiership Season before it is reviewed again by the AFL Commission, but the department was extremely pleased with how the introduction had been managed by match-day officials and the umpiring department, working with clubs and players.

The cap was introduced at 120 changes a match as there was considerable feedback that a previously mooted cap of 80 interchanges a match, as flagged at the end of the 2012 season, was too strict a change to be introduced immediately and both the majority of clubs and the AFL Players' Association had sought either a higher figure or no restriction at all.

The introduction of the cap was designed to preserve the current levels of interchange numbers and protect against further escalation, but this will be subject to detailed analysis again through the 2015 year.

LAWS OF THE GAME CHARTER

The AFL finalised its Charter for the Laws of the Game Committee in 2014, with a primary focus to guide the Committee's decision-making as it relates to the way the game is played at AFL level.

Following extensive consultation with stakeholders, fan research and discussion at the Laws of the Game Committee and the AFL Commission, the Charter sets out to:

- Provide the Laws of the Game Committee and other stakeholders with an overview of the guiding principles and fundamental elements of Australian Football.
- Provide a clear reference point from the AFL Commission to the Laws of the Game Committee when assessing the game and considering potential rule and interpretation changes.
- Give the AFL Commission a clear reference point when considering recommendations for the Laws of the Game Committee.



BENCH CONTROL
Interchange rotations were capped at 120 a game in 2014.

MRP AND TRIBUNAL CHANGES

After a 12-month examination of the Match Review Panel and Tribunal in 2014, the AFL Commission approved changes at its November meeting, designed largely to simplify the game's judiciary process for all members of the football community and to make it easier to understand.

The key changes included:

- All offences to now be categorised as fines or weeks of suspension, no longer using any reference to base demerit points.
- The elimination of carry-over points on any offence.
- Conduct now to be graded in two categories only – intentional or careless.
- The MRP to issue fines, two-game and three-game suspensions, with more serious offences referred to the Tribunal.
- Simplification of the bad record provisions, with a maximum addition of one extra week's suspension on a penalty.
- Retention of discounts for early pleas (lowering of fines or one-match suspension reduction), but removal of automatic good record provision.
- Brownlow Medal eligibility to be based around whether a player was suspended/not suspended for a match in any particular home and away season.
- Introduction of fines for low-level offences, but with suspensions available to repeat third offenders within a season.
- MRP retains the capacity to upgrade impact where there is the potential to cause injury.

2014 AFL TRIBUNAL SUMMARY

	2014
Charges	183
Tribunal hearings	15
No. of cases not sustained	5
No. of players accepting prescribed penalty	168
% of players accepting prescribed penalty	92%
No. of players suspended	55
Matches lost through suspension	75
Appeals	2
Financial sanctions	\$96,350
Reprimands	41

Football Operations staff examined the MRP process for more than 12 months, with a focus to retain the excellent parts of the system while simplifying its operation and ensuring that appropriate penalties were in place for offences.

It was not desirable to continue to see players missing matches for low-level offences, due to carry-over points and poor records, while fans also struggled to understand how a verdict was reached under the points system.



The AFL Commission approved changes designed largely to simplify the game's judiciary process



PRIDE RESTORED
Skipper Joel Selwood and coach Alastair Clarkson after Australia reclaimed the Cormac McAnallen Trophy.

INTERNATIONAL RULES

Australia played Ireland in a one-off Test for the 2014 Virgin Australia International Rules Series at Patersons Stadium in Perth on Saturday, November 22.

To re-brand and re-launch the series, it was determined Australia would be represented by only the most talented AFL players and officials, with the line-up limited to individuals who had been honoured with selection in the All-Australian squad during their careers.

The Australian team was coached by triple Hawthorn premiership coach Alastair Clarkson, supported by leading rival coaches Ross Lyon and Chris Scott. With a squad containing seven club captains and two former club captains, Australia regained the Cormac McAnallen Trophy and, most importantly, breathed life back into the series in front of a sell-out crowd after two disappointing series in 2011 and 2013 in which Australia had performed poorly.

The AFL remained committed to the IRS concept and was keen to revitalise interest by ensuring it involved the best AFL players available, competing under rules that suited all players.

The Australian squad was: Grant Birchall (Hawthorn), Travis Boak (Port Adelaide), Luke Breust (Hawthorn), Patrick Dangerfield (Adelaide), Dustin Fletcher (Essendon), Nat Fyfe (Fremantle), Brendon Goddard (Essendon), Robbie Gray (Port Adelaide), Brent Harvey (North Melbourne), Luke Hodge (Hawthorn), Kieren Jack (Sydney Swans), Steve Johnson (Geelong), Jarrad McVeigh (Sydney Swans), Sam Mitchell (Hawthorn), Leigh Montagna (St Kilda), Nic Naitanui (West Coast), Nick Riewoldt (St Kilda), Tom Rockliff (Brisbane Lions), Joel Selwood (captain, Geelong), Brodie Smith (Adelaide), Nick Smith (Sydney Swans), Harry Taylor (Geelong), Jobe Watson (Essendon) and Chad Wingard (Port Adelaide).

COMMITTED

Sydney Swans co-captain Jarrad McVeigh was one of the stars of Australia's victory.



2014 UMPIRING MILESTONES

All-Australian:

- Matt Stevic (field)
- Mark Thomson (boundary)
- Chris Appleton (goal)

Debut Umpires:

- Andrew Stephens (field)
- Rob O'Gorman (field)
- Damien Cusack (boundary)
- Tim Lougoon (boundary)
- Josh Mather (boundary)
- Michael Craig (goal)
- Mark Ensby (goal)
- Rose O'Dea (goal)

100 Games: Robert Findlay, Heath Ryan, Jason Armstrong, Shane Thiele

200 Games: Chris Donlon, Chris Morrison, Ray Chamberlain

300 Games: David Dixon, Brett Rosebury, Mark Thomson

400 Games: Shane McInerney

UMPIRING DEPARTMENT

Hayden Kennedy was appointed as senior coach to the AFL umpiring list, replacing the retired Rowan Sawers. Kennedy holds the all-time AFL umpiring record of 495 senior games and officiated in five Grand Finals – 1995, 1997, 1998, 2000 and 2003 – across a decorated career.

Former Richmond captain Wayne Campbell was appointed AFL National Director of Umpiring to replace Jeff Gieschen.

While Kennedy had primary charge of the match-day roles of the senior AFL umpiring list, Campbell is responsible for both the development of the senior AFL umpiring panel and the overall strategy and expansion for umpiring at all levels of the game nationally.

Campbell played 297 games for the Tigers between 1991-2005, captaining the club for four seasons and winning the Jack Dyer Medal as best and fairest four times, in 1995, 1997, 1999 and 2002.

At his appointment, Campbell indicated his key goals were to increase the respect for umpires, help boost the number of umpires at grassroots level and continue to explore ways to expand the diversity of umpires at all levels.

At AFL level, Kennedy's approach to the senior AFL umpiring group has been the mantra that umpires should do their role quietly and competently and let the players shine. Umpires should live and train with a want to improve, but understanding that the performance of the group on the day will be their ultimate measure.

There were a number of major initiatives from the umpiring department through 2014 to assist in developing the senior AFL list:

- Major changes to field umpire positioning on the ground.
- Incorporation of skill drills into training.
- Major changes to the assessment system, including a "game rating".
- Creation of "teams" in field umpire appointments through the season.
- Introduction of a development program.
- Introduction of duty of care groups for the field umpires.
- Creation of the Female Field Umpiring Pathway.
- Introduction of talent identification system.
- Introduction of the AFL Umpires Draft Combine.

In September 2014, South Australian umpire Eleni Glouftsis and Victorian umpire Lucinda Lopes were placed on an AFL Female Pathway Scholarship in a bid for them to reach the senior AFL Field Umpire List in the coming years.

Glouftsis, 22, and Lopes, 20, are considered the most promising female field umpires at state league level across the country and it was hoped one or both would reach AFL senior ranks with a specific program designed to fast-track their development.

It is hoped they can further develop their skills and push for a position in the near future, with specialised coaching and other assistance.

Glouftsis started umpiring in 2008 and progressed through the SANFL under-16s, under-18s and reserves before making her senior state league debut as the first female field umpire in the competition's 137-year history in 2013.

Lopes played Auskick before taking up umpiring in the Northern Football League. After progressing through AFL Victoria's Female Umpire Academy, she was included in the AFL Victoria Development squad at the start of 2014 and this year became the first female at state league level in 25 years.

2014 GRAND FINAL UMPIRES

The umpires appointed to the 2014 Toyota AFL Grand Final were:

FIELD

Matt Stevic, Mathew Nicholls, Simon Meredith
Emergency: Troy Pannell

BOUNDARY

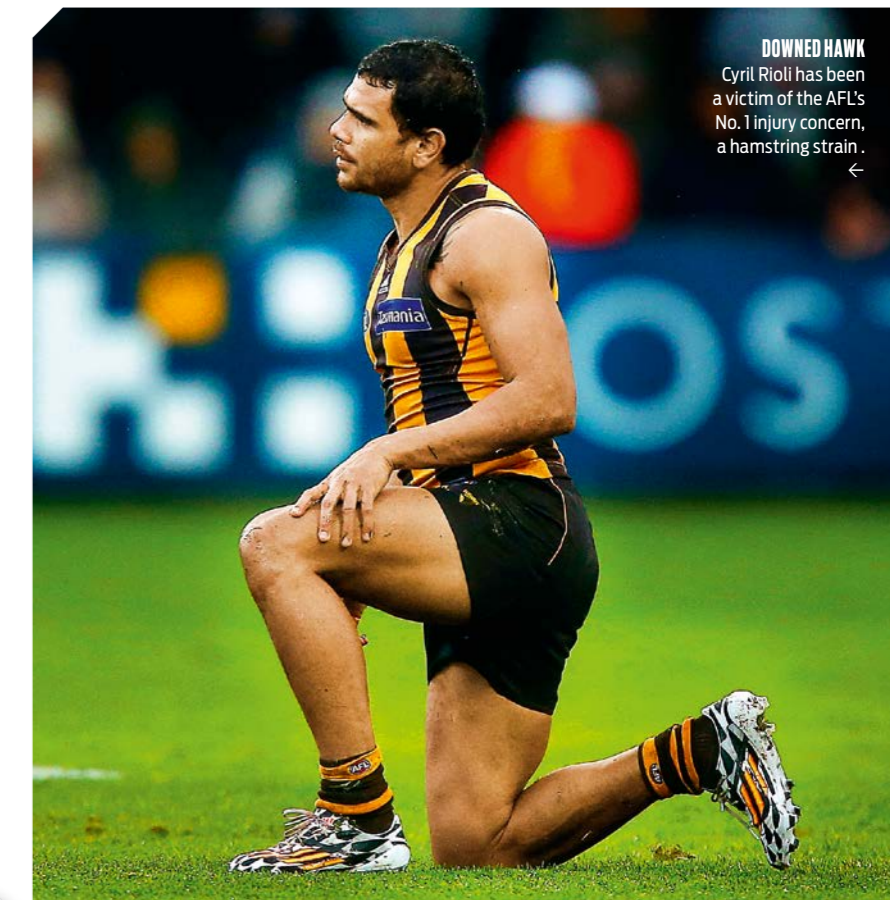
Nathan Doig, Matthew Tomkins, Ian Burrows, Mark Thomson
Emergency: Christopher Gordon

GOAL

Luke Walker, Chris Appleton
Emergency: Chelsea Roffey

Kennedy's approach has been the mantra that umpires should do their job quietly and competently and let the players shine

2013 AFL INJURY REPORT



DOWNED HAWK
Cyril Rioli has been a victim of the AFL's No. 1 injury concern, a hamstring strain.

In 2013, an average club list of 46 players would now expect to have 8.2 players missing due to injury in any given week

HEAVY KNOCK
Former Lion Jonathan Brown is helped from the ground by trainers.



The 2013 Injury Survey found that eight of the 23 ACL reconstructions in 2013 were re-injuries from graft failure. Three of the eight were LARS ligament grafts and the overall eight re-injuries represented a high failure rate which warranted further analysis.

The AFL Injury Survey authors Associate Professor John Orchard and Dr Hugh Seward said the rate of ACL injury in 2013 was again far higher in pre-season and early rounds, compared with the winter months.

There were increases in overall injury incidence, prevalence and recurrence rates for the 2013 season, but no significant statistical change in the three-year period between 2011-13, compared with the previous three-year period covering 2008-10.

Hamstring strains remain the No. 1 injury in the game in terms of both incidence and prevalence (missed games).

In 2013, an average club list of 46 players would now expect to have 8.2 players missing due to injury in any given week, compared with recent year totals of 7.8 players in 2012 and 8.4 players in 2011.

Dr Seward said 2013 data suggested a more conservative approach to concussion management under the new guidelines. "The years 2011-13 had an increase in incidence of concussion compared to the nine previous years of the injury survey, even though the incidence was still low ... on average one player per club missing games each year due to concussion," he wrote.



FULL OF BOUNCE

Shane McInerney brought up his 400th AFL game in 2014.

USA INTERNATIONAL COMBINE

A three-day International Combine was held in Los Angeles in April 2014 to introduce potential American recruits to the game, predominantly from a basketball background. Athletes were tested in the same agility, sprinting, jumping and endurance tests that Australian players experience at the NAB AFL Draft Combine in October each year and Collingwood selected Mason Wood as an international rookie.

Three US athletes had previously received AFL International Rookie listing after attending previous US International Combines: Eric Wallace (North Melbourne), Jason Holmes (St Kilda) and Patrick Mitchell (Sydney Swans). All are now playing at the second-tier level in Australia for their respective AFL clubs. ↓



AMERICAN PIE
Collingwood recruit Mason Cox impressed at the International Combine in the US. ↙

2013 AFL ILLICIT DRUG POLICY RESULTS

Out-of-competition player tests for illicit substance use in 2013 resulted in 15 detections – down from 26 detections in 2012.

The 2013 results followed changes to the IDP designed to strengthen its detection and deterrence elements in the wake of industry concerns and the ongoing increase in the availability and use of illicit substances across the wider community.

It remained the long-held AFL view that, with the support of all AFL players, the IDP was delivering on its objective to treat the use of illicit substances as primarily a health issue.

AFL ILLICIT DRUG POLICY RESULTS – YEAR BY YEAR

YEAR	TOTAL TESTS	TOTAL FAILED	2ND FAILED	3RD FAILED	FAILED TESTS %
2005	472	19	3	0	4.03
2006	486	9	0	0	1.85
2007	1152	14	3	0	1.20
2008	1220	12	2	0	0.98
2009	1568	14	2	0	0.89
2010	1654	6	1	1	0.36
2011	1489	6	0	0	0.40
2012	1979	26	2	0	1.31
2013	1998	15	1	0	0.75

THE BREAKDOWN BY TYPE

	2005	2006	2007	2008	2009	2010	2011	2012	2013
Cannabinoids	6	0	4	3	1	1	0	0	0
Stimulants	12	8	10	8	13	5	6	25	15
Mixed	1	1	0	1	0	0	0	1	0

PLAYER RULE CLUB SANCTIONS

Essendon Football Club was sanctioned \$20,000 for breaching the AFL Player Rules in relation to unlisted players training at the club before the 2013 NAB AFL Rookie Draft.

The Western Bulldogs Football Club was sanctioned \$10,000 for a failure to provide adequate paperwork to ASADA on player movements during a 2014 pre-season training camp in the USA.

The policy has faced regular criticism from some areas, despite similar approaches within the wider community. The AFL repeats that illicit drug use is a significant issue across the broader community and the AFL playing group largely falls within the high risk 18-30 male age group.

The rate of illicit drug use within the AFL playing group remains substantially lower compared with the same age group of young men in the wider community.

In 2013, a total of 1998 tests were conducted, with no match-day positive results recorded and 15 out-of-competition detections. This represented a 0.75 per cent detection rate. There are four current players on two detections who are subject to intense target testing as part of their treatment programs.

PLAYER GUERNSEY TRIAL

The AFL conducted a trial during round five of the season by placing player names on the backs of jumpers, on the basis that all clubs would be included at the one time.

After feedback from clubs and supporters, it was decided the competition would not introduce a permanent change for future seasons, as the names had been difficult to read for many supporters above the traditional-sized numbers.

CROWD BEHAVIOUR CAMPAIGN

AFL coaches worked with the AFL to promote good crowd behaviour at AFL matches. A scoreboard message at every game encouraged fans to support their teams with respect for all, and featured premiership coaches Chris Scott, John Longmire and Mark Thompson, as well as newcomers Alan Richardson, Justin Leppitsch and Adam Simpson.

In the form of a coach's address, spectators – particularly adults – were reminded not to let their team down and about their responsibility to behave appropriately and set a good example for those around them.



PASSION AND RESPECT
Fans are encouraged to support appropriately. ↙

AFL EFFORTS TO GIVE HOMOPHOBIA THE BOOT

The AFL joined other professional sporting bodies in reaffirming a collective commitment to promoting an inclusive environment in which sports men and women, regardless of their sexuality, are welcome. The AFL joined the ARU, NRL, FFA and CA in promoting efforts to eliminate discrimination based on homophobia for anyone wanting to be involved in sport as either a player, official or volunteer.

At the launch in Sydney, the AFL was represented by then CEO Andrew Demetriou and Sydney Swans ruckman Mike Pyke and Greater Western Sydney Giants co-captain Phil Davis. The AFL embraces inclusion and diversity within our game and does not tolerate discrimination in any form.



NET VALUE
Jarrod Garlett was picked up by the Suns with a compensation selection that was traded by the Cats. →

GC SUNS/GWS GIANTS COMPENSATION SELECTIONS

A total of three compensation selections, received for losing a player to either the Gold Coast Suns or the GWS Giants during the expansion period, were activated for the 2014 NAB AFL Draft in November. One compensation selection from the expansion period now remains to be compulsorily activated at the 2015 NAB AFL Draft, completing the expansion conditions that have been part of the competition in recent years.

The following selections were activated for the 2014 draft:

GOLD COAST SUNS

Round one selection, used to select player Jarrod Garlett from South Fremantle. (Compensation for the loss of Gary Ablett. Traded from the Geelong Cats to the Gold Coast Suns in the 2012 trade period).

GWS GIANTS

End round one selection traded to Carlton in the 2014 exchange period and used to select player Blaine Boekhorst from Swan Districts. (Compensation for the loss of Jared Brennan. Traded from the Brisbane Lions to the Gold Coast Suns in the 2010 trade period; traded from the Gold Coast Suns to the GWS Giants in the 2012 trade period and then traded, after activation, to Carlton in the 2014 trade period).

GOLD COAST SUNS

Round three selection traded to Hawthorn in the 2014 exchange period and used to select player Teia Miles from the Geelong Falcons. (Compensation for the loss of Josh Fraser. Traded from Collingwood to West Coast in the 2010 trade period. Traded from West Coast to the Gold Coast Suns in the 2013 trade period. Traded, after activation, to Hawthorn in the 2014 trade period).

One compensation selection now remains, which must be used at the 2015 draft:

GOLD COAST SUNS

End round one selection. (Compensation for the loss of Rhys Palmer. Traded from Fremantle to the Giants in 2011 for round one pick 20. Traded from the GWS Giants to the Gold Coast Suns in 2012). To be taken at the end of round one immediately after the selection of the first-placed club.

One compensation selection now remains, which must be used at the 2015 draft

ALL-AUSTRALIAN SELECTION

Gold Coast Suns captain Gary Ablett became the first player in the game's history to be selected as an All-Australian in eight consecutive seasons when the Virgin Australia 2014 AFL All-Australian Team was named.

The team was:

B: Cale Hooker (Essendon), Daniel Talia (Adelaide Crows), Nick Smith (Sydney Swans)

HB: Nick Malceski (Sydney Swans), Alex Rance (Richmond), Brodie Smith (Adelaide)

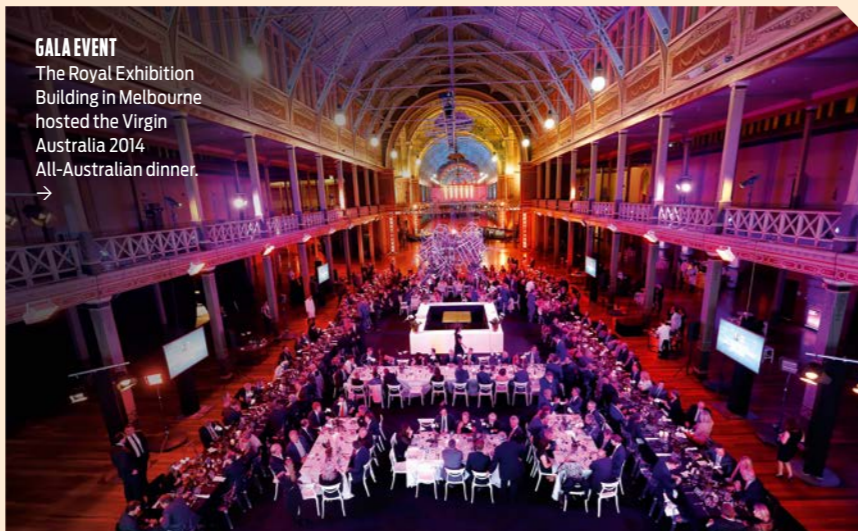
C: Nat Fyfe (Fremantle), Josh Kennedy (Sydney Swans), Dyson Heppell (Essendon)

HF: Robbie Gray (Port Adelaide), Nick Riewoldt (St Kilda, vice-captain), Luke Breust (Hawthorn)

F: Hayden Ballantyne (Fremantle), Lance Franklin (Sydney Swans), Jarryd Roughead (Hawthorn)

R: Aaron Sandilands (Fremantle), Joel Selwood (Geelong Cats, captain), Gary Ablett (Gold Coast Suns)

IC: Travis Boak (Port Adelaide), Jordan Lewis (Hawthorn), Scott Pendlebury (Collingwood), Tom Rockliff (Brisbane Lions)



GALA EVENT

The Royal Exhibition Building in Melbourne hosted the Virgin Australia 2014 All-Australian dinner.

The team featured 13 players selected in an All-Australian side for the first time, the third-most debutants in a single year since annual teams began being named separate to carnivals, behind only the 15 debutants in 2012 and 14 in 1982.

The All-Australian selection panel is Gillon McLachlan (chairman), Kevin Bartlett, Luke Darcy, Mark Evans, Danny Frawley, Glen Jakovich, Cameron Ling, Matthew Richardson and Warren Tredrea, while the All-Australian selectors, along with Kevin Sheehan, also choose the winner of the NAB AFL Rising Star Award.

The team featured 13 players selected in an All-Australian side for the first time

OLD AND NEW

Dual All-Australian captain Joel Selwood is flanked by debutants Daniel Talia (left) and Dyson Heppell.



FATHER-SON/ CLUB ACADEMY BIDDING MEETING

A record 12 players were nominated for selection with nine bids made at the NAB AFL Bidding Meeting for Father-Son and Club Academy players, before the start to the AFL Exchange Period.

The players nominated and then chosen by their respective clubs were:

ISAAC HEENEY

(Sydney Swans Academy/NSW TAC Cup) – Sydney Swans, round one.

Melbourne bid its round one selection (No. 2) and this was matched by the Sydney Swans with their next selection in round one (No. 17). The Sydney Swans then selected Heeneay at the 2014 NAB AFL Draft with their round one selection.

DARCY MOORE

(Oakleigh Chargers, son of Peter Moore, 172 games for Collingwood) – Collingwood, round one.

The Western Bulldogs bid their round one selection (No. 5) and this was matched by Collingwood with its next selection in round one (No. 8). Collingwood then selected Moore at the 2014 NAB AFL Draft with its round one selection.

JACK STEELE

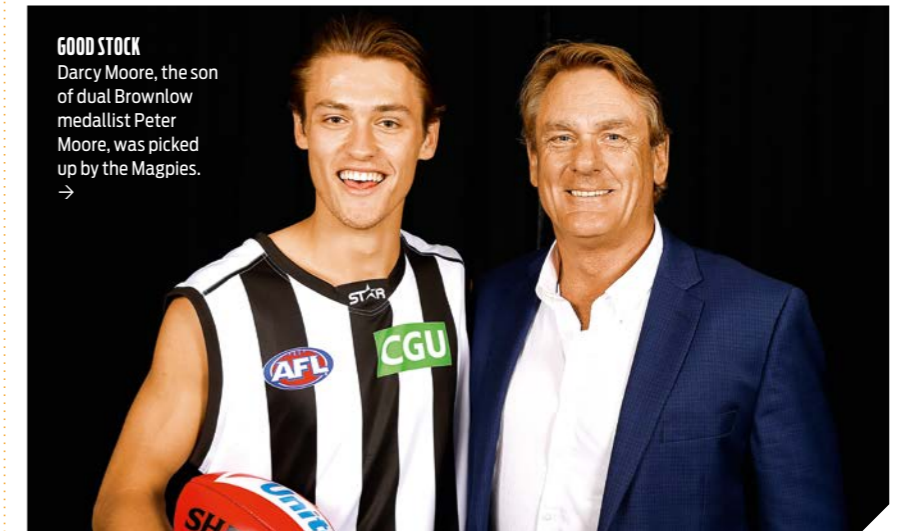
(GWS Giants Academy/Belconnen Magpies) – GWS Giants, round two.

North Melbourne bid its round one selection (No. 15) and this was matched by the GWS Giants with their next selection in round two (No. 23). The GWS Giants then selected Steele at the 2014 NAB AFL Draft with their round two selection.

BILLY STRETCH

(Glenelg, son of Steven Stretch, 164 games for Melbourne) – Melbourne, round three.

The Adelaide Crows bid their round two selection (No. 30 when allowing for compensation picks) and this was matched by Melbourne with its next selection in round three (No. 40 when allowing for compensation picks). Melbourne then selected Stretch at the 2014 NAB AFL Draft with its round three selection.



GOOD STOCK

Darcy Moore, the son of dual Brownlow medallist Peter Moore, was picked up by the Magpies.

LIAM DAWSON

(Brisbane Lions Academy/Aspley Hornets, Wilston Grange) – Brisbane Lions, round three.

Richmond bid its round two selection (No. 32 when allowing for compensation picks) and this was matched by the Brisbane Lions with their next selection in round three (No. 42 when allowing for compensation picks). The Brisbane Lions then selected Dawson at the 2014 NAB AFL Draft with their round three selection.

JACK HISCOX

(Sydney Swans Academy/Sydney University) – Sydney Swans, round two.

Fremantle bid its round two selection (No. 33 when allowing for compensation picks) and this was matched by the Sydney Swans with their next selection in round two (No. 37 when allowing for compensation picks). The Sydney Swans then selected Hiscox at the 2014 NAB AFL Draft with their round two selection.

HARRIS ANDREWS

(Brisbane Lions Academy/Aspley Hornets, Wilston Grange) – Brisbane Lions, round four.

North Melbourne bid its round two selection (No. 35 when allowing for compensation picks) and this was matched by the Brisbane Lions with their next selection in round four (No. 61 when allowing for compensation picks). The Brisbane Lions then selected Andrews at the 2014 NAB AFL Draft with their round four selection.

JEREMY FINLAYSON

(GWS Giants Academy/Sydney Hills Eagles) – GWS Giants.

No bids were received. The GWS Giants then selected Finlayson with their last active selection at the 2014 NAB AFL Draft.

ZAINE CORDY

(Geelong Falcons, son of Brian Cordy, 124 games for Footscray) – Western Bulldogs, round four.

Fremantle bid its round three selection (No. 52 when allowing for compensation picks) and this was matched by the Western Bulldogs with their next selection in round four (No. 62 when allowing for compensation picks). The Western Bulldogs then selected Cordy at the 2014 NAB AFL Draft with their round four selection.

ABE DAVIS

(Sydney Swans Academy/UNSW) – Sydney Swans, round four.

The Geelong Cats bid their round four selection (No. 71 when allowing for compensation picks) and this was matched by the Sydney Swans with their next selection in round four (No. 74 when allowing for compensation picks). The Sydney Swans then selected Davis at the 2014 NAB AFL Draft with their round four selection.

JOSH CLAYTON

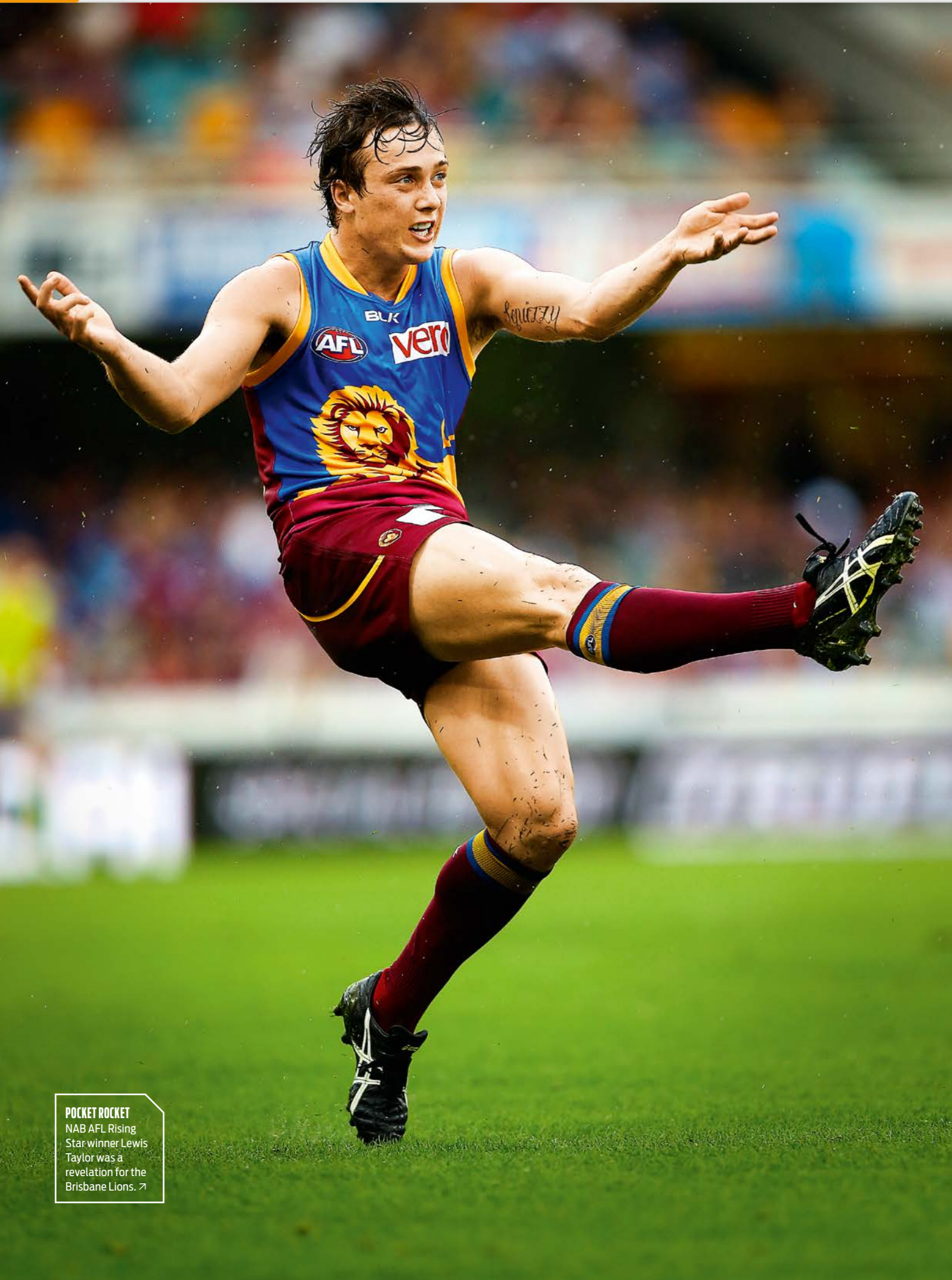
(Sandringham Dragons, son of Scott Clayton, 160 games for Fitzroy) – Brisbane Lions.

No bids were received. The Brisbane Lions then selected Clayton with their last active selection at the 2014 NAB AFL Draft.

ALEC WATERMAN

(Claremont, son of Chris Waterman, 177 games for West Coast) – West Coast.

No bids were received. West Coast then selected Waterman with its last active selection at the 2014 NAB AFL Draft.



POCKET ROCKET
NAB AFL Rising Star winner Lewis Taylor was a revelation for the Brisbane Lions. 7

NAB AFL RISING STAR AWARD



The 2014 NAB AFL Rising Star award was won by Lewis Taylor from the Brisbane Lions. Taylor won with 39 votes, one ahead of the Western Bulldogs' Marcus Bontempelli in the closest Rising Star count since the award's inception in 1993.

Taylor was presented with the Ron Evans Medal, a \$20,000 NAB Private Wealth investment portfolio and access to a dedicated personal banker, courtesy of the National Australia Bank.



CLASS OF 2014
The NAB AFL Rising Star nominees (not all were able to attend due to finals commitments).



CLOSE CALL
Guests enjoyed the closest count in the award's history.

2014 NAB AFL RISING STAR NOMINEES

RD	PLAYER	CLUB	VOTES
1	Luke Dunstan	St Kilda	5
2	Dylan Buckley	Carlton	
3	Josh Kelly	GWS Giants	1
4	Luke McDonald	North Melbourne	32
5	Matt Crouch	Adelaide Crows	
6	James Aish	Brisbane Lions	19
7	Tom Langdon	Collingwood	5
8	Jarman Impney	Port Adelaide	1
9	Lewis Taylor	Brisbane Lions	39
10	Kade Kolodjashnij	Gold Coast Suns	7
11	Zach Merrett	Essendon	
12	Joe Daniher	Essendon	
13	Marcus Bontempelli	Western Bulldogs	38
14	Jack Billings	St Kilda	
15	Harry Cunningham	Sydney Swans	3
16	Troy Menzel	Carlton	
17	Nathan Hrovat	Western Bulldogs	
18	Jonathon Patton	GWS Giants	
19	Darcy Gardiner	Brisbane Lions	
20	Jake Stringer	Western Bulldogs	
21	Jake Lloyd	Sydney Swans	
22	Matt Taberner	Fremantle	
23	Jack Martin	Gold Coast Suns	

NAB AFL RISING STARS PROGRAM



The NAB AFL Rising Stars program identifies and recognises young players providing a pathway. It comprises the following elements:

- NAB AFL Rising Star
- NAB AFL Draft
- NAB AFL Combine
- NAB AFL Under-18 Championships
- NAB AFL Academy
- NAB AFL Under-16 Championships



POPULAR WINNER
The Brisbane Lions' Lewis Taylor with the Ron Evans Medal.

Taylor won with 39 votes ... in the closest count since the award's inception in 1993

NAB AFL DRAFT

The 2014 NAB AFL Draft was held at the Gold Coast Convention and Exhibition Centre on November 27. The event was broadcast by Fox Sports, ABC Radio, 1116 SEN and FIVEaa.

Media activity throughout the week at Gold Coast attractions such as Wet'n'Wild, the Currumbin Wildlife Sanctuary and Sea World supported the event.

Victorian Paddy McCartin was the first selection. He was recruited by St Kilda from the Geelong Falcons and the St Joseph's Football Clubs.

STANDING TALL

Key forward Paddy McCartin was taken by the Saints with the No. 1 pick.



2014 NAB AFL DRAFT (FIRST ROUND)

NO.	PLAYER	LEAGUE	CLUBS	SELECTED BY
1	Paddy McCartin	TAC Cup	Geelong Falcons/St Joseph's	St Kilda
2	Christian Petracca	TAC Cup	Eastern Ranges/Beverley Hills	Melbourne
3	Angus Brayshaw	TAC Cup	Sandringham Dragons/Hampton	Melbourne
4	Jarrod Pickett	WAFL	South Fremantle/Jandakot	GWS Giants
5	Jordan De Goey	TAC Cup	Oakleigh Chargers/St Kevin's	Collingwood
6	Caleb Marchbank	TAC Cup	Murray Bushrangers/Eastern Ranges	GWS Giants
7	Paul Ahern	TAC Cup	Calder Cannons/Keilor	GWS Giants
8	Peter Wright	TAC Cup	Calder Cannons/Moonee Valley	Gold Coast Suns
9	Darcy Moore	TAC Cup	Oakleigh Chargers/Kew Comets	Collingwood
10	Nakia Cockatoo	NEAFL	NT Thunder/Southern Districts	Geelong
11	Liam Duggan	TAC Cup	Western Jets/Bacchus Marsh	West Coast
12	Corey Ellis	TAC Cup	Western Jets/PEGS	Richmond
13	Lachie Weller	AFLQ	Southport/Broadbeach	Fremantle
14	Jake Lever	TAC Cup	Calder Cannons/Romsey	Adelaide
15	Jarrod Garlett	WAFL	South Fremantle/Jandakot	Gold Coast
16	Sam Durdin	SANFL	West Adelaide/East Murray	North Melbourne
17	Kyle Langford	TAC Cup	Northern Knights/Macleod/Ivanhoe Grammar	Essendon
18	Isaac Heeney	TAC Cup	Cardiff/NSW-ACT RAMS/Swans Academy	Sydney Swans
19	Blaine Boekhorst	WAFL	Swan Districts/Port Hedland Rovers	Carlton
20	Jayden Laverde	TAC Cup	Western Jets/PEGS	Essendon
21	Hugh Goddard	TAC Cup	Geelong Falcons/Geelong Amateurs	St Kilda

2014 NAB AFL DRAFTS: WHERE PLAYERS CAME FROM

	PRIMARY LISTED	ROOKIE LISTED	TOTAL	%
Victoria	45	20	65	53.71 %
Western Australia	9	5	14	11.57 %
South Australia	9	6	15	12.39 %
NSW/ACT	7	2	9	7.43 %
Queensland	3	3	6	4.96 %
Northern Territory	1	1	2	1.65 %
Tasmania	2	0	2	1.65 %
International	0	6	6	4.96 %
Other sports	0	2	2	1.65 %
Total	76	45	121	



Victorian Paddy McCartin was the first selection. He was recruited by St Kilda from the Geelong Falcons and the St Joseph's Football Clubs

NAB AFL ACADEMY

The final AIS-AFL Academy intake completed the program in July and a restructured NAB AFL Academy program started.

The program continues over two levels, each including three camps and an international tour over a 12-month period.

The Level Two squad competed for the AFL Chairman's Cup against Collingwood's VFL team in a curtain-raiser to the round three Hawthorn v Fremantle match at the MCG. Angus Brayshaw won the MCC President's Medal.

The 17th intake toured Europe in April for the fourth time, playing a match against the European Legion at Harrow School in London.

The Level One squad, coached by AFL Engagement & Talent Coordinator Chris Johnson, toured New Zealand in January and played a match against the New Zealand Hawks at Westpac Stadium in Wellington.

Liam Duggan was awarded the Ben Mitchell Medal in Level Two, while Josh Dunkley was awarded the Cameron Ling Medal in Level One.

Brad Johnson performed the Level Two High Performance Coaching role while Matthew Lloyd, Glen Jakovich and Brad Ottens continued as assistant coaches/mentors under the direction of AFL Academies Development Manager Michael Ablett.

ACADEMY GRADUATE

Liam Duggan was drafted by the West Coast Eagles after winning the Ben Mitchell Medal.



A STEP AHEAD

Vic Metro's Christian Petracca shows the class that earned him the Larke Medal. →



TRUE BLUES

New South Wales clinched the Division Two title at the NAB AFL Under-16 Championships. →

NAB AFL UNDER-18 CHAMPIONSHIPS

The 2014 NAB AFL Under-18 Championships were played in Adelaide, Geelong, Perth, Sydney and Melbourne from May 18 to July 3.

The format was new in 2014 with Division One playing a six-round home and away series.

South Australia retained the Division One title and NSW/ACT won Division Two.

Vic Metro's Christian Petracca won the Larke Medal, Division One best and fairest, and NSW/ACT's Isaac Heeney won the Harrison Medal, Division Two best and fairest.

NAB AFL UNDER-16 CHAMPIONSHIPS

The 2014 NAB AFL Under-16 Championships were held on the Gold Coast from July 4-12.

South Australia won Division One, NSW/ACT won Division Two and Western Australia North-West won Division Three.

The Division One Kevin Sheehan medallist was Western Australia's Sam Petrevski-Seton, the Division Two Alan McLean medallist was Queensland's Brad Scheer and the Division Three Mark Browning medallist was the World XVIII's Tarir Bayok.

NAB AFL DRAFT COMBINE

The 2014 NAB AFL Draft Combine was held at Etihad Stadium in Melbourne from Tuesday, September 30, to Friday, October 3. The best young players from throughout the country gathered for testing and interviews with club staff. International players were again part of the testing, with two Irishmen signed as international rookies – Conor McKenna was signed to Essendon and Paddy Brophy was signed to the West Coast Eagles.

State Combines were conducted in Melbourne, Hobart, Adelaide and Perth.

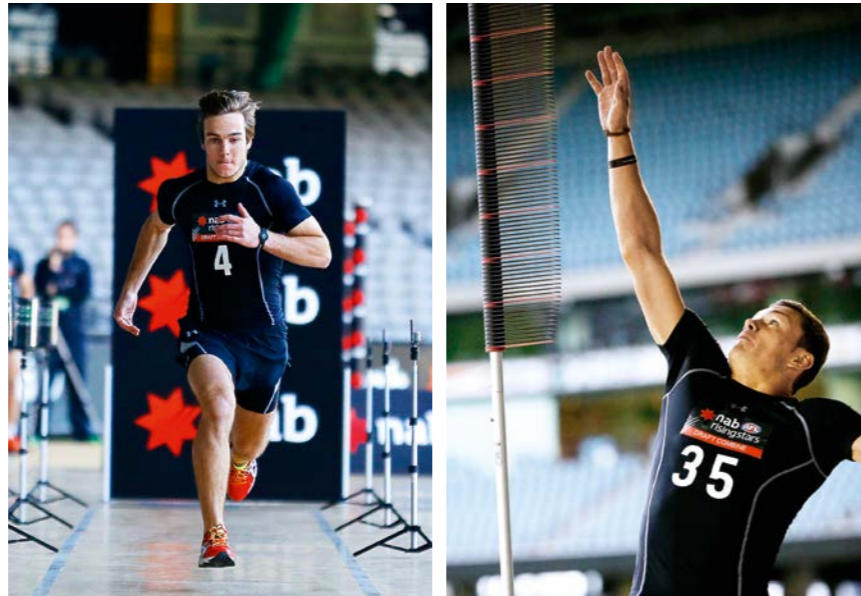
INTERNATIONAL COMBINES

International Combines were conducted in Wellington, Los Angeles and Dublin. AFL club recruiting staff attended each Combine. Four players were invited to attend the 2014 NAB AFL Draft Combine in Melbourne in October.

INTERNATIONAL PLAYERS ON AFL LISTS IN 2014

CLUB	PLAYER	COUNTRY
Primary List		
Brisbane Lions	Pearce Hanley	Ireland
Carlton	Zach Tuohy	Ireland
Collingwood	Martin Clarke	Ireland
Sydney	Tommy Walsh	Ireland
Sydney	Mike Pyke	Canada
International Rookies		
Carlton	Ciaran Byrne	Ireland
Carlton	Ciaran Sheehan	Ireland
Collingwood	Caolan Mooney	Ireland
North Melbourne	Eric Wallace	USA
Sydney	Patrick Mitchell	USA
St Kilda	Jason Holmes	USA
Port Adelaide	Daniel Flynn	Ireland
International Scholarship now Rookies – Contracted		
Hawthorn	Kurt Heatherley	NZ
Hawthorn	Shem-Kalvin Tatupu	NZ

The best young players from throughout the country gathered for testing



BEST FOOT FORWARD
Draft hopefuls go through their paces at the 2014 Draft Combine at Etihad Stadium.



It was pleasing to see another six mature-age players from the Foxtel Cup added to AFL lists in the off-season

BEST OF THE REST

VFL club Williamstown defeated WAFL team West Perth in the final of the Foxtel Cup.

SECOND-TIER COMPETITIONS

FOXTEL CUP

The fourth season of the Foxtel Cup was held in 2014. The competition aims to showcase emerging talent, to find the best state league team and for clubs to gain national exposure.

The concept supports the AFL's development objective to enhance second-tier competitions around Australia.

Matches continued to be played on Tuesday nights and prizemoney of \$100,000 was on offer for the winner. There were eight teams involved in the seven-match knockout format.

Matches were played in three states and territories around the country, at five different AFL venues.

The competition included two teams from the VFL, SANFL and WAFL, plus one from the TSL and NEAFL.

All matches were again shown live on Fox Footy Channel.

The opportunity to travel interstate for state league clubs was again embraced and provided players the unique opportunity to experience what it's like to be an AFL professional player.

It was pleasing to see another six mature-age players from the Foxtel Cup added to AFL lists in the off-season, taking the overall total to 31 draftees in four seasons.

The competition culminated in the Grand Final between Williamstown and West Perth at Simonds Stadium. Williamstown put on an outstanding display to run out a comfortable winner by 63 points.

This is the second time Williamstown has won the competition after taking out the title in 2011.

NORTH EAST AUSTRALIAN FOOTBALL LEAGUE

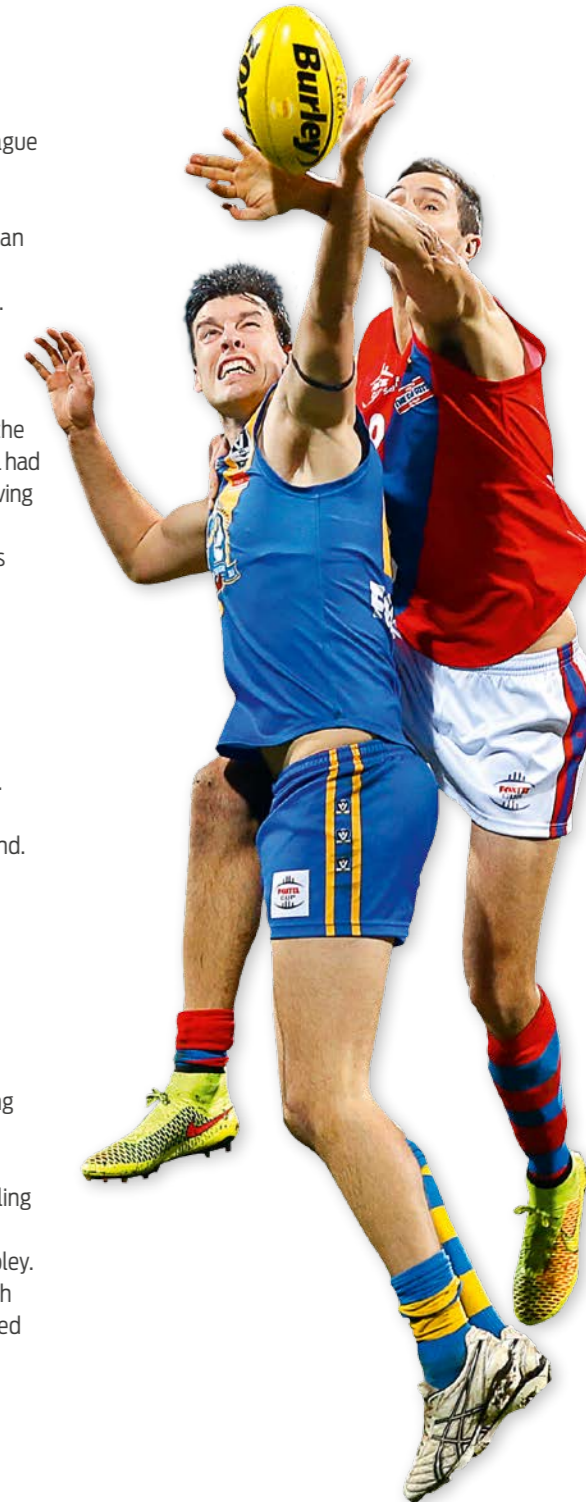
The North East Australian Football League (NEAFL) competition was introduced to improve the standard and profile of second-tier football across the Australian Capital Territory, New South Wales, Queensland and the Northern Territory.

In 2014 – the fourth year of the competition – there were 14 teams in the NEAFL. There were 10 state league teams and four AFL reserves teams in the competition. For the first time the NEAFL had one ladder and one finals series, after having two conferences in the previous seasons.

Some of the key features/highlights of 2014 included:

- 15 players drafted including five mature-age players.
- Major upgrades to facilities at three different club venues.
- Introduction of live Champion Data statistics at 50 per cent of matches.
- Four umpires added to the AFL list.
- Two matches live streamed per round.
- Continued improvement of player education programs.
- 126 home and away matches, plus five finals including:
 - 21 matches as curtain-raisers to AFL matches.
 - Four matches in regional areas.

The season culminated in an exciting finals series. The NEAFL Grand Final between the Apsley Hornets and the Sydney Swans reserves was an enthralling match all day and was played in front of a strong crowd at Graham Road, Apsley. The Swans went into the final term with a 31-point lead. However, the determined Hornets stormed home with a goal on the siren to win by two points.





UMPIRING DEVELOPMENT

Umpiring development has broken significant new ground in 2014 as the National Umpiring Plan continues.

Initiatives are underway to help grow umpiring numbers in line with participation growth and will continue with community umpiring groups in early 2015.

FEMALE FIELD UMPIRE PATHWAY

In September, AFL National Director of Umpiring Wayne Campbell announced the establishment of the inaugural AFL Female Field Umpire Pathway with the aim of a female AFL field umpire within five years. South Australian teacher Eleni Glouftsis and Victorian student Lucinda Lopes were announced as the first recipients of a scholarship that will fast-track their development towards umpiring AFL football. The scholarship includes the provision of a pathway coach – former AFL Grand Final umpire Stephen McBurney – and resources to enhance their learning and development. They will also train with the AFL umpires, undertake AFL match-day experiences and continue their umpiring development with the Victorian Football League.

FAST-TRACKED

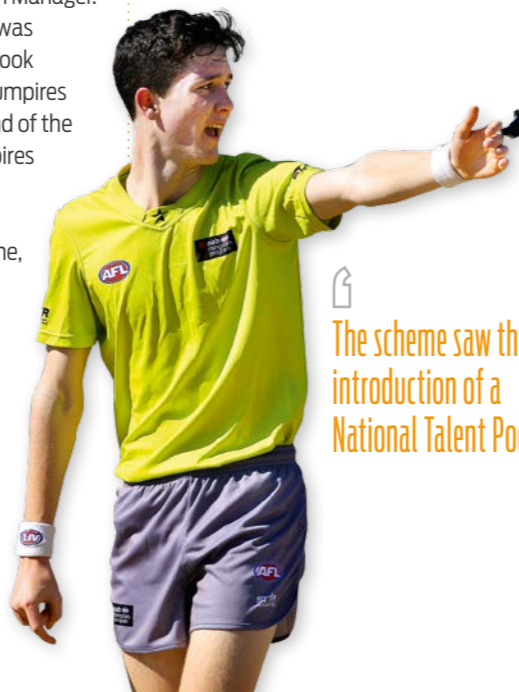
Promising young field umpires
Lucinda Lopes and
Eleni Glouftsis.



NATIONAL TALENT IDENTIFICATION SCHEME

The AFL Umpiring Department overhauled the process that field umpires are promoted to the AFL Panel in 2014. National Umpiring Development Manager Adam Davis created the National Talent Identification Scheme following a review of the existing talent identification program and consultation with key stakeholders.

The scheme saw the introduction of a National Talent Pool and the appointment of a National Talent Identification Manager. Former AFL umpire Tim Shearer was appointed to the role and undertook multiple scouting of talent pool umpires throughout the season. At the end of the season, Shearer selected six umpires to attend the inaugural Umpires' Combine. Modelled on the successful NAB AFL Draft Combine, the Umpires' Combine was held at Etihad Stadium in conjunction with the players. The umpires were tested in a number of key areas with their results being considered along with their season performances to select which young umpires would be promoted to the 2015 AFL Panel.



The scheme saw the introduction of a National Talent Pool

NATIONAL CHAMPIONSHIPS

For the first time, the AFL Umpiring Department managed the umpiring component of the National Youth Girls Championships in Canberra. It was also the first time these championships were added to the umpiring talent pathway and, as a result, six male and three female young umpires were selected.

The NAB AFL Under-18 Championships were played over six home and away rounds and a panel of 12 field umpires from the National Talent Pool were selected to officiate alongside talented state league boundary and goal umpires. The field umpires were flown to officiate in matches interstate to assist with their potential transition to the AFL Panel where interstate travel is frequent.

The NAB AFL Under-16 Championships were held on the Gold Coast in July.

The AFL Umpiring Department took the biggest umpiring team to these championships with 12 field umpires, 12 boundary umpires and eight goal umpires. Key AFL umpiring personnel supported the umpires to demonstrate the importance of the umpiring talent pathway. Like players, it is important to offer opportunities for talented umpires to be exposed to elite competitions.

UMPIRING ROADSHOWS

The success of the regional umpiring roadshows continued in 2014 with AFL umpires undertaking promotional appearances in towns across the length and breadth of Australia. There were 12 roadshows in locations including Byron Bay, Alice Springs, Coffs Harbour and Albany. AFL umpires attended schools and community groups and undertook media appointments to promote umpiring.



Like players, it is important to offer opportunities for talented umpires to be exposed to elite competitions

TALENT PATHWAY

A record team of young umpires officiated at the NAB AFL Under-16 Championships.

**BIG THRILL**

Young umpires lead the AFL umpires on to the ground during Community Umpiring Round. →

**ON THE BIG STAGE**

Seven first-year umpires were chosen to officiate the Auskick grid games at the 2014 Grand Final. ↑



The aim was to promote everything that is great about umpiring at grassroots level

COMMUNITY UMPIRING ROUND

Round seven of the Toyota AFL Premiership Season was designated as Community Umpiring Round. The aim of the round was to promote everything that is great about umpiring Australian Football at grassroots level. AFL umpires attended training at more than 15 umpiring groups around Australia and selected community umpires (21 field, 26 boundary and 14 goal umpires) were invited to attend AFL umpiring training in Melbourne where AFL umpires head coach Hayden Kennedy put them through their paces. AFL umpires were interviewed on television and radio, specifically about their pathway from community to elite-level umpiring. The highlight of the week was when 36 young umpires were invited to lead the AFL umpiring teams on to the ground in the nine matches during the round. The young umpires also held the ball aloft to sound the siren and were keen participants in the coin toss.

AFL PLAYGROUND

Umpiring joined the fun activities at the AFL Playground outside the MCG and Etihad Stadium. Kids participated in the bounce and throw-in drills and were especially keen to come back each week and improve their results. This initiative was part of the AFL Umpiring Department's push to have umpiring recognised as a part of the game.

OTHER HIGHLIGHTS

1. Ten young umpires were selected to officiate in the Toyota AFL Grand Final curtain-raiser match between the Australia under-17 and the Allies under-18 teams.
2. Seven first-year umpires were chosen to be part of the Green Shirt Toyota AFL Grand Final Experience. The umpires marched in the Grand Final Parade and umpired the Auskick grid games at half-time of the Grand Final.
3. Three talented field umpires – Matt Clarke, Tim Carlos and Patrick Lally – graduated from the Australian Sports Commission's National Officiating Scholarships.