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## AUSTRALIAN FOOTBALL LEAGUE 126TH ANNUAL REPORT 2022

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◀ A capacity crowd of 100,024 fans saw the Geelong Cats claim their 10th premiership as the AFL Grand Final returned to the MCG for the first time since 2019.

Cover: Thousands of fans ran on to the SCG to help Sydney Swans superstar Lance Franklin celebrate his historic 1000-goal milestone.

Back Cover: Geelong Cats captain Joel Selwood carries former teammate Gary Ablett's son Levi through the banner before the 2022 Grand Final.





# AFL CLUB MEMBERSHIP

AFL Club Members  
**1,190,671**

The Brisbane Lions, Carlton, Collingwood, Essendon, Fremantle, Geelong Cats, Gold Coast Suns, GWS Giants, Hawthorn, Melbourne, North Melbourne, Port Adelaide, St Kilda and the Western Bulldogs broke their all-time records.

AFLW Club Members  
**75,568**

17 of the 18 AFLW clubs established a new membership record for season seven.

Fans young and old helped  
14 AFL clubs and 17 AFLW clubs  
achieve record membership.





# NATIONAL PARTICIPATION

STATES	LEAGUES	CLUBS
New South Wales/ACT	23	264
Northern Territory	13	180
Queensland	11	168
South Australia	33	277
Tasmania	14	103
Victoria	81	1044
Western Australia	57	547
<b>TOTAL</b>	<b>232</b>	<b>2583</b>

National participation soared as most football competitions enjoyed COVID-free seasons.





# GRAND FINAL ATTENDANCE 100,024

Highest-attended  
Grand Final since 1986

Total Attendance - **6,746,609**

H&A Attendance - **6,106,629**

Finals Attendance - **639,980**

The Geelong Cats' premiership triumph was watched by the highest Grand Final attendance since 1986.





## SEASON SIX AFLW

Premiership Season viewership - **5,857,630**

Grand Final viewership - **392,452**

Adelaide Crows v Melbourne Grand Final attendance - **16,712**

Season attendance - **143,162**

## SEASON SEVEN AFLW

Premiership Season viewership - **7,133,650**

Grand Final viewership - **439,545**

Brisbane Lions v Melbourne Grand Final attendance - **7412**

Season attendance - **265,917**

AFLW fans were treated to two seasons of competition in 2022.





# MEN'S SEASON VIEWERSHIP

Premiership Season  
**125,663,471**

Grand Final  
**3,140,221**

These young Eagles fans bid farewell to one of their favourite players, Josh Kennedy, who retired after round 20 in 2022.



# SEASON 6 AFLW AWARDS



## NAB AFLW BEST & FAIREST

EMILY BATES  
Brisbane Lions



## NAB AFLW GRAND FINAL BEST ON GROUND

ANNE HATCHARD  
Adelaide Crows



## NAB AFLW LEADING GOALKICKER

ASH WOODLAND  
Adelaide Crows



## NAB AFLW RISING STAR

MIMI HILL  
Carlton

Midfielder Emily Bates became the first Brisbane Lions player to win the AFLW Best & Fairest award, in Season Six.



# AFL AWARDS



## BROWNLOW MEDAL

**PATRICK CRIPPS**  
Carlton



## NORM SMITH MEDAL

**ISAAC SMITH**  
Geelong Cats



## COLEMAN MEDAL

**CHARLIE CURNOW**  
Carlton



## NAB AFL RISING STAR

**NICK DAICOS**  
Collingwood

Carlton's Patrick Cripps achieved a childhood dream by winning the 2022 Brownlow Medal.



# SEASON 7 AFLW AWARDS



## NAB AFLW BEST & FAIREST

ALLY ANDERSON  
Brisbane Lions



## NAB AFLW GRAND FINAL BEST ON GROUND

SHANNON CAMPBELL  
Brisbane Lions



## NAB AFLW LEADING GOALKICKER

JESSE WARDLAW  
Brisbane Lions



## NAB AFLW RISING STAR

HANNAH EWINGS  
Port Adelaide

Ally Anderson made it consecutive AFLW Best & Fairest wins for the Brisbane Lions, with her success in Season Seven.



# CHAIRMAN'S REPORT

**RICHARD GOYDER**  
CHAIRMAN



We are so pleased to report that football was able to complete full seasons in every part of Australia for our 2022 year and, in the process, strengthen many aspects of the game.

New seven-year broadcast arrangements were agreed during 2022 that will underpin our game's financial base.

As a consequence, at least 10 per cent of all monies in our game will be directed to game development, after a decision by the AFL Commission in 2022 to enshrine this spending on the game's future growth.

Suburban, regional and country clubs remain the lifeblood of communities and our game will continue to provide opportunities for girls, boys, women and men to be part of our game and be welcomed as players, coaches, volunteers, umpires, administrators or fans across the country.

At the elite level, our AFLW competition is now whole with 18 clubs to match our men's competition after Essendon, Hawthorn, Port Adelaide and the Sydney Swans joined the league as part of the last stage of expansion.

Through the course of 2022, the AFL spent many months working with the Tasmanian Government around the prospect of a 19th licence for a team from that state. At the time of publication, this process was ongoing, but with the overwhelming majority of football fans believing the state must be represented in the national competition.

Football is fortunate to have so many people contribute to its success. Many are mentioned and highlighted in the following pages, but I want to thank all club presidents and recognise Peggy O'Neal (Richmond), Jeff Kennett (Hawthorn), Russell Gibbs (West Coast) and Paul Brasher (Essendon) for their contribution upon their retirements.

In Gillon McLachlan and his executive team, we have world-class leadership who have worked incredibly hard to put the AFL and our game in such a strong position. My thanks too to my Commission colleagues for their commitment and support.

Congratulations to the Geelong Cats as winners of the men's premiership, and congratulations also to both the Adelaide Crows (Season Six) and Melbourne (Season Seven), who claimed the two women's premierships contested in 2022.

Football continued to be the lifeblood of communities right around Australia.





## New broadcast rights agreement

Australian Football is wonderfully supported by outstanding broadcast partners - the Seven Network, Foxtel/Kayo and Telstra.

Our game reached agreement on the largest broadcast deal in Australian sports history in September 2022 - a seven-year arrangement covering the 2025-31 seasons and worth \$4.5 billion.

Full detail is contained in the Chief Executive's report but this agreement will expand the reach of our code and help us take our game, both AFL and AFLW, to more people, in more places, at more times and in more ways than ever before.

We can continue to invest in facilities and programs at every level - from community to the elite - and in every part of Australia.

We can continue to support our football community - including our 18 AFL clubs - to bounce back from the COVID pandemic that has challenged every club from the elite to the grassroots.

We can continue to attract the best athletes from across the country.

Seven, Foxtel/Kayo and Telstra provide magnificent coverage of our game, and our Commission particularly thanks the strong leadership of our key partners, who work closely with us to deliver every game of our men's and women's seasons to our fans.

Community football will be boosted by a \$17 million increase in funding in 2023.

## Community football investment

Annual funding in community football will increase by \$17 million in 2023, after a step-change decision by the AFL Commission on our future spending plans.

The massive 35 per cent increase solidifies the AFL's commitment to protecting the level of community investment for years to come, with the Commission formally endorsing that "not less than 10 per cent" of assessable football revenue annually will now go towards community football.

The decision to enshrine community investment to benefit volunteers, umpires, coaches, players, clubs and leagues is future-proofed and cannot be changed without a further resolution of the AFL Commission, ensuring that community investment will continue to grow as future AFL broadcast and commercial revenue grows.

Immediately, the current level of eight per cent investment will now rise to 10 per cent, with the overall investment in community football increasing from just over \$50 million to \$67 million.

Our game is striving to encourage more women and girls to play, umpire, coach and administer, further expanding the game in Queensland and New South Wales, and making it more inclusive for multicultural communities.



## Return of the Grand Final to the MCG

The Grand Final returned to its spiritual home at the MCG in 2022, with the Geelong Cats hosting the Sydney Swans in front of a capacity crowd of 100,024 on the traditional last Saturday in September.

The Gabba (2020) and Optus Stadium (2021) both did outstanding jobs in hosting our showpiece game through the two years when COVID forced the game away from Victoria, and Melbourne fans were hungry for the return of finals action.

Overall finals attendance was 639,842, making this our second-best September return when nine games were played.

## Club membership

Club membership underpins the game at AFL level. Thank you to every person who commits to be a member of one of our clubs and congratulations also to every club for the work they do to engage our fans around the country.

In 2022, an all-time AFL club membership record of 1,190,671 members was established, an increase of 6.9 per cent on the previous record mark of 1,113,441 members in 2021.

One in 22 Australians is a member of an AFL club - a truly remarkable result.

The Grand Final returned to its spiritual home at the MCG in 2022, drawing a capacity crowd of 100,024.

## Tasmania

The Tasmanian Government strongly put its position in 2022 about the state joining in the national competition. This will come to a head in early 2023 and, through the course of the year, we worked through 11 key work streams around the build for a potential new club, with financial support for a stadium the main outstanding issue.

At all times, our clubs had been kept informed of each key stage in this work. It was crucial in this process that clubs had the opportunity to go through the detail and come back with their views.

It was well-known that football fans overwhelmingly supported a team for Tasmania and the broader benefits for the states, while the AFL committed to the clubs to discuss the business case in full details.

In the work done over the course of the year, we thank the Tasmanian Government, the taskforce and our clubs for their rigour to ensure we were able to resolve all issues for the satisfaction of all parties.

Separately, we continued to brief the Federal Government on the process and we thank all levels of government for their engagement through this key work for the game.

**ONE IN 22 AUSTRALIANS IS A MEMBER OF AN AFL CLUB - A TRULY REMARKABLE RESULT**





## Retiring greats

Our competition farewelled some of our greatest players at the end of 2022, who will leave us with a lifetime of memories.

It remains one of the most special parts of Grand Final day when our champions are farewelled as part of the pre-game motorcade, and our clubs equally do an outstanding job when our great players play their last match and are chaired from the ground for the final time.

A new breed of stars will emerge to take their place, and the farewells sections of this report contains the full list of all 200-plus game players who have retired.

▽ Former Bomber, Power and Saint ruckman Paddy Ryder was one of many stars to bow out of the game in 2022.

## Major corporate partners

On behalf of the AFL Commission, I wish to acknowledge the many corporate partners who support clubs and leagues across all levels of football in Australia.

The support given to our game is incredibly important, both to provide opportunities and to keep membership and entry prices as low as possible for supporters.

Football has many long-term partnerships with great companies that share our values and I thank all those who support our game.



## Congratulations to the Adelaide Crows

The Adelaide Crows have been the dominant team in the early history of the AFLW and won their third NAB AFLW premiership in the first of the two seasons contested in 2022.

The Crows defeated Melbourne by 13 points at Adelaide Oval, with Anne Hatchard named as Best on Ground.

Congratulations to coach Matthew Clarke and triple premiership captain Chelsea Randall, while plaudits also to the off-field team, led by chair John Olsen and chief executive Tim Silvers. The club has reaped deserved success for its strong commitment to the women's game.

Melbourne qualified for its first Grand Final and, equally, the Demons have been a strong club since the first season of the AFLW in 2017. Congratulations to captain Daisy Pearce, coach Mick Stinear, president Kate Roffey and chief executive Gary Pert for the club's continued excellence.



## Congratulations to the Geelong Cats

It was a triumphant last Saturday in September for the Geelong Cats, claiming the Toyota AFL Grand Final with a dominant victory over the Sydney Swans.

Led by retiring captain Joel Selwood, who became the first Cats player in history to be part of four premierships, Geelong won its 16th consecutive match to claim its 10th VFL/AFL pennant by 81 points, in front of a capacity crowd of 100,024.

Congratulations to coach Chris Scott and the incomparable Selwood, who leaves football as the most-capped captain in the game's history.

Off the field, the Cats are superbly led by president Craig Drummond and chief executive Steve Hocking.

Congratulations also to the Sydney Swans, who went into the Grand Final on a nine-game winning streak, with its young list maturing quickly through the season.

The Swans have been a flagship for the game in NSW for two decades and are superbly led by co-captains Dane Rampe, Callum Mills and Luke Parker, coach John Longmire, president Andrew Pridham and chief executive Tom Harley.

△ Anne Hatchard was best afield as the Crows claimed their third AFLW premiership in Season Six.

▷ The Demons finally tasted AFLW premiership success with a thrilling Grand Final win over the Lions in Season Seven.

## Thank you to our players and clubs

In 2022, two women's seasons were completed, along with the men's season.

The AFL appreciates and acknowledges the continued efforts of our clubs, AFL and AFLW players, coaches and administrators in delivering elite national competitions for the game's fans and members.

Our clubs and players performed superbly and continue to build wonderful relationships with their fans and members, while the standard on-field for both leagues was nothing short of exceptional.

## Congratulations to Melbourne

The timing of the AFLW Season Seven was moved to the August/November window after expansion to a full 18 clubs, resulting in a double season in 2022.

Melbourne won the second premiership contested for the year, defeating the Brisbane Lions at Springfield in the last weekend of November.

The Demons became the fourth club to claim a premiership after conceding an early lead but fighting back to claim a tense four-point victory.

Congratulations to Kate Roffey and her board, and the executive team led by Gary Pert. On the field, captain Daisy Pearce and coach Mick Stinear have led a consistently excellent group.

The Lions qualified for a home Grand Final on the back of a 9-1 record and they have now contested four Grand Finals, as another of our strong foundation clubs.

Andrew Wellington and Greg Swann lead an excellent off-field team with a strong commitment to women's football while coach Craig Starcevich and captain Breanna Koenen lead a high-quality playing group.





## Historical allegations of poor treatment of Indigenous players at Hawthorn FC

The AFL received a document from Hawthorn FC that outlined serious allegations about the treatment of current and former Aboriginal and Torres Strait Islander players.

To state clearly for the record, the AFL is committed to providing a safe, welcoming and culturally appropriate environment for all players and staff throughout the industry, and our game takes extremely seriously all matters where people report experiencing harm, discrimination or mistreatment.

The report, delivered to Hawthorn by an external consultant, required full examination and the process to investigate these allegations is detailed further in the CEO's report. At the time of printing, this process was ongoing, and will be summarised as part of our next annual report.

## AFLW membership

A record 75,568 members were signed by AFLW clubs. The Sydney Swans led all clubs for their entry into the competition for Season Seven, while 17 of the 18 clubs recorded growth in their membership tallies.

All four expansion clubs - Essendon, Hawthorn, Port Adelaide and the Swans - ranked in the top eight for membership.

▽ A champion player, Allen Aylett then helped change the game as an administrator.

## Vale Dr Allen Aylett

Just a week before the 2022 Toyota AFL Grand Final, our game lost Dr Allen Aylett, who passed away at the age of 88.

An Australian Football Hall of Fame inductee and member of the North Melbourne Team of the Century, Aylett was a champion rover and one of the key figures in the successful growth of Australian Football as the nation's leading sport.

Upon his retirement as a player, Aylett was an administrator with extraordinary vision that changed the game.

After serving as North Melbourne president from 1971 through to 1976, engineering the first premiership in club history in 1975, he then led the VFL as president from 1977-84.

In his time as VFL president, he led enormous change to develop the national league we see today.

The then-VFL began playing premiership matches outside of Victoria, leading to the move of South Melbourne to Sydney in the early 1980s, expanded television coverage of the game including the first live Grand Final broadcast, made the competition's first forays into playing on Sundays and scheduled the first matches to be played under lights.

## Australia Day honours

Our game congratulates those who were recognised for their service to others as part of Australia Day Honours. Several long-time servants of the game, particularly at community level, were recognised for their work and their willingness to assist those around them. Australian Football, particularly at community level, has always relied on volunteer commitment to the game and this was deserved recognition for those prepared to make a contribution for others.

### Recipient of the AM

Helene Bender OAM, Ian Nosworthy.

### Recipient of the OAM

Anthony Boyce, Barbara Cullen, Tasma Lapham, Shirley Rixon, Rowan Sawers, Jenny Williams.

**ALLEN AYLETT IS A  
KEYSTONE OF THE  
NATIONAL COMPETITION  
WE HAVE TODAY**

## Legend of the Game - Russell Ebert

Port Adelaide centreman Russell Ebert, named by the club as the greatest player in its history, was elevated to Legend status in the Australian Football Hall of Fame in 2022.

Ebert was named as the 32nd Legend in the history of the game, having played a club-record 392 games with the Magpies as a three-time premiership player, four-time Magarey medallist and six-time best and fairest.

Dian Ebert accepted the honour on behalf of her late husband, who passed away in late 2021.

### Russell Ebert

- ▶ 392 games for Port Adelaide 1968-78, 1980-85, 295 goals
- ▶ 25 games for North Melbourne 1979, 15 goals
- ▶ 29 games for SA, eight goals
- ▶ Three-time premiership player 1977, 1980, 1981
- ▶ Four-time Magarey Medal winner 1971, 1974, 1976, 1980
- ▶ Six-time best and fairest winner 1971, 1972, 1974, 1976, 1977, 1981
- ▶ Leading goalkicker 1968
- ▶ Jack Oatey Medal 1981
- ▶ Captain 1974-78 and 1983-85
- ▶ Port Adelaide Greatest Team (centre)
- ▶ Coached Port Adelaide 116 games 1983-87, 64 wins, 52 losses
- ▶ Coached Woodville 64 games 1988-90, 24 wins, 40 losses

## AFLW expansion and women's football

Expansion teams Essendon, Hawthorn, Port Adelaide and the Sydney Swans joined the AFLW competition for Season Seven in the second half of the 2022 year, having been awarded licences in 2021.

As part of the continued growth of the elite competition for our women, a new CBA was agreed with the Players Association, which is covered in greater detail in the Chief Executive's report.

As well as providing the best possible outcome for AFLW players, our game must balance the needs of all parts of the football community.

We need to ensure we continue to invest in pathways for women and girls so that all facilities at community level provide gender-friendly facilities that are welcoming and invest in policies and programs that deliver a safe and welcoming environment for all people at all levels of our game.

For the AFLW to flourish now with 18 teams, we will need to keep investing in the next generation of players, coaches, umpires, administrators and the next generation of people who will watch, attend and financially support the growth of football.

## Financial results

Revenue increased by \$206.3 million, due to a combination of improved commercial returns from Marvel Stadium, sponsorship and broadcasting, and government grant revenue received for the redevelopment of Marvel Stadium.

Operating expenditure increased by \$63.0 million due to a combination of revenue-related increases and the expansion of the AFLW competition, including the introduction of four new teams and completion of two AFLW home and away seasons in the 2022 financial year.

Distributions increased by \$5.4 million through increases in club distributions.

After all revenue, operating expenditure and distributions, the AFL recorded an underlying operating profit of \$20.7 million, compared with an underlying operating loss of \$46.1 million in 2021.

## Club presidents and chairs/ my fellow Commissioners

On behalf of the AFL Commission, I wish to thank each board member, staff member, player, coach and volunteer from across our clubs for their contribution in 2022.

Our club presidents and chairs, along with their boards, continue to devote many hundreds of volunteer hours to the health of our game and their clubs.

While often a thankless task, I congratulate all for their dedication and commitment in the service of their clubs.

I also wish to sincerely thank the four leaders of our clubs who finished their tenures - Paul Brasher (Essendon), Russell Gibbs (West Coast), Jeff Kennett (Hawthorn) and Peggy O'Neal (Richmond).

I wish to personally thank my fellow commissioners - Paul Bassat, Robin Bishop, Professor Helen Milroy, Andrew Newbold, Gab Trainor and Simone Wilkie - who again provided considerable support, advice and time in their roles, particularly around such major issues as broadcast negotiations, the entry of a Tasmanian team to our competition and the expansion of our AFLW competition.

The AFL executive and staff, led by Gillon McLachlan, continue to produce outstanding results for the game, working with clubs, partners and governments to build football in every part of Australia.

Our game is for everyone who wishes to be involved and the strength of our game depends on ensuring we continue to support and respect every fan and every person involved in our sport.

Richard Goyder, AO  
Chairman



# CEO'S REPORT

**GILLON McLACHLAN**  
CHIEF EXECUTIVE OFFICER



While it was an extremely busy year across the football community, our focus at the AFL was centred on delivering two key priorities that resulted in an excellent year for the game in 2022.

At the elite level of the game, the AFL and our clubs worked assiduously to drive the return of fans to our matches, after two heavily-interrupted years, while continuing to maintain the strong bonds of membership.

More than seven million fans attended AFL and AFLW games and the match-day experience of a game remains a primary driver of engagement for our two competitions, building and emphasising the connections between clubs and supporters.

Our AFLW competition expanded to 18 teams with two premierships decided for the year after Essendon, Hawthorn, Port Adelaide and the Sydney Swans were welcomed to the competition for the revised August start date of our second season held in the 2022 year - an incredible effort on behalf of players, clubs and officials.

Our men's competition was able to return to the MCG for the Grand Final on the traditional last Saturday in September.

At community level, it was equally the responsibility of the AFL as 'keeper of the code' to work to support the game at grassroots level across the country, and keep our base strong and healthy.

Football must continue to provide opportunities to play for girls, boys, women and men in every part of the country, as well as supporting and welcoming every key role in our game - umpires, coaches, administrators, officials, volunteers, members and fans.

In 2022, the AFL Commission resolved that a minimum of 10 per cent of all football revenue will now be enshrined to Development and Pathway programs in the future, supporting both the entry of new participants to football, as well as supporting infrastructure and providing facilities around the nation.

This historic decision to expand grassroots funding demonstrates our commitment to both build and protect our community clubs and ensure our pathway to the ongoing growth and success for football into the future.

Former Crows' star Erin Phillips fulfilled her destiny by captaining Port Adelaide in its debut AFLW season.







## New AFL Broadcast Rights arrangements

The AFL completed a new \$4.5 billion broadcast rights agreement with current partners the Seven Network, Foxtel/Fox Footy/Kayo and Telstra to cover the seven years from 2025 to the end of the 2031 season. This is the largest agreement in the history of Australian sport.

The game has outstanding long-term relationships with our partners and the new agreement will continue to provide fans with certainty around key timeslots and ensure our best mix of games.

The key detail around the agreement was as follows:

- ▶ Broadcast live and free nationally on the Seven Network and 7+ digital will be AFL on Thursday nights, Friday nights, selected Saturday nights, Sunday afternoons, marquee matches, the Brownlow Medal, all Toyota AFL Finals and the Toyota AFL Grand Final. The first 15 rounds of the AFL Premiership Season to feature Thursday night matches on the Seven Network and 7+ digital, with Saturday night matches in the last eight rounds.
- ▶ All marquee matches will be live and free (Dreamtime, Anzac Eve, Anzac Day, Good Friday, Easter Monday and Queen's Birthday) plus at least three additional marquee matches - such as the season-opener and Queen's Birthday Eve.
- ▶ Broadcast live on Foxtel and Kayo will be every single Toyota AFL/NAB AFLW home and away match, every Toyota AFL/NAB AFLW final (excluding the Toyota AFL Grand Final), all pre-season matches - and all with their own Fox Footy commentary teams. Foxtel/Kayo will also broadcast all AFL events including the AFL Draft and Awards nights (excluding the Brownlow Medal).
- ▶ At least 30 NAB AFLW home and away games, NAB AFLW finals and the NAB AFLW Grand Final will be live and free on the Seven Network and 7+ digital with local market substitution rules. All NAB AFLW matches and events will also be broadcast on Foxtel and Kayo.
- ▶ All free-to-air games mirrored and available on 7+ digital in all local markets.
- ▶ Telstra is extending its partnership, connecting fans to the game they love anywhere, anytime on any platform. Telstra will be building on its investment into Marvel Stadium and extending into innovation and digital offerings through the AFL/AFLW apps and all 18 clubs' websites.

Our partners have had long-term relationships with the game and the strength of this joint partnership will continue to benefit football long into the future.

<| The AFL's decision to expand grassroots funding demonstrated its commitment to community football.

▽ Crows skipper Chelsea Randall and coach Matthew Clarke hold aloft the Season Six AFLW premiership cup.

## Tasmania

Through the course of the 2022 year, the AFL and the Tasmania Government had been in detailed discussion around the possibility of a licence for a team from the state. The clubs, with regular meetings for club presidents and the Commission, had been kept fully informed of the process around a licence build for the team, and 11 key work streams.

The core areas of work through the months of discussion included - government funding; club governance; critical infrastructure; list establishment rules; player and staff retention; club and AFL financial impacts; the AFL fixture; team membership; club identity and brand; community development/local Tasmanian competitions and talent pathways.

The game had a collective view that entry for Tasmania had to give the club the best chance to be successful and a significant contributor to the competition and the state of Tasmania more broadly.

Football fans overwhelmingly support a team for Tasmania and all part of football acknowledge the broader benefits for the state of Tasmania.

This work was continuing at the time of this report's publication, with the key outstanding focus being securing funding for a stadium as part of a wider entertainment precinct in Hobart, with the next key steps in the 2023 year.

## AFLW Grand Final at Adelaide Oval

The Adelaide Crows won their third AFLW premiership, defeating Melbourne at the Adelaide Oval by 13 points in front of more than 16,000 fans.

The Crows have been the dominant team of the early years of the competition and congratulations to coach Matthew Clarke and captain Chelsea Randall for their leadership of an outstanding group.

Melbourne qualified for its first Grand Final but the Demons, as a foundation club, have been a consistently strong outfit every year and congratulations to their coach Mick Stinear and captain Daisy Pearce for a tremendous season.





## AFL Grand Final returns to the MCG

After two Grand Finals were played for the first time outside of Victoria in 2020 and 2021, the men's showpiece game returned to the MCG and its traditional date of the last Saturday in September in 2022.

A capacity crowd of 100,024 witnessed a dominant Geelong Cats outfit produce a stellar performance in captain Joel Selwood's last game of League football. Selwood became the first four-time premiership player in club history and congratulations to coach Chris Scott, the players and the entire club.

The Sydney Swans exceeded all expectations in their rise up the ladder on the back of an outstanding crop of young talent, who should again contend in the coming years. Congratulations to coach John Longmire and co-captains Luke Parker, Dane Rampe and Callum Mills for the Swans' continued excellence as a club.

## Investigation into historic allegations from Hawthorn FC

At the time of publication of this report, an ongoing investigation was proceeding into historic matters from the Hawthorn Football Club.

The four-person panel was headed by Mr Bernard Quinn KC, assisted by Ms Jacquelyn Turfrey, Mr Tim Goodwin and Ms Julie Buxton, to investigate allegations of bullying, misconduct and/or other inappropriate conduct by the Hawthorn Football Club (including by its coaches, football operations staff, independent contractors, management and/or board) towards some players on its playing list between 2008 and 2016 and in particular towards First Nations players, their families and/or their intimate partners.

The AFL is committed to providing a safe, welcoming and culturally-appropriate environment for all players and staff throughout the industry and the experiences that were outlined were extremely serious and required further and full examination.

## AFLW first premiership season with 18 teams

The first AFLW season with 18 teams finished at the end of November, after expansion saw two seasons completed for the year, with the move to an August start to accommodate the entry of Essendon, Hawthorn, Port Adelaide and the Sydney Swans.

Melbourne became the fourth club to claim an AFLW premiership, defeating the Brisbane Lions in a tense encounter in the newly-developed facility at Springfield.

After expansion, this season had a top eight for the first time and a full four-week finals series to match the men's competition, having played a 10-round home and away season.



△ After two COVID-interrupted seasons, club membership reached record levels in 2022.

▷ The AFL industry mourned the loss of former AFL senior executive Ray Gunston.

## AFL club membership record

AFL club membership reached a record level of 1,190,671 members, comprising 818,221 adults, 99,871 concessional members and 273,579 juniors.

Our clubs and players deserve great credit for the links they build with their fans across the country and club membership has increased 29 times in the past 31 years, with the exceptions being in 2000, when the AFL season was moved forward by a month to accommodate the Sydney Olympics, and the heavily impacted COVID-19 season in 2020.

The Brisbane Lions, Carlton, Collingwood, Essendon, Fremantle, Geelong Cats, Gold Coast Suns, GWS Giants, Hawthorn, Melbourne, North Melbourne, Port Adelaide, St Kilda and the Western Bulldogs all set a new membership benchmark, while West Coast, Richmond and Collingwood all surpassed 100,000 members.

## Key financial notes

The AFL's revenue increased by \$206m, due to a combination of improved commercial returns from Marvel Stadium, sponsorship and broadcasting, and government grant revenue received for the redevelopment of Marvel Stadium.

This revenue assisted in covering the following costs:

- ▶ \$337.5 million to AFL clubs;
- ▶ \$60.8 million to Game Development;
- ▶ \$45.3 million in running the AFLW competition, including Season Six which ran from January 2022 to April 2022 and part of Season Seven, which ran from August 2022 to November 2022;
- ▶ \$27.1 million to the AFLPA;
- ▶ \$17.4 million to infrastructure comprising of elite and community facilities and contributions for stadia redevelopments; and
- ▶ \$0.7 million to corporate and social responsibility initiatives.



## Vale Ray Gunston

The AFL industry suffered a great loss with the tragic early passing of former senior executive and club CEO Ray Gunston during the season.

Gunston, who is survived by his loving wife Mandy, son Jack, daughter Kate and granddaughter Scarlett, filled a range of senior roles across football, as well as a previous outstanding career in business life, as a wise and steady hand for all who had worked with him.

He was a great mentor and loyal friend to so many across the AFL and the football community and is greatly mourned throughout the game.

**RAY WAS AN EXTREMELY VALUED MEMBER OF THE AFL EXECUTIVE, WITH BOTH HIS ABILITY TO LEAD AND COMPLETE MAJOR PROJECTS, AND FOR HIS STRONG VALUES AND ETHICAL FRAMEWORK IN HOW HE CONDUCTED HIMSELF**





## Vale Neil Kerley AM

South Australian football lost the largest figure of the post-War era with the death of Neil Kerley in a car accident in the South Australian Murraylands.

A life member of the SANFL and the AFL, Kerley was the lifeblood of football in SA, coaching at five of the 10 SANFL clubs, winning memorable premierships in three different sets of colours and driving the passion for state football across more than three decades.

Kerley was honoured with a state funeral at Adelaide Oval, where he built a formidable reputation as a player and then an outstanding career as a senior coach across more than 600 games, as well as leading the Croweaters for 10 separate years of state football.

**NEIL KERLEY WAS THE EMBODIMENT OF FOOTBALL IN SOUTH AUSTRALIA. HE DEVOTED HIS LIFE TO THE GAME, BROUGHT IMPROVEMENT AND SUCCESS WHEREVER HE WENT ACROSS THE SANFL COMPETITION AND WAS ABSOLUTELY DRIVEN IN THE CAUSE OF STATE FOOTBALL, AND PARTICULARLY PUTTING A VICTORY OVER THE BIG V**

## Major NAB contract extensions

In 2022, NAB renewed as the naming rights partner of the NAB AFL Women's competition until 2028, also continuing its key role as naming rights partner of Auskick and major partner of AFL men's football.

NAB has been naming rights sponsor of the NAB AFL Women's competition since its inaugural season in 2017 and the six-year extension makes it one of the widest-ranging and long-standing partnerships for our game.

The AFL is privileged to have so many outstanding relationships with its senior partners and the support of NAB has seen an increase in all female participation, with women and girls now representing 31 per cent of players.

## Independent Review - Associate Professor Paul McCrory

The AFL commissioned an independent review after allegations were made against Associate Professor Paul McCrory relating to plagiarism and other issues connected with his research and medical work on sports-related concussion in the AFL.

Chaired by Mr Bernard Quinn KC across six months, and including Professor of Neuroscience at the University of Queensland and Royal Brisbane and Women's Hospital Michael O'Sullivan and Ms Jane Lindgren of Counsel, the AFL published the detailed 260-page report in full in the interests of clear transparency on this key matter, and a number of significant findings.

The Panel found that Associate Professor McCrory informed the review of seven editorials which contained plagiarised text and the independent Panel identified plagiarism in a further two editorials, one article and two book chapters. It found that the identified plagiarism constituted an embarrassing blemish on Associate Professor McCrory's professional/academic reputation.

However, the Panel also found the identified instances of plagiarism did not affect or taint the work that Associate Professor McCrory had undertaken for the AFL, in particular the AFL's guidelines on concussion.

Among other findings, the Panel was critical of the AFL and Florey Institute's handling of the major historical AFL concussion research and clinical care project known as the Past Player Project, finding it was under-funded and under-resourced and suffered from a lack of governance, stewardship and coordination in how it was rolled-out and implemented.

◀ South Australian football lost one of its largest figures with the passing of Neil Kerley.

Upon its release, the AFL apologised formally to the past players who had been involved.

The Panel made numerous other recommendations to improve the structure and workings of the AFL's new concussion management and research governance structure, which were under consideration from the League at the time of printing of this report.

The health and welfare of our players at all levels of our game is a key priority and in addition to the new governance structure and the work of various working groups, the AFL has committed investments of up to \$1 million a year on concussion research projects and up to \$2.5 million a year on a large-scale, 10-year longitudinal research project that would be multimodal in focus and involve AFL and AFLW players from entry to talent pathway to the elite game competition and through to retirement.

## Participation

Across all markets, more than 517,000 people were registered participants, from NAB AFL Auskick through to junior and senior community football, modified formats and school programs. While community football has been incredibly resilient, there are areas of the game facing challenges and the AFL recognises this. A number of initiatives were launched to help ensure support for the grassroots game is being directed to where it's needed most.

## New CBA for AFLW players

A new Collective Bargaining Agreement (CBA) for the 2022 NAB AFLW Season Seven - the first with all 18 clubs as part of the competition - saw average player salaries increasing by 94 per cent across the board.

Under the agreement between the AFL and AFLPA, the average salary for all 540 players across 18 clubs rose 94 per cent from \$23,904 to \$46,280, for the season comprising 10 home and away games and four finals (one more additional final than in Season Six).

- ▶ Tier 1 players received \$71,935 (previously \$37,155 - a rise of 94 per cent)
- ▶ Tier 2 players received \$55,559 (previously \$28,697 - a rise of 94 per cent)
- ▶ Tier 3 players received \$47,372 (previously \$24,468 - a rise of 94 per cent)
- ▶ Tier 4 players received \$39,184 (previously \$20,239 - a rise of 94 per cent)



## Australian Football Hall of Fame

Eight new members were welcomed into the Australian Football Hall of Fame, with their careers covering both the current national competition at AFL level and the histories of the state leagues in Western Australia, South Australia and Tasmania.

For the first time since 2019, the Hall of Fame function was held in person in Melbourne, to welcome Bill Dempsey, Mike Fitzpatrick, Brent Harvey, Matthew Pavlich, Michael Taylor, Nicky Winmar and deceased state league champions Terry Cashion and Ted Tyson.

The inductees of 2020 and 2021 were also honoured on stage as part of the evening, after they had previously been inducted via a television special broadcast by Fox Footy through the two years interrupted by COVID.

As noted in the Chairman's report, Port Adelaide great Russell Ebert was elevated to Legend status.

▽ Australian Football Hall of Fame inductees - (back row from left) Brent Harvey, Nicky Winmar, Matthew Pavlich, Mike Fitzpatrick and Michael Taylor; (front row) Bill Dempsey, Dian Ebert (wife of Legend Russell Ebert) and Glenda Murray (daughter of Terry Cashion).

## Senior AFLW and AFL Indigenous player group meetings

Several catch-ups a year are held with both the senior male indigenous players (current and recent) and the senior female indigenous players of the AFL and AFLW respectively.

These meetings are held to provide direct feedback on how best to improve the environment for new players coming into the competition, what steps the game needs to continue to take and to hear where successes can be replicated across the competition.

These extremely valuable meetings drove the Commission's decision to approve a welfare manager role at all clubs, with a resultant widespread positive result across the competition, and will continue into the future.



## AFL Commission and club leaders

I wish to again thank my chairman Richard Goyder for his unstinting support of myself, our AFL executive team and the wider industry. Richard is one of Australia's great business leaders and his counsel and steady hand has been a profound influence for me. I also wish to again thank former Chairman Mike Fitzpatrick for his support too when I began as CEO for the game.

The Commissioners of the AFL have provided great support through many challenging and rewarding times while in this role and I cherish the friendships I have built with the current and former leaders of the game who have served in these key roles.

Thank you also to the club presidents, chairs and chief executives, who both champion their cause of their clubs but also work assiduously for the greater good of the game.

In 2022, club chief executives Ben Amarzio (North Melbourne), Mark Anderson (Collingwood), Xavier Campbell (Essendon) and Matt Finnis (St Kilda) departed their roles after excellent service to the game, and football is well served by the leadership of its clubs.

△ AFL CEO Gillon McLachlan, with wife Laura and children (from left) Edie, Cleo, Luna and Sidney.

I also wish to thank the leaders of our state leagues for their commitment to the game at community level, and our major industry bodies who represent our players (Paul Marsh), umpires (Rob Kerr) and coaches (Alistair Nicholson).

My AFL executive team performed superbly across 2022 with the return to crowds in Victoria and New South Wales, coupled with a major off-field agenda, and I thank them for their friendship and their outstanding work. I also wish to thank those past executives of the AFL across my career, for their friendship from the time in their roles.

Above all, I owe a considerable debt to my wife Laura, for her love and her support, and our children Edie, Cleo, Sid and Luna. It has been a great privilege to have held this role.

Gillon McLachlan  
Chief Executive Officer



# FOOTBALL OPERATIONS

## ANDREW DILLON

EXECUTIVE GENERAL MANAGER FOOTBALL OPERATIONS, LEGAL AND INTEGRITY.  
GENERAL COUNSEL



The football operations team has played an integral role in ensuring the running and completion of the 2022 NAB AFLW Season Six, the 2022 Toyota AFL Premiership Season, the 2022 NAB AFLW Season Seven, the VFL, VFLW and Talent Pathways competitions across boys and girls.

The state of the game is in great shape and the 2022 Toyota AFL Premiership Season was a testament to this. We saw reduced congestion, higher scoring and narrow margins that were a direct result of several rule and policy changes made across the AFL in recent seasons.

In particular, the introduction of the 'stand rule', the interchange cap, the increased kick-in room and tighter interpretations of the holding-the-ball rule have all culminated in some great games of AFL.

Essendon, Hawthorn, Port Adelaide and the Sydney Swans were included in the 2022 NAB AFLW Season Seven competition, creating an 18-team competition for the first time, with Season Seven brought forward to begin in late August, thanks to the support of clubs, the competition committee, the AFL Commission and the AFL Players Association.

The COVID-19 pandemic continued to impact the AFL industry, with several fixture changes across the 2022 NAB AFLW Season Six and the introduction of COVID Contingency Lists playing a critical role in ensuring all AFL and AFLW matches were completed.

COVID Contingency Lists provided clubs with the flexibility to access up to 20 additional players that spanned State League and NGA academies over and above the club's 2022 AFL list.

Despite the challenges presented by the COVID-19 pandemic, all home and away games, all finals and premiers were awarded across all AFL-managed competitions.

The Football Operations team also oversaw the VFL, VFLW and Talent Pathways competitions which experienced a significant bounce back, with all leagues awarding premiers for the first time since 2019.

In its wider work, the footy department continues to oversee umpiring, game evolution and talent pathways and mental health and wellbeing for those within the industry.

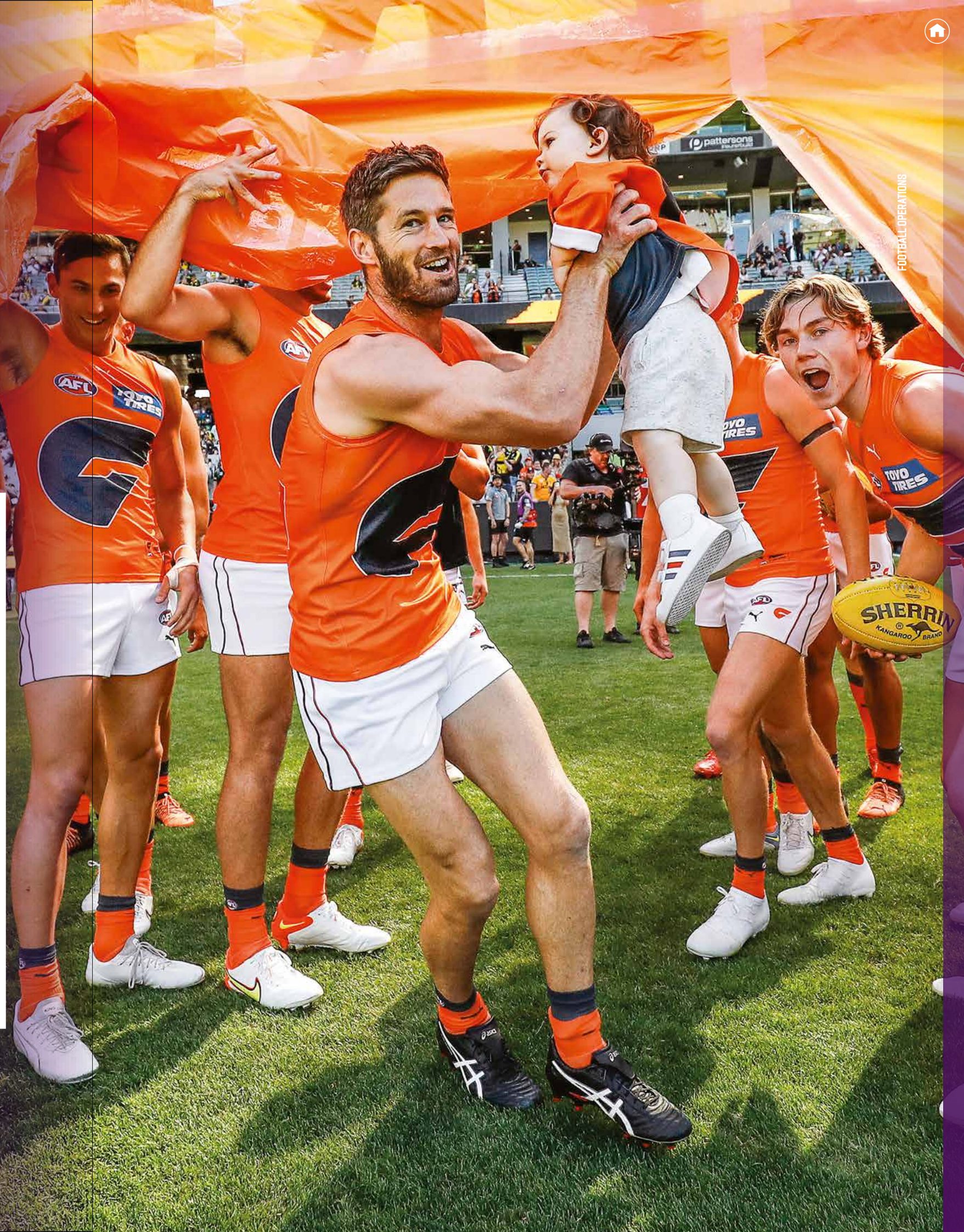
The AFL's Legal and Integrity team ensured the League operated in a safe, secure and fair manner across all levels of the competition.

General Manager of Legal and Regulatory Stephen Meade continued to lead Legal, Risk and Safety (including Insurance, Occupational Health and Safety, Risk and Compliance) and Concussion and Healthcare.

AFL Head of Integrity and Security Anthony Keane oversaw the security, safety and investigations across all levels of the competition.

They are all key priorities for the AFL and speak to the importance of the health and safety of all participants involved in Australian Football.

GWS Giants veteran Callan Ward bursts through the banner with son Romeo for his 250th game in round two at the MCG.







## Risk and Safety

The Risk and Safety team has worked to improve the Enterprise Risk Management Framework across the AFL and the industry.

A more mature risk management culture has been embedded throughout the AFL and has been supported by new risk management software called Play Safe Risk Management Systems. Further, the AFL's new Occupational Health and Safety Manual has been rolled out across AFL facilities, including Marvel Stadium. Work has been completed to align the AFL's Child Safeguarding Framework to the updated Victorian Child Safeguarding Legislation.

The AFL's collective insurance program, which procures insurance coverage for the AFL, elite and community clubs and other participants across the broader industry, was renewed on favourable terms in a challenging insurance market.

## Healthcare and concussion

The AFL continues to work assiduously on its concussion strategy and continuous review of the provision of Healthcare services, with a focus on improved health outcomes for all participants.

The Concussion Steering Group completed its first year of operation within the AFL's new concussion governance structure, overseeing the practical steps taken by Working Groups with expert medical and scientific input from the Scientific Committee, including as to the design of the longitudinal study of the impact of concussion and head trauma in our game, to be known as the AFL Brain Health Initiative.

## Integrity team

The Integrity team oversees the game's intelligence functions and capability, while also being responsible for stadium security overlays and guidelines. The AFL Illicit Drug Policy review saw a revised IDP agreed and implemented, while an updated security risk assessment for Marvel Stadium was also completed.

△ Hawk Tamara Luke is helped from the ground by medical staff after injuring her knee in round two of AFLW Season Seven.

## Hawthorn investigation group

This matter is addressed in the CEO Report, regarding an investigation into allegations of racism, bullying and misconduct by the Hawthorn Football Club between 2008 and 2016.

The four-person panel was headed by Mr Bernard Quinn KC, assisted by Ms Jacquelyn Turfrey, Mr Tim Goodwin and Ms Julie Buxton.

The AFL is committed to providing a safe, welcoming and culturally appropriate environment for all players and staff throughout the industry and the experiences that were outlined were extremely serious and required full examination.

## McCrory investigation

The AFL commissioned an independent review into allegations of plagiarism and concerns surrounding the research and medical work on sport-related concussion of Associate Professor Paul McCrory.

Following a six-month investigation, the AFL published a 260-page report which found McCrory informed the review of seven editorials which contained plagiarised text. The independent panel also identified plagiarism in two editorials, one article and two book chapters.

The panel found that instances of plagiarism did not affect or taint the work that Associate Professor McCrory had undertaken for the AFL, in particular the AFL's guidelines on concussion.

The panel was critical of the AFL and Florey Institute's handling of the major historical AFL concussion research project known as the Past Player Project, ruling it was under-funded and under-resourced and suffered from a lack of governance, stewardship and coordination in how it was rolled out and implemented.

Upon its release, the AFL apologised formally to the past players who had been involved.

## Rhys Nicholls sanction

The AFL suspended the Gold Coast Suns' Rhys Nicholls for two matches and fined him \$5000 for breaches of the AFL's rules relating to betting on AFL matches.

A total of 10 bets were placed on AFL matches across the 2022 season using an account in Nicholls' name. Six of those bets were on Gold Coast Suns matches. Nicholls did not play in those matches.

The bet stakes across the 10 games totalled \$256 and all bets were unsuccessful.

## Suspicious betting on the Brownlow Medal

The AFL Integrity unit commenced an investigation into betting irregularities across the 2022 Brownlow Medal.

As part of this investigation, the AFL Integrity unit worked with the AFL's betting partners to gather further information before collaborating with Sports Integrity Australia and Victoria Police regarding the investigation.

Victorian Police subsequently arrested four people in relation to suspicious betting activity linked to round-by-round betting on the 2022 Brownlow Medal, with one of those four identified as an AFL umpire.

The AFL is not aware of any information to suggest that the awarding of match-day votes was impacted in connection with the suspicious betting activity.

## Clubs' COVID compliance audit

An audit was completed into the compliance of Players and Football Program Staff at AFL clubs.

The audit assessed testing and testing reporting under the COVID-19 protocols which form part of the AFL Rules.

The audit found there were five clubs with varying levels of non-compliance. It did not find that any club had obtained a competitive advantage through failure to comply.

### Club sanctions

- **Sydney Swans** - \$100,000 fine, with \$50,000 to be included in the 2022 or 2023 soft cap
- **Collingwood** - \$50,000 fine, with \$25,000 to be included in the 2022 or 2023 soft cap
- **Richmond** - \$25,000 fine, with \$12,500 to be included in the 2022 or 2023 soft cap
- **Brisbane Lions** - Reprimand and \$25,000 fully suspended fine
- **St Kilda** - Reprimand and \$25,000 fully suspended fine

▽ The AFL launched an investigation into betting irregularities on the 2022 Brownlow Medal.

## Jordan De Goey AFL sanction/club sanction

Collingwood's Jordan De Goey was determined to have breached AFL Rule 2.3 by engaging in conduct unbecoming, while he was overseas in New York.

It was found the player became involved in an altercation that was not instigated by him, but his involvement was a breach of the AFL Rules and he was required to make a \$10,000 donation to charity.

Separately, the AFL supported the Collingwood Football Club's decision to impose a \$25,000 suspended fine on the player after social media content of him engaging in disrespectful conduct while in Bali was posted.

## Bailey Smith sanction

Western Bulldogs player Bailey Smith was found guilty of conduct unbecoming and suspended for two matches after content emerged on social media showing him using an illicit substance.

Smith was investigated by the AFL, where he admitted to illicit substance use in late 2021.

## Vaccination requirements update

Consistent with the directions of respective state and territory governments, the AFL moved from a mandate requiring first and second vaccine doses to 'strongly encouraging' all AFL and AFLW players and AFL industry people to have an "up-to-date" COVID-19 vaccination status, which includes all recommended booster shots.

After an extensive review that has included consultation with AFL people (staff), AFLPA, umpires, AFL clubs and a further risk assessment undertaken with input from the AFL's Chief Medical Officer, the AFL remains strongly of the view that vaccinations (including recommended booster shots) are the best form of defence in minimising the impacts of COVID-19 - but not as a standalone solution.





## Competition management

The Football Operations team maintains strong relationships across both the men's and women's competitions, enabling it to deliver both AFL and AFLW seasons, as well as VFL and VFLW competitions, despite heavy early-year interruptions again from COVID-19.

It was an extraordinary effort for the team to oversee 670 games of high-level football, across the AFL (207 games), AFLW Season Six (75), AFLW Season Seven (99), VFL (198) and VFLW (91).

Each season was successfully completed around strong COVID-19 protocols including testing, return to train and play guidelines and train-ons, while protecting player and staff health and safety, as well as commercial outcomes.

The team is working through a review of state league football with a decision to be considered in 2023 on the next steps for football at this level.

▽ Magpie star Ruby Schleicher keeps her distance under COVID-19 quarantine protocols following the round six AFLW match against the West Coast Eagles.

## Game Evolution

The men's and women's elite seasons in 2022 greatly benefited from regular close contests with high-standard football, maintaining interest across the full season.

In both competitions, matches went down to the wire. As a department, Football Operations continues to monitor the on-field game and to consolidate rule changes and monitor for detrimental tactics that impact how the game is played.

The introduction of a List Management sub-committee for both the AFL and AFLW, with club representatives joining on a rotational basis, was used to assess outcomes and suggestions from the Competition Committees.

An expanded football analysis working group was created to innovate and share information relating to the game while the team also integrated with the Data and Strategy teams to make data-driven decisions.

## Talent Pathways

The competition continues to focus on list management optimisation for clubs at the elite level and aligning talent pathways with the requirements of the senior men's and women's leagues.

In 2022, priorities focused on the re-establishment of talent pathway programs following the disruption across 2020/21. Wellbeing and safeguarding were a strong focus in the re-establishment of the pathway, with the Mental Health and Wellbeing team onboarding 27 new Wellbeing coordinators in Talent and two full-time Vic Country and Metro Wellbeing Leads.

The Mental Fitness model developed, implemented, published and evaluated in talent wellbeing was presented at a Global Mental health in sport conference.

The Wellbeing team supported 39 development players drafted in their 18th year and throughout their first season coinciding with their Year 12 studies. Five of the development players received Rising Star awards, two polled in the best a fairest and all completed their Year 12.

▽ Umpire Hayden Gavine calls for a goal review in the round 18 match between the Western Bulldogs and St Kilda at Marvel Stadium.

## Mental Health and Wellbeing

Following the appointment of Indigenous Player Development Managers (IPDM) at all AFL clubs, the AFL Social and Emotional and Wellbeing Practice Lead role was established and hosted a two-day gathering where key principles were embedded through a workshop by the Australian Indigenous Psychologists Association.

In the AFLW, a BHP Leadership forum for all AFLW players and AFLW PDMs workshop focused on player transition and recovery and reconnection after COVID impacts.

Ongoing governance and mental health leadership continued, including development of an AFL research governance framework and an expert mental health in sport research collaborative group; Administration, Interpretation and Storage of Psychological Tests policy; a suicide post-vention to guide AFL clubs impacted by suicide and a safe storytelling guide to assist AFL and club media to communicate sensitively about mental health.

The mental health and wellbeing soft-cap policy continues to ensure minimum credentialling of all mental health and wellbeing staff in clubs and minimum expenditure for mental health resources, including every club now having a club psychologist and/or mental health clinician.

Three clubs have created Heads of Mental Health and Wellbeing roles in response.

The AFL has partnered with Movember in an Australian first, to bring the evidence-based 'Ahead of the Game' mental health literacy and resilience program to scale across community clubs.

Over the next three years, this will reach 60,000 young players and umpires (12-18 years), coaches, parents and volunteers to build mentally-fit football communities.







## Competition Committees

The AFL Competition Committee and AFLW Competition Committee serve as a guide around decision-making for the AFL Commission and AFL Executive on key aspects of the future direction of their respective competitions. The committees meet three to four times a year with representatives from a range of clubs and roles within football, with appointments to the committee usually limited to three years.

### The AFL Competition Committee in 2022 comprised:

Andrew Dillon (chair, AFL EGM Football Operations, Legal and Integrity), Stephen Coniglio (GWS Giants player), Patrick Dangerfield (Geelong Cats player), Chris Davies (Port Adelaide GM Football), Chris Fagan (Brisbane Lions head coach), Simon Garlick (Fremantle CEO), Andrew Ireland (Sydney Swans Club director), Laura Kane (AFL GM Competition Management), Rob Kerr (AFL Umpires Association), Nicole Livingstone (AFL GM Women's Football), Josh Mahoney (Essendon GM Football), Brett Murphy (AFLPA GM Player & Stakeholder Relations), Peggy O'Neal (Richmond president), Brett Ratten (St Kilda head coach), Justin Reeves (Hawthorn CEO), Alan Richardson (Melbourne GM Football), Kylie Rogers (AFL EGM Customer and Commercial), Brett Rosebury (AFL senior umpire), Brad Scott (AFL GM Football), Kylie Watson-Wheeler (Western Bulldogs president), Jacob Weitering (Carlton player), Simone Wilkie (AFL Commissioner).

### The AFLW Competition Committee in 2022 comprised:

Simone Wilkie (chair, AFL Commissioner), Breanna Brock (Brisbane Lions Head of Women's Football), Jess Burger (Collingwood Head of Women's Football), Trent Cooper (Fremantle head coach), Michelle Cowan (West Coast Eagles Head of Women's Football), Andrew Dillon (AFL EGM Football Operations, Legal and Integrity), Alicia Eva (GWS Giants player), Brendon Gale (Richmond CEO), Bec Goddard (Hawthorn head coach), Laura Kane (AFL GM Competition Management), Nicole Livingstone (AFL GM Women's Football), Brett Murphy (AFLPA GM Player and Stakeholder Relations), Chelsea Randall (Adelaide Crows player), Kate Roffey (Melbourne president), Diana Taylor (Geelong Cats vice-president).

◀ Carlton's Brooke Walker (left) and Darcy Vescio celebrate a goal in the Blues' round four AFLW match against the Kangaroos.

▽ Under a new holding the ball interpretation, umpires were less lenient to players who had prior opportunity.

## Umpiring

The AFL appointed Lisa Lawry to the newly-created position of General Manager Umpiring, with a core focus on performance, growth and development of umpires across the AFL, AFLW, state and NAB League competitions.

AFL umpires conducted more than 500 club visits across the pre-season and throughout the season, building strong relationships with coaches and players.

The AFL imposed tighter interpretations of existing rules relating to time delay and holding the ball ahead of the 2022 Toyota AFL Premiership Season.

### 1. Time delay

Umpires were less lenient towards players who deliberately delayed play. Umpires no longer gave a warning to players who deliberately engaged in time wasting and awarded a free kick or 50-metre penalty.

### 2. Holding the ball

Umpires were less lenient towards players who had prior opportunity and did not immediately and correctly dispose of the ball. A free kick was awarded against a player if they ducked their head before being tackled and did not correctly dispose of the ball.

At the start of the 2022 Toyota AFL Premiership Season, the AFL wrote to all clubs outlining the importance of respect towards umpires at all levels of the game.

This led to a crackdown on dissent towards umpires across the AFL industry - setting the standard at the elite level to send a message to the community level, where there is a national shortage of 6000 umpires.





AFLW umpires

In the lead-up to Season Seven, the AFL Umpires Team held its inaugural AFLW Talent Identification Day which was attended by 75 female umpires.

Female representation in Season Seven increased by 63 per cent in the home and away panel. Female representation increased from nine per cent in Season Six to 23 per cent in the Season Seven finals panel.

At 16, Emma Stark became the youngest field umpire to officiate at the elite level of the AFL or AFLW. Stark officiated the round one AFLW match between Essendon and Hawthorn.

The ‘stand rule’ was introduced to the AFLW in the 2022 AFL Season Six and continued through the AFLW Season Seven Competition, which saw lower congestion and better defensive 50 to inside 50 transition.

▽ At just 16, Emma Stark became the youngest field umpire to officiate an elite-level game.



**2022 NAB AFL Women’s Season Six Grand Final umpires**  
**Field:** Andrew Adair, Nicholas McGinness, Jordyn Pearson. Emergency - Tom Bryce.  
**Boundary:** Ty Duncan, Simon Blight, Patrick Jackson, Luke Graves.  
**Goal:** Matthew Edwards, James Rizio. Emergency - Luke Monea.

**2022 NAB AFL Women’s Season Seven Grand Final umpires**  
**Field:** Thomas Chrystie, Joel Clamp, Nick Jankovskis. Emergency - James Strybros.  
**Boundary:** Trent Bowes, Blake Anderson, Will Morris, Dominic Schilliro. Emergency Ben Williams.  
**Goal:** Adam Stegar, Tayla Manning. Emergency - Taylor Mattioli.

**AFL Grand Final umpires**  
**Field:** Brendan Hosking, Simon Meredith, Matt Stevic. Emergency - Hayden Gavine.  
**Boundary:** Christopher Gordon, Matthew Konetschka, Ben McDonald, Michael Marantelli. Emergency - Matt Tomkins.  
**Goal:** Matthew Dervan, Sam Walsh. Emergency - Dylan Benwell.

**AFL All-Australian umpires**  
Simon Meredith (field)  
Chris Gordon (boundary)  
Matthew Dervan (goal)

**AFLW Season Seven All-Australian umpires**  
Thomas Chrystie (field)  
Trent Bowes (boundary)  
Adam Stegar (goal)

**AFLW Umpire Rising Star Award**  
Georgia Henderson (goal)

**AFLW All-Australian panel**  
Nicole Livingstone (chair, AFL GM Womens Football), Sarah Black (AFL Media reporter), Andrew Dillon (AFL EGM Football Operations, Legal and Integrity), Tim Harrington (AFLPA Head of Alum), Laura Kane (AFL GM Competition Management), Narelle Smith (former Adelaide Crows assistant coach and current SANFLW senior coach), Kelli Underwood (Fox Footy), Sam Virgo (former Gold Coast Suns and Brisbane Lions player), Megan Waters (Fox Footy).

**AFL All-Australian panel**  
Gillon McLachlan (chair, AFL CEO), Jude Bolton (former Sydney Swans player), Nathan Buckley (former Brisbane Bears player, Collingwood player and coach), Kane Cornes (former Port Adelaide player), Andrew Dillon (AFL EGM Football operations, Legal and Integrity), Glen Jakovich (former West Coast Eagles player), Gerard Healy (former Melbourne, Sydney Swans player), Chris Johnson (former Fitzroy, Brisbane Lions player), Cameron Ling (former Geelong Cats player), Nick Riewoldt (former St Kilda player), Brad Scott (AFL GM Football)



NAB AFL Rising Star

Collingwood’s Nick Daicos was the winner of the 2022 NAB AFL Rising Star, being awarded the Ron Evans medal and a \$20,000 personal investment portfolio. Daicos polled 60 votes, finishing clear of Geelong defender Sam De Koning (48 votes) and Hawthorn midfielder Jai Newcombe (35 votes).

**Full voting:**  
**60** Nick Daicos (Collingwood)  
**48** Sam De Koning (Geelong Cats)  
**35** Jai Newcombe (Hawthorn)  
**21** Jack Ginnivan (Collingwood)  
**12** Nic Martin (Essendon)  
**2** Jake Bowey (Melbourne)  
**1** Heath Chapman (Fremantle)  
**1** Jamarra Ugle-Hagan (Western Bulldogs)

△ Magpie Nick Daicos, pictured left with brother Josh, was a runaway winner of the NAB AFL Rising Star award.

2022 NAB AFL RISING STAR NOMINEES

Rd	Player	AFL Club	Votes
1	Nic Martin	Essendon	12
2	Jake Bowey	Melbourne	2
3	Nick Daicos	Collingwood	60
4	Josh Rachele	Adelaide Crows	-
5	Jai Newcombe	Hawthorn	35
6	Jack Ginnivan	Collingwood	21
7	Jason Horne-Francis	North Melbourne	-
8	Heath Chapman	Fremantle	1
9	Corey Durdin	Carlton	-
10	Joel Jeffrey	Gold Coast Suns	-
11	Sam De Koning	Geelong Cats	48
12	Logan McDonald	Sydney Swans	-
13	Brandon Walker	Fremantle	-
14	Ben Hobbs	Essendon	-
15	Lachlan Jones	Port Adelaide	-
16	Massimo D'Ambrosio	Essendon	-
17	Hugo Ralphsmith	Richmond	-
18	Josh Ward	Hawthorn	-
19	Jamarra Ugle-Hagan	Western Bulldogs	1
20	Noah Cumberland	Richmond	-
21	Elijah Hollands	Gold Coast Suns	-
22	Marcus Windhager	St Kilda	-
23	Nathan O'Driscoll	Fremantle	-



## 2021 AFL Injury Report

The 2021 AFL Injury Report showed the overall injury incidence remained relatively stable. The total injury incidence was 33.6 new injuries per club in 2021, compared with 33.1 in 2020. The three most common injuries resulting in missed matches in 2021 were hamstring strains, concussions and calf strains.

## Match Review

The model of a single decision-maker for Match Review continued in 2022, with Match Review Officer Michael Christian assessing reportable incidents across all AFL and AFLW matches.

## Free Agency

Free Agency operates in the AFL under an agreement between the AFL and the AFLPA.

### The following players exercised Free Agency rights:

- ▶ Karl Amon (Port Adelaide to Hawthorn)
- ▶ Zaine Cordy (Western Bulldogs to St Kilda)
- ▶ Jayden Hunt (Melbourne to West Coast)
- ▶ Liam Jones (Carlton to Western Bulldogs)
- ▶ Daniel McStay (Brisbane Lions to Collingwood)

### 2022 Restricted Free Agents

- ▶ Darcy Gardiner (Brisbane Lions)
- ▶ Jordan De Goey (Collingwood)
- ▶ Darcy Moore (Collingwood)
- ▶ Kyle Langford (Essendon)
- ▶ Alex Pearce (Fremantle)
- ▶ James Sicily (Hawthorn)
- ▶ Angus Brayshaw (Melbourne)
- ▶ Kane Lambert (Richmond)
- ▶ Lance Franklin (Sydney Swans)

## 2022 TRIBUNAL STATS

	2018	2019	2020	2021	2022
Total MRO charges	272	188	207	212	211
Number of players accepting prescribed penalty (%)	245 (93%)	169 (92%)	181/204	183 (86%)	185 (88%)
Number of players accepting prescribed suspension (%)	22 (66%)	16 (57%)	14/23	17 (61%)	28 (68%)
Tribunal hearings	27	19	26	29	26
Direct Tribunal referrals	12	4	3	5	4
Number of charges upheld at Tribunal (%)	9 (60%)	10 (66%)	16/23	15 (62%)	14 (64%)
Number of charges not sustained at Tribunal (%)	5 (33%)	1 (7%)	6/23	5 (21%)	7 (32%)
Number of charges downgraded at Tribunal (%)	1 (7%)	4 (27%)	2/23	4 (17%)	1 (5%)
Number of players suspended	36	26	21	26	38
Matches lost through suspension	64	28	30	42	49
Appeals	2	1	1	3	1
Appeals upheld	1	0	1	3	1
Appeals dismissed	1	1	0	0	0
Low-level classifiable offences (\$)	78 (\$161,000)	82 (\$178,000)	88 (\$107,500)	105 (\$229,000)	82 (\$172,000)
Fixed financial sanctions (\$)	150 (\$209,000)	78 (\$106,000)	92 (\$62,250)	75 (\$87,500)	82 (\$90,000)

### 2022 Unrestricted Free Agents

#### Adelaide Crows

Ben Davis\*, Mitch Hinge\*, Taylor Walker

#### Brisbane Lions

Ryan Lester, Daniel McStay, Mitch Robinson, Dayne Zorko

#### Carlton

Matthew Cottrell\*, Ed Curnow, Matt Kennedy\*, Oscar McDonald\*, Jack Newnes, Lochie O'Brien\*

#### Collingwood

Isaac Chugg\*, Mason Cox, Jamie Elliott, Jordan Roughead

#### Essendon

Dyson Heppell, Michael Hurley, Alec Waterman\*

#### Fremantle

Bailey Banfield\*, Connor Blakely\*, Mitch Crowden\*, David Mundy

#### Geelong Cats

Luke Dahlhaus, Tom Hawkins, Shaun Higgins, Joel Selwood, Isaac Smith

#### Gold Coast Suns

Levi Casbault\*, Charlie Constable\*, Jez McLennan\*

#### GWS Giants

Jarrold Brander\*, Matt de Boer\*, Lachlan Keffe\*, Adam Kennedy, Daniel Lloyd\*, Zach Sproule\*, Jake Stein\*, Jacob Wehr\*

#### Hawthorn

Jack Gunston, Kyle Hartigan\*, Daniel Howe, Ben McEvoy, Liam Shiels

#### Melbourne

Mitch Brown\*, Majak Daw\*, Jayden Hunt

#### North Melbourne

Ben Cunnington, Todd Goldstein, Kyron Hayden\*, Tom Lynch\*, Kayne Turner, Josh Walker\*

#### Port Adelaide

Karl Amon, Travis Boak, Trent Dumont\*, Robbie Gray, Sam Mayes\*, Trent McKenzie\*, Steven Motlop, Sam Skinner\*

#### Richmond

Trent Cotchin, Shane Edwards, Ben Miller\*, Bigoa Nyuon\*, Matt Parker\*, Jack Riewoldt, Jayden Short

#### St Kilda

Tom Campbell\*, Jarryn Geary, Darragh Joyce\*, Jarrod Lienert\*, Mason Wood\*

#### Sydney Swans

Harry Cunningham, Robbie Fox\*, Josh Kennedy, Jake Lloyd, Paddy McCartin\*, Sam Naismith, Sam Reid, Lewis Taylor\*

#### West Coast

Hugh Dixon\*, Shannon Hurn, Jamaine Jones\*, Tom Joyce\*, Josh Kennedy, Patrick Naish\*, Nic Naitanui, Jackson Nelson, Luke Shuey, Luke Strnadica\*

#### Western Bulldogs

Zaine Cordy, Bailey Dale, Caleb Daniel, Taylor Duryea, Jason Johannisen, Tom Liberatore, Stefan Martin, Toby McLean, Mitch Wallis

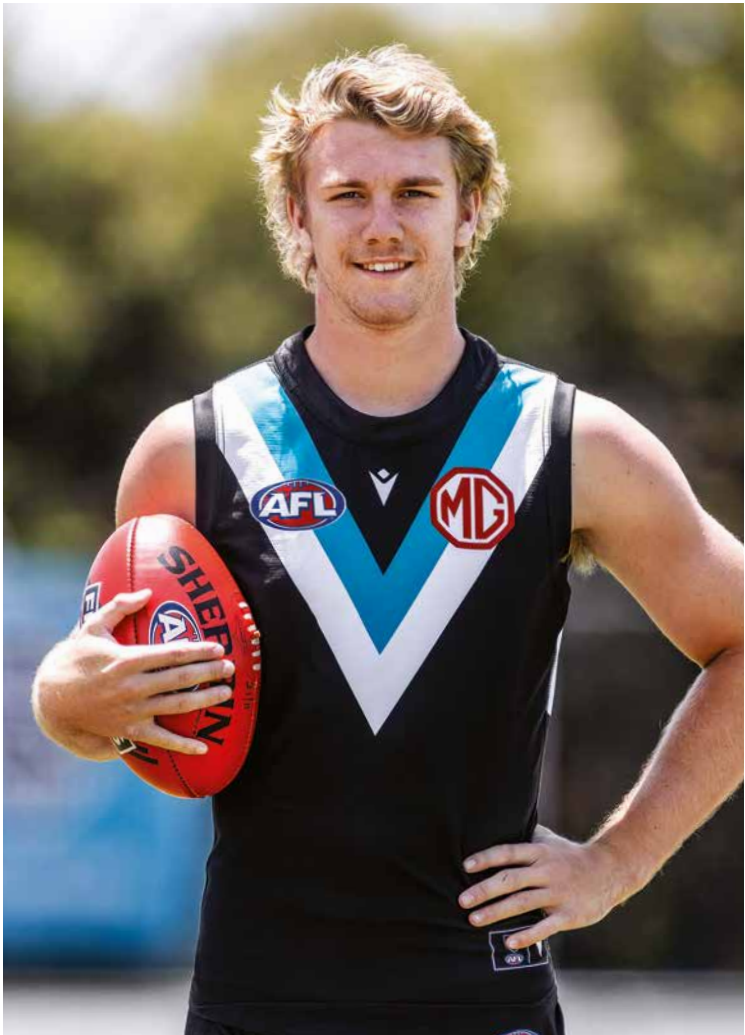
\* Previously delisted

▽ Former Roo No. 1 draft choice Jason Horne-Francis was traded to Port Adelaide.

### Traded Players

#### The following players were traded:

Blake Acres (Fremantle to Carlton); Toby Bedford (Melbourne to GWS Giants); Thomas Berry (Brisbane to Gold Coast); Jack Bowes (Gold Coast to Geelong); Tanner Bruhn (GWS Giants to Geelong); Josh Corbett (Gold Coast to Fremantle); Josh Dunkley (Western Bulldogs to Brisbane); Billy Frampton (Adelaide to Collingwood); Aaron Francis (Essendon to Sydney); Brodie Grundy (Collingwood to Melbourne); Jack Gunston (Hawthorn to Brisbane); Ollie Henry (Collingwood to Geelong); Bobby Hill (GWS Giants to Collingwood); Jacob Hopper (GWS Giants to Richmond); Jason Horne-Francis (North Melbourne to Port Adelaide); Lachie Hunter (Western Bulldogs to Melbourne); Luke Jackson (Melbourne to Fremantle); Rory Lobb (Fremantle to Western Bulldogs); Ben Long (St Kilda to Gold Coast); Griffin Logue (Fremantle to North Melbourne); Lloyd Meek (Fremantle to Hawthorn); Tom Mitchell (Hawthorn to Collingwood); Jaeger O'Meara (Hawthorn to Fremantle); Izak Rankine (Gold Coast to Adelaide); Junior Rioli (West Coast to Port Adelaide); Josh Schache (Western Bulldogs to Melbourne); Will Setterfield (Carlton to Essendon); Cooper Stephens (Geelong to Hawthorn); Tim Taranto (GWS Giants to Richmond); Darcy Tucker (Fremantle to North Melbourne); Sam Weideman (Melbourne to Essendon).





National Draft

The 2022 NAB AFL Draft was held on November 28-29, conducted in its normal operational format for the first time since 2019. Round one selections were made on the opening night, with the remaining rounds completed on the second night.

The draft resulted in the selection of 59 players (average of 63 selections 2019-21) and included the selection of:

- ▶ Six father-son players (Adelaide Crows - Max Michalanney; Brisbane Lions - Will Ashcroft and Jaspa Fletcher; Essendon - Alwyn and Jayden Davey; North Melbourne - Cooper Harvey).
- ▶ One Northern Markets Academy selection (GWS Giants - Harry Rowston).
- ▶ 36 NAB League players, including two from the Tasmania Devils.
- ▶ 21 state league players from the SANFL (11), WAFL (nine) and QAFL (one).
- ▶ One player each from the VFL and country league Ovens and Murray FNL.

Father-Son Selections

There were six father-son selections at the 2022 NAB AFL Draft:

- ▶ **Will Ashcroft** (Brisbane Lions, son of Marcus. Club matched bid made by North Melbourne)
- ▶ **Jaspa Fletcher** (Brisbane Lions, son of Adrian. Club matched bid made by Western Bulldogs)
- ▶ **Max Michalanney** (Adelaide Crows, son of Jim. Club matched bid made by Sydney Swans)
- ▶ **Alwyn Davey jnr** (Essendon, son of Alwyn. Club matched bid made by Hawthorn)
- ▶ **Jayden Davey** (Essendon, son of Alwyn)
- ▶ **Cooper Harvey** (North Melbourne, son of Brent)

There was one father-son selection at the 2022 NAB AFL Rookie Draft:

- ▶ **Oasca Riccardi** (Geelong Cats, son of Peter)

Northern Academies

Three players were pre-selected as Northern Academy Category B rookies: Will Edwards (Sydney Swans), Lloyd Johnston (Gold Coast Suns) and Nick Madden (GWS Giants).

▶ Essendon's Alwyn Davey is put through his paces at the AFL Draft Combine in Melbourne.

▶ The Brisbane Lions' Will Ashcroft was one of six father-son selections in the 2022 NAB AFL Draft.

Next Generation Academies

Nine players were pre-selected Next Generation Academy Category B rookies: Jordyn Baker (West Coast Eagles), Nathan Barkla (Port Adelaide), Joshua Bennetts (Hawthorn), Ted Clohesy (Geelong Cats), Tyrell Dewar (West Coast Eagles), Josh Draper (Fremantle), Angus McLennan (St Kilda), Anthony Munkara (Essendon) and Conrad Williams (Fremantle).

Northern Zone Rookies

Two players were pre-selected as Queensland and NSW Zone Category B rookies: Shadeau Brain (Brisbane Lions) and Jason Gillbee (GWS Giants).



MATCHED BIDS FOR FATHER/SON AND ACADEMY PLAYERS

Name	Player Category	Bid Team	Match Team	Bid	Points Value to Match	Selections Matched	Selections Received
Will Ashcroft	Father-Son	North Melbourne	Brisbane Lions	2	2014	34, 35, 38, 40, 41	41
Jaspa Fletcher	Father-Son	Western Bulldogs	Brisbane Lions	12	1014	41, 47, 49	-
Harry Rowston	Northern Academy	Sydney Swans	GWS Giants	16	854	17	-
Max Michalanney	Father-Son	Sydney Swans	Adelaide Crows	17	820	43, 51, 54	69
Alwyn Davey jnr	Father-Son	Hawthorn	Essendon	45		49	-





2022 NAB AFL DRAFT SELECTIONS (FIRST ROUND)

No.	Club	Player	Selected from
1	GWS Giants	Aaron Cadman	GWV Rebels (Vic)
2	Brisbane Lions	Will Ashcroft	Sandringham Dragons (Vic)
3	North Melbourne	Harry Sheezel	Sandringham Dragons (Vic)
4	North Melbourne	George Wardlaw	Oakleigh Chargers (Vic)
5	Essendon	Elijah Tsatas	Oakleigh Chargers (Vic)
6	Gold Coast Suns	Bailey Humphrey	Gippsland Power (Vic)
7	Hawthorn	Cameron Mackenzie	Sandringham Dragons (Vic)
8	Geelong Cats	Jhye Clark	Geelong Falcons (Vic)
9	West Coast Eagles	Reuben Ginbey	East Perth (WA)
10	St Kilda	Mattaes Phillipou	Woodville-West Torrens (SA)
11	Carlton	Ollie Hollands	Murray Bushrangers (Vic)
12	Brisbane Lions	Jaspa Fletcher	Brisbane Lions Academy (Qld)
13	Western Bulldogs	Jedd Busslinger	East Perth (WA)
14	West Coast Eagles	Elijah Hewett	Swan Districts (WA)
15	Melbourne	Matt Jefferson	Oakleigh Chargers (Vic)
16	GWS Giants	Harry Rowston	GWS Giants Academy (NSW)
17	Adelaide Crows	Max Michalanney	Norwood (SA)
18	Hawthorn	Josh Weddle	Oakleigh Chargers (Vic)
19	Collingwood	Ed Allan	Claremont (WA)
20	Sydney Swans	Jacob Konstanty	Gippsland Power (Vic)
21	GWS Giants	Darcy Jones	Swan Districts (WA)



2022 NAB AFL MID-SEASON ROOKIE DRAFT

The following players were selected in the Mid-Season Rookie Draft

No.	Club	Player	Selected from
Round One			
1	West Coast Eagles	Jai Culley	Dandenong
2	North Melbourne	Kallan Dawson	Williamstown
3	Essendon	Massimo D'Ambrosio	Western Jets
4	Adelaide Crows	Brett Turner	Glenelg
5	GWS Giants	Wade Derksen	Peel Thunder
6	Hawthorn	Max Ramsden	Sandringham Dragons
7	Gold Coast Suns	Oskar Faulkhead	Bendigo Pioneers
8	Port Adelaide	Brynn Teakle	East Fremantle
9	Collingwood	Josh Carmichael	West Adelaide
10	Richmond	Jacob Bauer	North Adelaide
11	Sydney Swans	Hugo Hall-Kahan	Sandringham Dragons
12	Geelong Cats	Zane Williams	Woodville-West Torrens
13	Carlton	Sam Durdin	Glenelg
14	St Kilda	(pass)	
15	Fremantle	Sebit Kuek	East Perth
Round Two			
16	West Coast Eagles	(pass)	
17	North Melbourne	(pass)	
18	Essendon	Jye Menzie	South Adelaide
19	Adelaide Crows	(pass)	
20	Hawthorn	James Blanck	Box Hill
21	Collingwood	(pass)	
22	Carlton	Will Hayes	Carlton VFL
23	Fremantle	(pass)	

PRE-SEASON SUPPLEMENTAL SELECTION PERIOD

The following players were chosen under SSP rules:

Club	Player	Selected from
Brisbane Lions	Mitchell Cox	Williamstown
Essendon	Tex Wanganeen	Sturt
Essendon	Nic Martin	Subiaco
Gold Coast Suns	James Tsitas	Woodville-West Torrens
North Melbourne	Tom Lynch	Adelaide
St Kilda	Jack Hayes	Woodville-West Torrens
St Kilda	Jarrod Lienert	Port Adelaide
Sydney Swans	Paddy McCartin	Sydney VFL
West Coast Eagles	Hugh Dixon	East Fremantle
West Coast Eagles	Luke Strnadica	East Fremantle
West Coast Eagles	Patrick Naish	Richmond
West Coast Eagles	Tom Joyce	Brisbane Lions

< No. 1 draft choice Aaron Cadman (centre) is joined by fellow top-three selections Will Ashcroft and Harry Sheezel after the 2022 NAB AFL Draft.





## 2023 NAB AFL and AFLW Academy programs

The 2023 NAB AFL Academy and 2023 NAB AFLW Academy squads each feature 30 players and include a selection of the most talented 17-year-old footballers across the country. The players selected will be eligible in the 2023 NAB AFL Draft and 2023 NAB AFLW Draft, following the 2023 NAB AFLW season.

### AFL Academy

Lachlan Cabor (NSW/ACT); Nate Caddy (Vic M); Jack Callinan (Tas); Caiden Cleary (NSW/ACT); Daniel Curtin (WA); Jack Delean (SA); Zane Duursma (Vic C); Mitchell Edwards (WA); William Green (Vic M); Riley Hardeman (WA); William Lorenz (Vic M); Kane McAuliffe (SA); Colby McKercher (Tas); Ashton Moir (SA); Connor O'Sullivan (NSW/ACT); William Patton (SA); Nathan Philactides (Vic M); Ethan Read (Qld); Archer Reid (Vic C); Harley Reid (Vic C); Archie Roberts (Vic M); Jake Rogers (Qld); Ryley Sanders (Tas); Cooper Simpson (Vic C); George Stevens (Vic C); Koltyn Tholstrup (WA); Orlando Turner (NT); Jed Walter (Qld); Nick Watson (Vic M); Darcy Wilson (Vic C).

### AFLW Academy

Brooke Barwick (Tas); Molly Brooksby (SA); Kyanne Campbell (NT); Georgia Clark (Tas); Georgie Cleaver (WA); Rania Crozier (Qld); Darcie Davies (Qld); Amy Gaylor (Vic M); Shineah Goody (SA); Tsharni Graham (NT); Elaine Grigg (SA); Jaime Henry (WA); Lila Keck (Vic C); Bianca Lyne (Vic C); Siena McMullen (Qld); Olivia Morris (NSW/ACT); Sophie Peters (Qld); Alyssia Pisano (Vic M); Jessica Rentsch (Vic C); Marnie Robinson (NSW/ACT); Matilda Scholz (SA); Kaitlyn Srhoj (WA); Melanie Staunton (NSW/ACT); Lauren Stone (Vic M); Jess Vukic (Vic M); Kristie-Lee Weston-Turner (Vic M); Kiera Whiley (Vic M); Mikayla Williamson (Vic C); Piper Window (SA); Lauren Young (SA).

△ Australia under-18 assistant coach Daisy Pearce talks to players during the AFLW National Academy match against an under-23 All-Stars team at Punt Rd Oval.

## Total Player Payments

The 2022 Total Player Payment Limit per club of \$13.5 million represented a return to the limit agreed within the 2017-22 CBA, which was negotiated prior to the COVID-19 pandemic. This follows a nine per cent reduction in the 2021 limit from the amount agreed within the 2017-22 CBA, which was negotiated in a CBA variation with the AFLPA. As a result of the return to the limit agreed pre-COVID, Gross Player Payments increased by 10.14 per cent from \$233.9 million in 2021 to \$257.6 million in 2022.

Additional Service Agreement payments for the provision of marketing services by players increased by 11.49 per cent, from \$20.1 million in 2021 to \$22.5 million in 2022. This increase was also driven by a return to the limits negotiated within the 2017-22 CBA, following a nine per cent reduction to the Additional Services Agreement limit which was agreed in a CBA variation in 2021. The 2022 Additional Services Agreement limit per club was \$1.2 million.

In addition to these amounts, players earned \$1.5 million from employment and marketing arrangements with associates of clubs.

Taking into account the \$257.6 million in gross player payments, \$22.5 million in Additional Services Agreements and \$1.5 million from employment and marketing arrangements with associates of the clubs, the total earned by players in 2022 was \$281.5 million, an increase of 10.12 per cent on the 2021 total of \$255.6 million.

The average payment by clubs for a listed player in 2022 was \$433,511, an increase of 9.10 per cent from 2021. No club was sanctioned during 2022 for a breach of the TPP rules.

## 2012-2022 SUMMARY OF AFL PLAYER EARNINGS

Earnings	2012 Played	2012 Listed	2013 Played	2013 Listed	2014 Played	2014 Listed	2015 Played	2015 Listed	2016 Played	2016 Listed	2017 Played	2017 Listed	2018 Played	2018 Listed	2019 Played	2019 Listed	2020 Played	2020 Listed	2021 Played	2021 Listed	2022 Played	2022 Listed
\$0-\$60,000	1	21	0	9	0	2	0	1	0	0	0	1	0	1	0	0	0	0	1	0	1	
\$60,001-\$100,000	71	120	48	109	33	90	17	65	21	70	9	38	3	24	5	31	47	113	4	18	0	10
\$100,001-\$200,000	187	199	203	213	177	198	163	188	162	185	112	152	108	159	101	166	165	189	94	133	83	125
\$200,001-\$300,000	166	170	148	156	136	147	143	153	121	131	130	140	129	136	111	124	134	142	106	119	115	126
\$300,001-\$400,000	103	104	114	115	125	128	124	131	137	148	137	148	137	145	118	123	124	131	114	117	106	109
\$400,001-\$500,000	58	60	64	64	75	76	84	85	87	89	87	89	86	88	104	107	58	60	104	109	89	95
\$500,001-\$600,000	25	25	22	22	31	32	44	44	35	40	52	53	44	49	47	48	38	40	68	68	69	71
\$600,001-\$700,000	11	12	19	19	26	26	18	21	22	23	34	34	46	46	41	42	13	13	42	46	37	39
\$700,001-\$800,000	4	4	10	10	10	10	21	21	15	18	23	23	21	24	28	29	4	4	23	24	32	32
\$800,001-\$900,000	1	1	7	7	6	6	3	3	5	5	9	9	15	15	16	16	1	2	11	11	24	24
\$900,001-\$1,000,000	1	1	-	-	2	2	2	2	3	3	10	11	10	10	7	7	1	2	3	3	15	15
\$1,000,001-\$1,100,000	4	4	-	-	2	2	2	2	2	2	4	4	2	2	3	4	1	1	2	2	6	6
\$1,100,001-\$1,200,000	-	-	2	2	-	-	-	-	2	2	3	3	1	1	3	3	1	1	1	1	3	3
\$1,200,001+	4	4	3	3	-	-	2	2	2	2	2	2	3	3	2	2	0	0	3	3	3	3
TOTAL	636	725	640	729	623	719	623	718	614	718	612	707	605	703	586	702	587	698	575	655	582	659

NB: Details listed under heading "Played" relates only to Primary Listed Players who participated in at least one senior match during the season. Details listed under heading "Listed" includes all Primary Listed Players. Earnings are Total Player Earnings including ASAs. In 2020, a decrease in player payments arose due to the 29.17% reduction in payments agreed with the AFLPA as a result of the COVID-19 pandemic.

## 2012-2022 AFL TOTAL PLAYER EARNINGS

	2012 \$	2013 \$	2014 \$	2015 \$	2016 \$	2017 \$	2018 \$	2019 \$	2020 \$	2021 \$	2022 \$	Movement % 2021-2022
GROSS PLAYER PAYMENTS (GPP)	173,717,042	181,580,623	188,944,174	200,199,169	204,305,032	231,354,739	240,417,657	242,345,042	170,043,949	233,853,380	257,574,937	10.14%
Deductions:												
Finals/Relocation & Living & other Allowances	2,044,477	2,274,355	2,060,850	2,069,108	2,285,343	3,016,111	3,189,413	3,288,039	2,190,456	4,873,323	4,416,263	-9.38%
Cost of Living and Expansion Allowances	1,722,326	1,781,219	3,047,944	2,357,048	1,691,090	0	0	0	0	0	0	0.00%
Veterans' Allowance	6,239,064	7,886,536	6,560,023	6,959,232	6,611,661	348,027	0	0	0	0	0	0.00%
Other Deductions	4,663,352	4,303,195	4,032,375	4,780,648	4,334,399	1,883,819	3,492,466	3,839,162	3,309,603	4,121,543	5,299,055	28.57%
Underspend From Previous Years	-	-	-	1,841,576	764,531	919,286	1,540,436	1,159,113	1,478,675	1,857,417	1,092,197	-41.20%
Total Deductions	14,669,219	16,255,304	15,701,193	18,017,612	15,687,024	6,167,244	8,222,315	8,286,314	6,978,734	10,852,283	10,807,514	-0.41%
NET PLAYER PAYMENTS	159,047,825	165,305,319	173,242,981	182,181,452	188,618,008	225,187,495	232,195,342	234,058,728	163,065,215	223,001,097	246,767,423	10.66%
Injury Allowance	2,551,693	2,060,007	1,597,906	2,609,871	3,452,129	3,002,107	5,902,635	5,093,340	0	5,729,699	3,543,066	-38.16%
NET PLAYER PAYMENTS LESS INJURY ALLOWANCE	156,496,132	163,245,312	171,645,075	179,571,581	185,165,879	222,185,388	226,292,708	228,965,388	163,065,215	217,271,398	243,224,356	11.94%
TPP LIMIT	158,172,750	164,499,660	173,382,660	181,284,120	186,641,640	224,010,504	226,698,624	229,645,710	234,238,626	217,420,290	243,701,874	12.09%
Margin/(Excess)	1,676,618	1,254,348	1,737,585	1,712,539	1,475,761	1,825,116	405,916	680,322	71,173,411	148,892	477,518	220.71%
Additional Services Agreements (ASAs)	10,398,625	13,874,676	16,237,924	18,638,497	19,257,040	19,864,805	20,120,412	21,088,574	15,416,183	20,143,358	22,456,854	11.49%
Average Gross Player Earnings (including ASAs)**	Listed \$251,559	Listed \$265,179	Listed \$283,029	Listed \$302,104	Listed \$309,208	Listed \$352,470	Listed \$362,471	Listed \$363,430	Listed \$259,651	Listed \$372,224	Listed \$406,105	
	Played \$272,074	Played \$288,212	Played \$306,841	Played \$324,643	Played \$329,210	Played \$379,697	Played \$390,202	Played \$401,552	Played \$280,232	Played \$395,740	Played \$433,511	

NB: In 2020, the decrease in player payments across the competition arose due to the 29.17% reduction in payments agreed with the AFLPA as a result of the COVID-19 pandemic.



# AFL WOMEN'S

**NICOLE LIVINGSTONE OAM**  
GENERAL MANAGER WOMEN'S FOOTBALL



**A**cross 2022, there were two seasons of the NAB AFLW competition. Season Six began in early January and culminated with the Adelaide Crows claiming a third premiership in six seasons, capping an incredible period of dominance.

Season Seven, for the first time featuring all 18 AFLW clubs after expansion saw the inclusion of Essendon, Hawthorn, Port Adelaide and the Sydney Swans, was brought forward to a new time slot starting in late August.

The expanded season grew to 10 rounds, comprising 90 home and away matches and an extended four-week finals series for the top eight, with Melbourne becoming the fourth club to claim an AFLW premiership, defeating the Brisbane Lions in the Grand Final at Springfield.

Daisy Pearce ended her career on a high by leading the Demons to the Season Seven AFLW premiership.





## AFLW expansion

In Season Seven, the NAB AFLW competition welcomed four new expansion teams, Hawthorn, Port Adelaide, Essendon and Sydney Swans.

Each new club had made licence submissions in May 2021, before being granted entry.

With the competition now complete at 18 teams and all clubs represented, these new teams brought further opportunities for women to play, coach and administer the game at the highest level, along with a raft of new fans to the game and strengthened the offering of women's football.

The total number of players grew to 540 across all 18 clubs, making the NAB AFLW Competition the largest employer of female athletes in the country.

## Boost for women and girls' participation

The AFL Commission has approved more than \$5 million in new investment to fund phase one of the 2022 Women and Girls Action Plan, designed to drive participation and representation for women and girls across all aspects of community football from playing to coaching, umpiring and administration.

This commitment was in addition to the extra investment announced previously for community football, to help rebuild the grassroots game after COVID disruptions, and to ensure the game continued on its path for equal participation and representation.

▷ Gold Coast's Ashanti Bush with her Goal of the Year medal at the Season Seven awards night

▽ Tilly Lucas-Rodd (Hawthorn), Bonnie Toogood (Essendon), Erin Phillips (Port Adelaide) and Maddy Collier (Sydney Swans) represented the AFLW expansion clubs at the Captains Day at Marvel Stadium.

## Women's Coach Acceleration Program

Nine clubs had positions awarded in the acceleration program, designed to increase the number of elite female coaches, following an extensive application process.

**The successful candidates were -**

**Adelaide Crows:** Chelsea Randall

**Brisbane Lions:** Emma Zielke

**Collingwood:** Chloe McMillan

**Essendon:** Natalie Wood

**Geelong Cats:** Daisy Pearce

**GWS Giants:** Alicia Eva

**Hawthorn:** Bec Goddard

**North Melbourne:** Emma Kearney

**Port Adelaide:** Erin Phillips

## AFLW Collective Bargaining Agreement

The completion of a new Collective Bargaining Agreement (CBA) for the 18-team competition saw average player salaries increase by 94 per cent across the board for NAB AFLW Season Seven. The new pay rates for players were formally announced as:

- ▷ Tier 1 players \$71,935 (previously \$37,155 - a rise of 94 per cent)
- ▷ Tier 2 players \$55,559 (previously \$28,697 - a rise of 94 per cent)
- ▷ Tier 3 players \$47,372 (previously \$24,468 - a rise of 94 per cent)
- ▷ Tier 4 players \$39,184 (previously \$20,239 - a rise of 94 per cent)





## NAB partnership

NAB has been the naming partner of the AFLW since the competition's inception in 2017 and extended its agreement in 2022 through to the end of the 2028 year.

As major partner, NAB's support has both amplified our competition to capture the hearts of football fans all over the country, and enabled football to inspire the next generation of talent coming through our girls' and women's football pathway programs.

It has supported an increase in all female participation, with women and girls now representing 31 per cent of players.

▽ Lisa Hardeman, a key figure in the evolution of women's football, was honoured as the AFLW Season Six premiership cup ambassador.

## AFLW Competition Committee

The AFLW Competition Committee assists the AFL Commission with advice around the future direction of women's football, covering areas such as the laws of the game, Tribunal, list rules and player movement, the competition's structure, fixturing and talent programs. Throughout 2022, the AFLW Competition Committee met on five occasions to provide its feedback to the AFL Commission and Executive around major issues affecting the women's game.

The key priority of the committee surrounded the successful delivery of the 2022 NAB AFLW Seasons Six and Seven, as well as a focus on the establishment of the four expansion clubs.

The Committee comprises: Simone Wilkie (chair), Breeanna Brock, Jess Burger, Trent Cooper, Michelle Cowan, Andrew Dillon, Alicia Eva, Mark Evans (part 2022), Brendon Gale, Bec Goddard, Nicole Livingstone, Brett Murphy, Chelsea Randall, Kate Roffey and Diana Taylor.



## NAB AFLW Premiership Cup Ambassadors

Lisa Hardeman was the NAB AFLW Premiership Cup Ambassador for Season Six, with Abbey Holmes nominated for the role for Season Seven.

Hardeman has been a central figure in the game for four decades and a driving force behind the establishment of elite women's football, having starred as a player at state level, captain of multiple premierships sides and she also served as an administrator at both club and league level.

Holmes was a member of the Adelaide Crows' maiden flag side in 2017 and has since established a career with the Seven Network for both men's and women's football. Away from commentary, she works closely with AFLNT and the Michael Long Learning and Leadership Centre as a passionate advocate for Indigenous pathways in both football and education.

## Chemist Warehouse AFLW Community Ambassadors

In 2022, the Chemist Warehouse AFLW Community Ambassador program was established to recognise members of the female football community who were instrumental in facilitating and nurturing the remarkable growth of women's football.

Representatives from each state and territory were selected for both Season Six and Seven, receiving a \$1000 grant from the Women's Football Fund to support the club of their choice.

Season Six Ambassadors - Ella Angarane (Vic), Jodie Clifford (Tas), Julie Clifton (SA), Kate Guy (Qld), Katie Kennedy (NSW/ACT), Sarah Kerry (WA), Helen Lee (NT).

Season Seven Ambassadors - Kylie Duggan (NT), Samantha Greene (Vic), Jodie Reid (SA), Nicole Rodgers (WA), Jeanne Ronald (Qld), Sarah Shepherd (Tas), Kristie Whittard (NSW/ACT).

## John Holland WorkPlay partnership

The AFLW welcomed a partnership with building, infrastructure, rail and transport company John Holland, which develops pathways for careers on and off the field.

The Workplay partnership enables female athletes and business leaders to connect to a range of flexible employment, education resources, career development and mentoring to accommodate their sporting commitments

## Pride and Indigenous Rounds

NAB AFLW Pride Round was celebrated in both AFLW seasons in 2022 with all AFLW umpires wearing rainbow-coloured sweatbands, while goal umpires exchanged their traditional white flags for rainbow ones. All 18 clubs also wore a Pride guernsey for the first time in the competition's history.

NAB AFLW Indigenous Round was celebrated with all AFLW clubs wearing specially designed Indigenous Round guernseys, while umpires donned the AFL Sir Doug Nicholls Round umpire uniforms, representing Aboriginal and Torres Strait Islander communities.

Ground signage at all matches also included a representation of the Aboriginal women's art symbol on the outside of the centre circle and featured the name of the traditional owners of the land at each venue.

The Season Six Honoree was Alicia Janz, proud Meriam Mir woman, in recognition of her contribution to her community and the football industry while the Season Seven Honoree was Aunty Pam Pederson, proud Yorta Yorta Elder, advocate for the rights of Aboriginal people and youngest daughter of Pastor Sir Douglas Nicholls and Lady Gladys Nicholls.

▽ The Blues and Tigers run on to the ground together for their AFLW Pride Round clash at Ikon Park.

## AFLW advertising campaign

The AFLW's advertising campaign in 2022 for the elite game paid tribute to the trailblazers, current players and the next generation of talent in women's football with the TVC, Dream On.

Using archival footage featuring female footy heroes set alongside the modern stars of the game, Dream On showcased the incredible journey of women's football and honoured those who forged the pathway and created the momentum for an elite women's competition.





## AFLW Best & Fairest: Season Six

The Brisbane Lions’ Emily Bates was announced as the AFL Women’s Best and Fairest for Season Six. Bates finished the count with 21 votes, ahead of Adelaide Crows midfielders Anne Hatchard (20 votes) and Ebony Marinoff (18 votes).

### 2022 NAB AFLW RISING STAR VOTING: SEASON SIX

Player	Votes
Mimi Hill (Carlton)	43
Charlie Rowbottom (Gold Coast Suns)	42
Mia King (North Melbourne)	33
Georgie Prespakis (Geelong Cats)	20
Alyssa Bannan (Melbourne)	5

## 2022 NAB AFLW All-Australian team: Season Six

The 2022 AFL Women’s Season Six All-Australian team was selected by: Nicole Livingstone (chairperson), Sarah Black, Sam Virgo, Andrew Dillon, Laura Kane, Kelli Underwood, Megan Waters, Narelle Smith and Tim Harrington.

**Backs:** **Ruby Schleicher** (Collingwood), **Libby Birch** (Melbourne)  
**Half-backs:** **Natalie Grider** (Brisbane Lions), **Sarah Allan** (Adelaide Crows), **Emma Kearney** (North Melbourne)

**Centres:** **Orla O’Dwyer** (Brisbane Lions),  
**Emily Bates** (Brisbane Lions), **Anne Hatchard** (Adelaide Crows)

**Half-forwards:** **Hayley Miller** (Fremantle), **Katie Brennan** (Richmond),  
**Daisy Pearce** (Melbourne)

**Forwards:** **Ashleigh Woodland** (Adelaide Crows),  
**Tayla Harris** (Melbourne)

**Followers:** **Lauren Pearce** (Melbourne),  
**Ebony Marinoff** (Adelaide Crows), **Ashleigh Riddell** (North Melbourne)

**Interchange:** **Jasmine Garner** (North Melbourne),  
**Monique Conti** (Richmond), **Kirsty Lamb** (Western Bulldogs),  
**Kerryn Harrington** (Carlton)

**Coach:** **Matthew Clarke** (Adelaide Crows)  
**Captain:** **Emma Kearney** (North Melbourne)  
**Vice-captain:** **Hayley Miller** (Fremantle)

## Mark and Goal of the Year

**2022 AFL Women’s Toyota Mark of the Year: Season Six**  
Tahlia Randall from North Melbourne was named as the winner of the Toyota Mark of the Year award in Season Six for her grab against the GWS Giants at Arden St Oval in round three.

**2022 AFL Women’s Accor Goal of the Year: Season Six**  
Ebony Antonio from Fremantle was named as the winner of the Accor Goal of the Year in Season Six for her goal against West Coast in round one at Fremantle Oval.

### 2022 NAB AFLW RISING STAR NOMINEES: SEASON SIX

Rd	Player 1	Club	Player 2	Club
1	Georgie Prespakis	Geel	Mia King	NM
2	Alyssa Bannan	Melb	Charlie Rowbottom	GCS
3	Zimmerlei Farquharson	BL	Megan Fitzsimon	Melb
4	Sarah Verrier	Frem	Keeley Sherar	Carl
5	Montana McKinnon	Adel	Mimi Hill	Carl
6	Mikayla Morrison	Frem	Ellie Hampson	GCS
7	Elisabeth Georgostathis	WB	Isabella Eddey	NM
8	Teah Charlton	Adel	Eliza James	Coll
9	Dana East	Frem	Nell Morris-Dalton	WB
10	Isabelle Pritchard	WB	Darcy Moloney	Geel

## National Draft and Trade Period

The 2022 NAB AFLW Season Seven Draft saw a return to a live in-person draft for the first time since 2019. Held at Marvel Stadium and presented by Sarah Olle, Sarah Black and Riley Beveridge, the event was streamed via womens.afl and the AFLW Official App.

Expansion clubs received the first 13 picks, with the VFLW proving to be a fruitful recruitment ground.

The Sydney Swans named Montana Ham from the Western Jets as the No. 1 selection in the 2022 NAB AFLW Draft for Season Seven, alongside 83 players drafted to the elite level for the first time.

During the exchange period, clubs were able to sign players in preparation for the upcoming season.

### Trade summary

Adelaide Crows (Niamh Kelly from West Coast, Amber Ward from West Coast); Carlton (Phoebe McWilliams from Geelong Cats, Amelia Valardo from Collingwood); Collingwood (Olivia Barber from Geelong Cats, Lauren Brazzale from Carlton); Fremantle (Nikki Gore from Adelaide Crows); Geelong Cats (Mikayla Bowen from West Coast; Ingrid Houtsma from Richmond, Jackie Parry from Melbourne, Shelley Scott from Melbourne); GC Suns (Courtney Johns from Carlton); GWS Giants (Libby Graham from Richmond, Isabel Huntington from Western Bulldogs); Hawthorn (Kaitlyn Ashmore from North Melbourne); Melbourne (Jordan Ivey from Geelong Cats, Charlotte Wilson from Carlton); Port Adelaide (Cheyanne Hammond from GC Suns, Brittany Perry from GC Suns, Kate Surman from GC Suns, Jacqueline Yorston from GC Suns); Richmond (Grace Egan from Carlton, Stephanie Williams from Geelong Cats); St Kilda (Grace Kelly from West Coast, Erin McKinnon from GWS Giants, Nicola Stevens from Carlton); Sydney Swans (Ally Morphet from GWS Giants); Western Bulldogs (Daisy Bateman from North Melbourne, Millie Brown from Geelong Cats); West Coast (Krstel Petrevski from Melbourne, Jess Sedunary from Adelaide Crows, Isabella Simmons from Melbourne).

## 2022 NAB AFLW DRAFT SELECTIONS (FIRST ROUND)

No.	Player	Selected by	Club	Community Club
1	Montana Ham	Sydney Swans	Western Jets	Keilor
2	Jasmine Fleming	Hawthorn	Oakleigh Chargers	Ashburton
3	Hannah Ewings	Port Adelaide	SMOSH West Lakes	Roopena
4	Amber Clarke	Essendon	Dandenong Stingrays	Narre North Foxes
5	Sofia Hurley	Sydney Swans	Sandringham Dragons	Port Melbourne Colts
6	Mackenzie Eardley	Hawthorn	Dandenong Stingrays	Beleura
7	Sarah Goodwin	Port Adelaide	Glenelg	Goodwood Saints
8	Paige Scott	Essendon	GWV Rebels	Eaglehawk
9	Charlotte Baskaran	Hawthorn	Western Jets	Aberfeldie
10	Bridie Hipwell	Hawthorn	Sandringham Dragons	East Sandringham
11	Cynthia Hamilton	Sydney Swans	Queanbeyan	Belconnen
12	Montana Beruldsen	Sydney Swans	Hawthorn	Mildura
13	Alice Mitchell	Sydney Swans	Gunnedah & District Bulldogs	Mosman Swans
14	Ella Roberts	West Coast Eagles	Peel Thunder	Busselton Magpies
15	Lauren Wakfer	West Coast Eagles	South Fremantle	Warnbro Swans
16	J’Noemi Anderson	St Kilda	Northern Territory Thunder	St Marys
17	Keeley Skeeper	Carlton	Murray Bushrangers	Shepparton United
18	Mia Austin	Carlton	Eastern Ranges	Montrose
19	Alana Gee	Gold Coast Suns	Southport	North Mackay Saints
20	Zarlie Goldsworthy	GWS Giants	Murray Bushrangers	Lavington Panthers
21	Rylie Wilcox	Western Bulldogs	Northern Knights	Fitzroy
22	Lucy Wales	Hawthorn	Casey Demons	Oakleigh
23	Sachi Syme	Port Adelaide	Norwood	Norwood
24	Abbygail Bushby	West Coast Eagles	Swan Districts	High Wycombe
25	Emily Everist	Hawthorn	Bendigo Pioneers	-
25	Laura Elliott	Hawthorn	Western Jets	Point Cook Centrals
27	Madeleine Scanlon	Fremantle	Claremont	West Coast
28	Taylah Gatt	North Melbourne	Dandenong Stingrays	Beleura
29	Keely Coyne	Western Bulldogs	Sandringham Dragons	East Sandringham
30	Charlotte Taylor	Collingwood	Oakleigh Chargers	Beverley Hills
31	Ella Boag	Port Adelaide	Glenelg	Henley
32	Stephanie Wales	Essendon	Casey Demons	Oakleigh
33	Mia Skinner	Geelong Cats	Geelong Cats	Torquay
34	Claire Ransom	Gold Coast Suns	Tasmania Devils	North Hobart
35	Mia Busch	Essendon	Eastern Ranges	Blackburn
36	Zoe Wakfer	West Coast Eagles	South Fremantle	Warnbro Swans





AFLW Best & Fairest: Season Seven

The Brisbane Lions’ Ally Anderson was crowned AFL Women’s Best and Fairest for Season Seven, representing a second consecutive victory for a Lions player.

A foundation Brisbane player, Anderson finished two votes clear of Richmond’s Monique Conti (19 votes), with the Adelaide Crows’ Ebony Marinoff (18 votes) in third place. Marinoff polled in the top three of both seasons in 2022.

2022 NAB AFLW RISING STAR VOTING:  
SEASON SEVEN

Player	Votes
Hannah Ewings (Port Adelaide)	41
Abby Dowrick (Port Adelaide)	32
Jasmine Fleming (Hawthorn)	17
Ella Roberts (West Coast)	15
Rylie Wilcox (Western Bulldogs)	10
Tarni Evans (GWS Giants)	9

2022 NAB AFLW  
All-Australian team: Season Seven

The 2022 AFL Women’s season seven All-Australian team was selected by: Nicole Livingstone (chairperson), Sarah Black, Andrew Dillon, Tim Harrington, Laura Kane, Narelle Smith, Kelli Underwood, Sam Virgo and Megan Waters.

- Backs:** Chelsea Biddell (Adelaide Crows), Breanna Koenen (Brisbane Lions)
- Half-backs:** Eilish Sheerin (Richmond), Katie Lynch (Western Bulldogs), Emma Kearney (North Melbourne)
- Centres:** Monique Conti (Brisbane Lions), Anne Hatchard (Adelaide Crows), Georgie Prespakis (Geelong Cats)
- Half-forwards:** Kate Hore (Melbourne), Jesse Wardlaw (Brisbane Lions), Maddy Prespakis (Essendon)
- Forwards:** Courtney Wakefield (Richmond), Chloe Scheer (Geelong Cats)
- Followers:** Breann Moody (Carlton), Jasmine Garner (North Melbourne), Ebony Marinoff (Adelaide Crows)
- Interchange:** Olivia Purcell (Melbourne), Natalie Grider (Brisbane Lions), Amy McDonald (Geelong Cats), Chelsea Randall (Adelaide Crows), Greta Bodey (Brisbane Lions)
- Coach:** Mick Stinear (Melbourne)
- Captain:** Jasmine Garner (North Melbourne)
- Vice-captain:** Breanna Koenen (Brisbane Lions)

<| Montana Ham was taken by the Sydney Swans with the No. 1 selection in the 2022 NAB AFLW Draft.

2022 NAB AFLW RISING STAR NOMINEES:  
SEASON SEVEN

Rd	Player 1	Club	Player 2	Club
1	Abby Dowrick	PA	Paige Scott	Ess
2	Abbie Ballard	Adel	Daisy D’Arcy	GCS
3	Hannah Ewings	PA	Rylie Wilcox	WB
4	Montana Ham	Syd	Keeley Skepper	Carl
5	Jasmine Fleming	Haw	Sarah Lakay	WCE
6	Emily Pease	GWS	Ella Roberts	WCE
7	Charlotte Thomas	WCE	Lucy Wales	Haw
8	Tarni Evans	GWS	Steph Wales	Ess
9	Tahlia Gillard	Melb	Sofia Hurley	Syd
10	Cynthia Hamilton	Syd	Indy Tahau	PA

Mark and Goal of the Year

**2022 AFL Women’s Toyota Mark of the Year: Season Seven**

Chloe Scheer from the Geelong Cats was named winner of the Toyota AFLW Mark of the Year award for Season Seven for her high-flying mark against North Melbourne in round four at UTAS Stadium.

**2022 AFL Women’s Crypto.com Goal of the Year: Season Seven**

Ashanti Bush from the Gold Coast Suns was named winner of the Crypto.com Goal of the Year award for Season Seven for her snap from the boundary against the GWS Giants in round 10 at Henson Park.

AFLW All-Australian umpires

Thomas Chrystie (field), Trent Bowes (boundary) and Adam Steger (goal) were named as the first AFLW All-Australian umpires, based upon their performances across the 2022 NAB AFLW Season Seven competition.



# BROADCASTING

## TRAVIS AULD

EXECUTIVE GENERAL MANAGER FINANCE, CLUBS AND BROADCAST



The support and commitment of our broadcasters was once again of paramount importance in the success of the game in 2022.

Our television and radio broadcasters were with us every step of the way, through an unprecedented year in which two high-quality women's seasons were played on either side of our men's competition.

The lingering effects of COVID still required adaptability around the start of NAB AFLW Season Six in January but, as the year progressed, crowds were able to return at full capacity around the country for our men's competition, while our women's competition is now complete with 18 teams, after two premierships decided in one year.

From the successful NAB AFLW Season Six, the team was central in delivering the first uninterrupted Toyota AFL Premiership Season since 2019, while also turning attention to the expanded NAB AFLW Season Seven, played in a new August-November timeslot with a full 18 teams.

The second NAB AFLW Grand Final of 2022 – at Brighton Homes Arena in Springfield in November – was the first competitive match played at the Brisbane Lions' stunning new base and was the last of a record-setting 381 elite men's and women's games played in 2022.

As referenced earlier in this report by the Commission Chair and the AFL CEO, we announced a ground-breaking new television rights deal from 2025-31, which will underpin the future of the game from our elite AFL and AFLW competitions through to grassroots football, and also announced new radio rights agreements for two years.

The department works closely with our media partners and the broadcast rights agreement reflects the strength of the game across the country and outstanding collaborative work by our clubs, players and the game's administration, working in unison to service our fans and members.

The \$4.5 billion agreement is the largest in the history of Australian sport and will continue to provide fans with incredible access to our games.

The game has never been in better shape, with long-term broadcast partnerships locked away and thriving elite men's and women's competitions reaching huge audience numbers across all mediums. All stakeholders should be proud of how the game is positioned and what the future holds after a very successful 2022.

Maggie star Jamie Elliott reacts to the crowd after his match-winning goal after the siren against Essendon in round 19.







## Extended Broadcast Rights Partnership

In September, the AFL announced a major coup for the game by securing the biggest sports broadcast rights deal in Australian history, extending its partnership with the Seven Network, Foxtel and Telstra for another seven seasons, from 2025-31. The new deal will deliver footy a financial return of \$4.5 billion.

This is an outstanding outcome for the game at all levels. This partnership will provide unprecedented levels of financial support to invest more in ensuring every person who wants to play footy will be able to play the game. It will also allow us to invest heavily in expanding our reach into local communities and to invest in the next generation through more digital products that are targeted at attracting kids and providing a pathway to engaging physically with our game

△ The AFL extended its partnership with the Seven Network in a deal that will deliver football a financial return of \$4.5 billion.

Through the new deal, the AFL retains control of the Grand Final starting time, which will be an annual decision of the AFL Commission, and there will be Thursday night games in the first 15 rounds of the season from 2025 onwards. The same number of games will be broadcast on free-to-air TV each season as is currently, with Fox Footy to have its own commentary teams for each game.

**THE AFL ANNOUNCED  
A MAJOR COUP BY  
SECURING THE BIGGEST  
SPORTS BROADCAST  
RIGHTS DEAL IN  
AUSTRALIAN HISTORY**

## NAB AFLW competition - two seasons in one calendar year

It was an unprecedented, history-making year for our elite women's competition with two seasons played, first with 14 teams from January to April and then with a full 18 teams from August to November.

The competition determined a later-year timeslot would provide significant clear air for matches across October and November, compared with many competing interests across summer.

Our broadcasters played a huge role in delivering for fans across the country. Total viewership reflected this expansion and the increasing popularity of the women's game, with Season Six attracting 5.86 million viewers before 7.13 million viewers were recorded for Season Seven.

The growth in viewership was achieved despite considerable challenges for the team, with COVID disruptions and changes to fixture prevalent in Season Six. A number of fixture changes were forced just before the start of the season, with further changes made throughout, even through to the finals series when the qualifying final between Collingwood and the Brisbane Lions was rescheduled. The resilience of players, clubs, umpires, coaches, staff and administrators across the competition deserves great credit.

Audiences remain strongly committed to the AFLW. The St Kilda-Richmond clash at Frankston to kick off Season Six on a Friday night in January was a huge ratings success, with an average audience of more than 376,000 making it the most-watched home and away game of 2022, closely followed by the Western Bulldogs v Melbourne game the following night.

NAB AFLW Finals total viewership reached 1.04 million in Season Six and increased to 1.42 million for Season Seven, when the finals system expanded from six teams to a top-eight to mirror the AFL system.

▽ The increasing popularity of the AFLW was reflected in a growth in television viewership figures.

## Toyota AFL Premiership Season



The game experienced strong total broadcast audience growth in 2022. The total average audience for the 2022 Toyota AFL Premiership Season was 125.5 million (including finals), a one per cent increase when compared with 2021 and up 13 per cent on 2019.

Audience numbers increased by five per cent year-on-year for subscription television and there were major increases across the streaming platforms (Kayo and Foxtel Now/Go).

The traditional Anzac Day clash between Essendon and Collingwood at the MCG, played on a Monday afternoon in 2022, was the highest-rating home and away game of the season on the Seven Network, with an average national audience of 1,350,000. Collingwood featured heavily on the list of most-watched matches in 2022 with its extraordinary streak of close wins and dramatic run to a top-four finish generating huge television audiences. The Magpies' two clashes with old rival Melbourne in round 21 and round 13 were the second and third-most watched matches of the season respectively.

## The biggest year of football

In 2022, the team worked to deliver an extraordinary 960 games - 207 AFL matches, 174 AFLW matches (across two seasons in one calendar year), 198 VFL matches, 91 VFLW matches and 280 matches across AFL-run junior talent and national championships programs for boys and girls.

The industry-wide effort to achieve such outcomes should not be underestimated and it was extremely rewarding for full seasons to again be played at senior state league and elite pathway levels after the interruptions of recent years.

Fans eagerly accessed broadcasts of state league and junior championship games while vision from these matches was also central in explaining the stories and backgrounds of elite talent then selected in the NAB AFLW and AFL Drafts.





## Toyota AFL Finals Series and Toyota AFL Grand Final

The 2022 Toyota AFL Grand Final between the Geelong Cats and the Sydney Swans was the first premiership decider played at the MCG for three years.

It was one of the highest-rating television programs of 2022 and attracted a national audience of 2.97 million viewers on the Seven Network, exceeding free-to-air viewership from the last Grand Final played before the COVID pandemic in 2019.

When compared with 2019, the Victorian free-to-air audience was up six per cent and the New South Wales free-to-air audience was up four per cent when teams from those states competed. In a first for the game, the Grand Final was available to live stream with an audience of 167,000 watching across 7Plus (on connected TV), the AFL Live Official App stream and internationally via WatchAFL.

The 2022 Toyota AFL Finals Series produced a series of incredible closely contested matches which was reflected in broadcast audience numbers, making 2022 the highest-rating finals series since 2016 and the first time that viewership has exceeded 10 million total viewers in the first two weeks of a finals series.

## Fixture structure and match announcements

We made the decision to confirm the AFL season fixture once again during 2022 in batches to provide flexibility in the event COVID continued to have an impact on our game. This also provided the opportunity for matches to be scheduled into key timeslots to maximise both match-day attendance and viewership.

The late-season competition for both finals positions and places within the top eight produced a compelling lead-in to September and we thank our broadcast partners for their flexibility and for working with us to deliver matches to our fans and members.

▽ The Brownlow Medal count, won by Carlton's Patrick Cripps, returned to Melbourne for the first time since 2019 and drew an average television audience of 1.16 million.

## Brownlow Medal

The Brownlow Medal Count was held in Melbourne for the first time since 2019, with 1800 in attendance at Crown's Palladium Ballroom to celebrate a dramatic one-vote victory for Carlton captain Patrick Cripps.

The event was brought forward 24 hours from its original Monday evening slot in Grand Final week to Sunday, September 18, to avoid a clash with the funeral of Queen Elizabeth II.

Broadcast nationally on the Seven Network, the average audience was 1.16 million, reflecting similar 2021 audience numbers despite the late scheduling change. There were strong year-on-year increases in our key growth markets, with New South Wales viewers increasing 18 per cent at the start of a Grand Final week involving the Sydney Swans, while the interest around pre-count contender Lachie Neale (eventual runner-up) saw a dramatic 52 per cent increase in Queensland.

The expanded format of the 2022 AFL Awards, held in late August in conjunction with the AFL Players Association and AFL Coaches Association, was a success with fans. The average audience on Fox Footy was 74,000, double the audience on the previous year.

## AFL announces new radio rights deal

In a further boost for the ability of fans to access our game, the AFL announced a two-year rights deal in September 2022 with radio partners - SEN, Southern Cross Austereo, FIVEaa, Nine Radio, K Rock, and the ABC. The new deal sees rightsholders given digital rights for the first time, making match calls available on digital platforms as well as analogue stations.

The AFL has given rights holders access to deliver zero latency calls at AFL venues, meaning AFL fans will be able to experience a call at certain AFL match venues with little to no delay, with zero latency calls to be made available on the AFL website and app.

## MOST WATCHED GAMES FOR 2022 - HOME AND AWAY SEASON

AFL				
Match	Round		Timeslot	Average TV audience
Essendon v Collingwood	6		Monday afternoon	1,350,101
Melbourne v Collingwood	21		Friday night	1,242,687
Collingwood v Melbourne	13		Monday afternoon	1,226,822
Melbourne v Western Bulldogs	1		Wednesday night	1,210,305
Carlton v Collingwood	23		Sunday afternoon	1,201,849
AFLW				
Match	Round	Season	Timeslot	Average TV audience
St Kilda v Richmond	1	6	Friday night	376,300
Western Bulldogs v Melbourne	1	6	Saturday night	305,296
Adelaide Crows v Melbourne	1	7	Friday night	288,296
Carlton v Collingwood	1	7	Thursday night	287,038
Fremantle v West Coast Eagles	1	6	Saturday night	189,298

## MOST WATCHED AFL GAMES BY MARKET IN 2022

AFL					
Market	Match	Round		Timeslot	Average TV audience
NSW	Melbourne v Sydney Swans	12		Saturday night	132,684
QLD	Brisbane Lions v Collingwood	5		Thursday night	101,869
VIC	Collingwood v Melbourne	13		Monday afternoon	479,423
WA	West Coast Eagles v Fremantle	3		Sunday twilight	279,430
SA	Adelaide Crows v Port Adelaide	3		Friday night	190,986
TAS	Richmond v Melbourne	6		Sunday night	41,692
AFLW					
Market	Match	Round	Season	Timeslot	Average TV audience
NSW	St Kilda v Richmond	1	6	Friday night	35,764
QLD	Brisbane Lions v Fremantle	1	7	Sunday afternoon	27,910
VIC	St Kilda v Richmond	1	6	Friday night	173,555
WA	Fremantle v Carlton	6	6	Saturday twilight	39,272
SA	Port Adelaide v Adelaide Crows	6	7	Friday night	63,342
TAS	St Kilda v Richmond	1	6	Friday night	20,176

▷ The Season Six round one game between Richmond and St Kilda was the most-watched AFLW game in 2022.





## Club Support and Policies

The department has key work managing compliance to the AFL and AFLW Salary Caps and Football Department Soft Caps. With the expansion of the AFLW competition moving to 18 teams, it was imperative to support new clubs Essendon, Hawthorn, Port Adelaide and the Sydney Swans in their Total Player Payment (TPP) and Soft Cap requirements. The new clubs successfully met all requirements in their first season in the competition, with a CBA for Season Seven of the AFLW competition enacted.

The industry completed discussions on a new Soft Cap policy, which will be implemented from 2023-24.

The department also provides support to clubs around multiple business and improvement projects, covering large-scale decisions such as Training/Administration Facility Upgrades, tenancy agreements and other major club long-term projects.

▷ Essendon cult hero Sam Draper gets up close with adoring fans.

▽ South Australian Premier Peter Malinauskas and AFL CEO Gillon McLachlan at the announcement of the inaugural Gather Round.



## Updated AFL Club Football Department Soft Cap Policy 2023-24/Review for AFLW Soft Cap

It was agreed there would be revised Football Department Soft Cap limits for 2023-24 for the AFL competition.

The Soft Cap limit will increase by an additional \$500,000 in 2023 and a further \$250,000 in 2024, respectively lifting those amounts to \$6.95 million (2023) and \$7.2 million (2024).

In addition to the increased spending limits, updates were also provided around:

- ▶ Player health care policy (medical, mental health and wellbeing and multidisciplinary health)
- ▶ Diversity
- ▶ Professional development

Further, all AFL clubs have been funded for an AFLW Player Development Manager that sits outside the Soft Cap, while a review of the Cap operations for the AFLW competition started after the completion of the 2022 AFLW season.

## Festival of Footy

The 2023 season will see the innovation of 'Gather Round for a Festival of Footy', with all matches in round five to be scheduled in South Australia.

After more than five decades of 22 matches in an elite men's season, the move to take a full round of games to a state drew strong interest from South Australia, Western Australia and New South Wales.

Running from April 13-16, the round coincides with school holidays in many parts of Australia, with games set to be played at Adelaide Oval (six), Norwood Oval (two) and the Adelaide Hills (one).

## Marvel Stadium redevelopment

The redevelopment of Marvel Stadium progressed strongly through 2022 and is expected to be completed on time and within budget during 2023. The stadium has remained operational throughout this work - an outstanding effort by the building team - with minimal disruption to crowd capacities and the match-day experience for fans.

The first stage of the stadium upgrades, which were ready for the start of the season, comprised installation of sports lights, thematic lights, scoreboards, 5G and Wi-Fi connectivity. John Holland installed all of this for the start of the AFL season, which was a month ahead of schedule.





# GAME DEVELOPMENT

**ROB AULD**

EXECUTIVE GENERAL MANAGER GAME DEVELOPMENT



The Game Development team played an important role in ensuring grassroots football received support, with a focus on households, schoolyards and volunteers.

The past few years have reinforced how important our game is to communities and people across the country, with community football being the foundation of the game.

In 2022, community football participation nationally rebounded strongly and many categories returned to be back around pre-COVID 2019 levels. A major reason for this was the resilience and commitment shown by the people who drive the success of community football - committed volunteers, umpires, coaches, players and administrators.

Overall, 2022 was a huge year for the grassroots game. The community football network across the country should feel a great deal of pride in the position the game is in after all the challenges faced.

Community football rebounded strongly in 2022 and continues to be the foundation of the game.







## Participation and key initiatives

Across all markets, more than 517,000 people were registered participants, from NAB AFL Auskick through to junior and senior community football, modified formats and school programs. While community football has been incredibly resilient, there are areas of the game facing challenges and the AFL recognises this. Several initiatives were launched to help ensure support for the grassroots game is being directed to where it's needed most, including:

△ NAB AFL Auskickers helped make up the more than 517,000 participants in community football in 2022.

## Community investment

A major \$8 million investment package to help bring community football back and ensure the grassroots game thrives covering items including \$1.6 million towards volunteer support, \$1.5 million investment into schools, \$1.4 million to remove coaching and umpiring registration fees across Australia, \$1 million COVID fighting fund for Victoria and New South Wales and \$800,000 to covering administrative costs for Victorian clubs from 2021.

## Women and Girls' Action Plan

In a major boost to female football, more than \$5 million in new investment has been committed to funding phase one of the Women and Girls' Action Plan for the next three years, to deliver aspirations around participation set out in the Women's Football Vision. Inaugural female Australian Football Hall of Fame inductee Debbie Lee was appointed by the AFL to support the implementation of the action plan.

## Game Development funding allocation decision

A groundbreaking announcement followed when the AFL Commission enshrined an increased minimum level of annual funding for Game Development, which will result in an immediate increase in funding of \$17 million in the grassroots game in 2023 - a massive 35 per cent rise on 2022, from \$50 million to \$67 million. The increase solidifies the AFL's commitment to protecting the level of community investment for years to come.

## AFL Schools

We bolstered our commitment to growing the game of Australian Football in primary school-aged classrooms and playing fields across the country with the launch of the AFL's new schools strategy, which included a free curriculum-aligned primary schools program, 'AFL Primary Play'. The AFL Schools program makes resources, programs and experiences available to all schools, all communities and all abilities across Australia. We reached more than one million students in 2022 through either a school program or competition, an 85 per cent increase on the 2021 calendar year.

## Diversity and inclusion

After the interruptions of COVID, it was fantastic to see the return of several national diversity and inclusion events that had been disrupted by the pandemic and had not taken place since 2019. In October, the Barossa Valley in South Australia played host to the 2022 Toyota AFL National Inclusion Carnival, with the home state taking home the Division One title. The 2022 Toyota Wheelchair AFL National Championships took place in Melbourne, with Victoria winning for the first time.

▷ Richmond and Essendon played off in the Victorian Wheelchair Football League Grand Final, with the Tigers triumphing.





## Women's Coaching Month

The AFL celebrated the second annual Women's Coaching Month presented by BHP, held throughout July. This was an opportunity to recognise the contribution of women to coaching and promote the support systems and initiatives in place to get more women coaching at community level, in state leagues and at the elite level.

▽ North Melbourne captain Emma Kearney is part of the accelerated coaching program for women.

## Community club major event relief support

Significant wet weather and flooding was prevalent in parts of the country throughout the year. Leagues and clubs in New South Wales, Queensland and Victoria were impacted with immediate support made available via the AFL's Community Relief Fund to help clubs and communities recover.

Our major partner NAB also came to the support of the grassroots game in a big way by working with the AFL to provide grants to more than 50 local football clubs across Queensland and New South Wales to help get them back on the field. NAB also covered Auskick registration costs of children at flood-affected football clubs nominated by the AFL.



## National Award Projects

Congratulations to the Lakelands Park Sporting Complex in Western Australia, which was announced as the winner of the National Project of the Year as part of the AFL's annual Ken Gannon Community Football Facilities Awards. Lakelands Park is a phenomenal \$7.9 million project with 10 hectares of open space in the City of Mandurah, located in the Peel region, south of metropolitan Perth.

## Game Development key priorities

As a summary, it is the role of the Department to build the long-term base of our game, attracting and supporting the future generations of players, coaches, administrators, umpires, volunteers and supporters. The focus of all work around the country is directed into the broad areas of:

- Maintain relevance and capture the next generation of children (focusing on 5-12-year-olds);
- Support community football to thrive and grow;
- Be a game for everyone - inclusive and accessible for all.

It was incredibly pleasing, with the efforts of so many people around the country, to see many strong outcomes through 2022 in these core areas that represent our long-term health:

- Maintain relevance and capture the next generation of children (focusing on 5-12-year-olds);
- Launch of the National Schools Platform;
- Teacher-led lesson plans and curriculum;
- National Salesforce implementation;
- Reached one million students in 2022;
- Completed update of Junior Match Policy;
- Funded leagues/clubs establishing new women and girls teams;
- Community football registrations increasing (two per cent) on 2019;
- Auskick registrations level with prior year.

- Support community football to thrive and grow:
- Engaged field volunteer support resources;
- PlayHQ & OfficialsHQ rolled out;
- Relaunched National Volunteer of the Year Award with expanded categories and recognition;
- Golden Ticket Registration campaign;
- Consolidation of platforms under PlayAFL brand for coaches, umpires, volunteers and resources;
- Be a game for everyone - inclusive and accessible for all;
- Women and Girls' Action Plan approved and started implementation;
- Implementation of Kimberley Investment Plan and strategic plan;
- Record participation levels in Queensland;
- Cultural competency module for coaches from 2023;
- 300-plus facility projects worth more than \$450 million in project value;
- Established expert National Conciliation to support community football.



## Around the Regions

The AFL state offices across NSW/ACT, Victoria, Queensland, Tasmania and Northern Territory focus on community football, growth in participation and development of facilities.

Executive General Manager Game Development Rob Auld leads the national team.

### AFL state-based leaders:

- Head of AFL Victoria - Ben Kavenagh
- Head of AFL Queensland - Trisha Squires
- Head of AFL NSW/ACT - Tiffany Robertson
- Head of AFL Tasmania - Damian Gill
- Head of AFL NT - Sam Gibson

### New South Wales/ACT

- To celebrate one of the biggest AFL moments this century - Lance Franklin's 1000th goal - AFL NSW/ACT provided 1000 free NAB AFL Auskick registrations to NSW and ACT participants, with at least 10 per cent of them allocated to Indigenous children. More than 600 new Auskickers registered using this promotion.
- Auskick participation was strong following two disrupted seasons. There was large growth in the northern NSW region, which saw a 55 per cent increase on 2021. Across the state and territory, the number of girls registered in NAB AFL Auskick programs increased by 13 per cent.

△ Sydney Swans superstar Lance Franklin was joined by NSW-ACT Auskickers at the SCG to celebrate his 1000-goal milestone.

- In 2022, AFL NSW/ACT secured government funding for more than 20 major facilities projects across the state and territory including: Henson Park (project value \$11 million), Macquarie University Oval (project value \$7.5 million), Olds Park Penshurst (project value \$7.3 million), Bob Prenter Reserve (project value \$7.5 million), Manuka Oval (project value \$3 million), Greenway Park Sports Hub (final stage project value \$2.35 million).
- More than 650 school programs were delivered by AFL NSW/ACT staff across the region, equating to around 72,500 children being involved in school programs.
- The cornerstone of primary school football, the Paul Kelly Cup, returned in 2022. More than 400 teams from 50 local tournaments were gradually whittled down to crown champion boys and girls teams, Albury Public School and MacKillop College, respectively.
- Thirteen women from NSW and the ACT were selected in the NAB AFLW Draft, including Eilish Sheerin (Richmond), whose debut season saw her named in the All-Australian team.
- One player from NSW, Harry Rowston (Griffith), was picked in the 2022 NAB AFL Draft. Seven players born in NSW or the ACT were selected in the 2022 NAB Rookie Draft.
- In the elite NSW clubs, three NSW/ACT players won their side's best and fairest: Callum Mills (Sydney Swans AFL), Cynthia Hamilton (Sydney Swans AFLW), Alyce Parker (Giants AFLW).
- AFL NSW/ACT is proud all community football leagues across the state and territory completed a full season, crowning premiers for the first time since 2019.
- There were challenges with ongoing heavy rain throughout the year, but community football clubs rallied to support one another when home grounds were flooded or washed out. The AFL donated more than \$60,000 to 22 NSW clubs affected by flooding and arranged for AFL greats Ryan O'Keefe and Alastair Clarkson to attend a training session for the Lismore Swans, bolstering spirits following the devastating flooding.
- Community football's participation numbers remained steady, consolidating a 20 per cent growth in NSW and the ACT across the past five seasons.
- AFL Canberra, AFL North Coast and AFL North West each hosted their inaugural Pride Round, and more than 50 clubs celebrated Indigenous impact and influence on the game during Sir Doug Nicholls Round.
- AFL NSW/ACT expanded its Kickability offerings in 2022, including Kickability games between two teams during half-time at AFL games at the SCG and Giants Stadium.
- The Youth Leadership Programs for Indigenous and multicultural footballers aged 13-16 continued, with the two female camps and a male camp going ahead in 2022. Around 80 players had the chance to connect and experience an elite football environment while learning important leadership skills.
- AFL NSW/ACT sent teams to the Toyota National Inclusion Carnival in Adelaide, and for the first time to the Toyota AFL Wheelchair Championships in Melbourne where the Rolling Rams finished third in Division 2.



## Northern Territory

- ▶ The 2022 Talent season kicked off with NT competing in three NAB League Girls games, including a win against the Murray Bushrangers. The Northern Territory had its largest Allies representation with 13 girls making the squad, and a further two going on to join the NAB AFLW Academy. J'Noemi Anderson was drafted to St Kilda at pick 16 and Kyanne Campbell from Central Australia was selected as a bottom-age representative.
- ▶ Five Territorians were selected in the Allies squad for the NAB AFL Under-18 Championships with Anthony Munkara and Alwyn Davey jnr later joining the AFL Academy.
- ▶ In the 2022 NAB AFL Draft, the NT had a great outcome with four draftees. Alwyn Davey jnr and Jayden Davey were both selected under the father-son rule to Essendon. Lloyd Johnston and Anthony Munkara were picked in the Rookie Draft by Gold Coast and Essendon respectively.
- ▶ The future of AFL in the NT is looking bright with strong junior participation growth from under-10s through to under-18s with 67 new teams and 1643 new participants in 2022. This growth has been reflected in the Darwin-based TIO NTFL competition, with 662 new participants and the completion of the female pathway through all grades.
- ▶ St Mary's collected its 33rd TIO NTFL Men's Premier League premiership, after narrowly missing out in grand finals the two seasons prior. The Darwin Buffaloes took out the Women's Premier League premiership in their own hunt for redemption.
- ▶ TIO Stadium saw more than 100,000 fans come through the gates during the 2021-22 TIO NTFL season.
- ▶ 2022 marked the introduction of Environment Point (E-Point) in all youth and junior divisions in the TIO NTFL, which in turn saw a reduction of reports in those grades by 68 per cent.
- ▶ There continues to be robust growth in female football participation throughout community competitions in the NT, with a 12 per cent increase in registered players across all age groups. Most notably, there was a 46 per cent growth in junior and youth female participation from 2021.
- ▶ The rise of female football throughout remote Aboriginal communities is evident in the NT with the Tiwi Bombers women's team now a part of the TIO NTFL Premier League competition.
- ▶ AFLNT saw an expansion in NAB AFL Auskick programs in 2022, with host centres expanding into remote and urban Aboriginal communities.
- ▶ The first remote community Auskick Centre was established in the Arnhem Land community of Galiwinku on Elcho Island. The centre was linked with school attendance and led by local coaches and coordinators, with 70 children completing the ground-breaking program.

▽ Young fans enjoy an AFLNT Auskick community event in Darwin.

- ▶ Diversity and inclusion programs expanded in 2022 with the continuation of the Footy for Life program in Alice Springs, which includes a range of offerings for people with physical and intellectual disability to play AFL. For the first time the NT had representatives participate at the Toyota AFL Wheelchair AFL National Championships and the Toyota AFL National Inclusion Carnival.
- ▶ AFLNT hosted a range of positive health and wellbeing initiatives throughout remote and regional communities in 2022. The remote projects team hosted alcohol and other drug awareness sessions, leadership, education and wellbeing programs for youth and young people from remote communities.
- ▶ The Michael Long Learning and Leadership Centre expanded its programs in 2022, with the first 'On Country' community-based programs delivered in several locations across remote regions of the Territory.
- ▶ AFL games returned to the NT for the first time since 2020. The Gold Coast Suns used the opportunity to solidify their connection to Darwin and surrounding remote communities, during their back-to-back matches in rounds 11 and 12. Reigning premier Melbourne returned to the red centre for the 'Heart of the Nation' match and brought the AFL premiership cup to share with the Alice Springs community.



## Queensland

- ▶ Queensland reached record participation across all levels of community club football, with more than 58,000 registered participants from NAB AFL Auskick to junior, youth and senior community football, an overall increase of 17 per cent.
- ▶ Women and girls now make up 30 per cent of all registered participants, with more than 8000 women and girls playing football in 2022 and more than 7500 female NAB AFL Auskickers.
- ▶ There were approximately 1200 junior and youth teams from under-8 to under-17s and 300 senior teams across the state.
- ▶ Community football was on show in a big way when 1800 kids played in 43 Youth Grand Finals across three bumper days at Metricon Stadium, Leyshon Park and Kawana Park.
- ▶ It was a tough start to the season for some clubs affected by severe weather and flooding. But through the support of NAB, the AFL's Community Relief Fund and volunteers across the state who worked tirelessly to get the game back up and running in so many areas impacted, the game overcame many challenges. Emergency AFL funding was provided to flood-affected clubs in NSW and Queensland, bringing the total committed support to more than \$500,000.
- ▶ QAFL/W seasons were highly competitive and entertaining with UQ winning back-to-back women's flags while the Aspley Hornets conquered previously undefeated reigning premier Broadbeach in the men's.
- ▶ The 77th J.A. Grogan Medal and Emma Zielke Medal awards night was held in person for the first time since 2019 with 250 guests at the Gabba. Aspley's Ryan Banks-Smith won the J.A. Grogan Medal while Southport Sharks' Selina Priest and Maroochydore's Lily Postlethwaite were awarded joint Emma Zielke Medals.
- ▶ Coorparoo Kings won the Alpha Sport Community Club of the Year at the annual SEQ Community Football Awards night, while Gympie Cats president Ann-Marie Warren was named the Queensland Sport Volunteer of the Year at the annual Q Sport awards night in November.

△ The Brisbane Lions' new home base at Springfield hosted the AFLW Season Seven Grand Final.

- ▶ Representative footy is alive and well in Queensland with the first North Queensland v South Queensland women's intrastate representative clash played at Southport.
- ▶ School football continued to make great strides in the state with the Association of Independent Colleges (AIC) competition kicking off its biggest season yet with more than 1400 boys from eight AIC member schools competing. It's the first time since 2020 all member schools participated. The Queensland Girls Secondary Schools Sports Association made history, adding Australian Football into the fold with nine schools and more than 430 girls in grades 7-9 competing. The StreetSmarts AFLQ Schools Cup also hit a record, with 612 schools participating in the state-wide competition, making it one of the largest school sport competitions in the country.
- ▶ Our ties with our international neighbours strengthened with the AFL announcing a new partnership with Pacific Island nations Fiji, Nauru, and Papua New Guinea. AFL Queensland, AFL NSW/ACT, the NAB AFL Auskick team, along with the Brisbane Lions, Gold Coast Suns, Sydney Swans and more than 25 community football clubs from Cairns to Sydney also donated 250 cartons of equipment, apparel, guernseys and giveaway items to assist more than 100,000 participants to take part in Australian Football.
- ▶ Eight Queenslanders were drafted to the Brisbane Lions and Gold Coast Suns in the 2022 NAB AFL Draft. Five players were picked in the 2022 NAB AFL Draft. Former Broadbeach and Southport junior Will Ashcroft (No. 2) and Jaspa Fletcher (No. 12) from Sherwood and Coorparoo juniors respectively and Darryl McDowell-White jnr (Coorparoo and Mount Gravatt) will play for the Brisbane Lions as father-son selections alongside Noosa Tigers' Shadeau Brain, while former Melbourne and North Melbourne player Corey Wagner will play for Fremantle. Ex-Melbourne player Oskar Baker from Aspley and Wilston Grange was also picked up in the Rookie Draft by the Western Bulldogs.
- ▶ Queensland hosted the AFLW Grand Final, the first match played at the Brisbane Lions' all-new \$80 million Elite Performance Centre, Brighton Homes Arena at Springfield. The Lions fell just short, going down by four points. More than 90 per cent of the Lions team was drafted from and played their senior and junior footy in local cubs around the state with 17 coming through the Lions Academy and 12 from QAFLW.
- ▶ It was a big year for diversity and inclusion programs with Queensland winning the Division 2 title at the Toyota AFL National Inclusion Carnival, while a Queensland team competed in the 2022 Toyota Wheelchair AFL National Championships for the first time.
- ▶ A record number of students graduated from the AFL Cape York House with 12 students across its boys' and girls' houses.
- ▶ The total financial commitment from the Grand Final Facilities Fund is \$3,433,500 which has generated more than \$78 million worth of investment in infrastructure. More than \$1.8 million has supported 20 projects this financial year.



## Tasmania

- It was a historic year for the Tasmania Devils talent program, with the NAB League Boys side qualifying for the finals for the first time under head coach Jeromey Webberley, with co-captain Lachlan Cowan becoming the second Tasmanian to win the Morrish Medal as the league's best and fairest. The NAB League Girls side enjoyed another strong season, winning four games and narrowly missing the finals.
- Tasmania won Division 2 of the 2022 NAB AFL Under-16 Championships. Oliver Depaoli-Kubank won the Alan McLean Medal as best player.
- The Women's Statewide All-Stars Series saw the North West Football League again claiming bragging rights. Wins over the Southern Football League and Northern Tasmanian Football Association saw them crowned the state's top women's competition, with 15-year-old midfielder Lucy Thompson named series MVP.
- There was a strong crop of draftees in both the AFL and AFLW. In June's NAB AFLW Draft, Claire Ransom (pick 34), Meghan Gaffney (pick 66), Madison Brazendale (pick 75) and Lily Johnson (pick 80) were all selected. At the NAB AFL National and Rookie Drafts, four Tasmanians earned selection and a spot at the top level. Devonport product Lachlan Cowan (pick 30) and Clarence defender Tom McCallum (pick 36) were both taken in the AFL Draft, before Burnie's Seth Campbell (pick 12) and Clarence's Cam Owen (pick 17) were picked up in the Rookie Draft.
- It was a strong year for community football in Tasmania, with all leagues enjoying a full season once again. Launceston claimed a fourth consecutive senior premiership in the Tasmanian State League, beating first-time grand finalist Kingborough by 72 points.
- Lindisfarne completed the perfect season to win the SFL Men's premiership, North Hobart claimed the SFL Women's Division 1 flag, with Port (Division 2) and New Norfolk (Division 3) also reigning supreme. Elsewhere, Hutchins claimed the OSFA flag and Bothwell won back the ODFA title.
- In the NTFA, Longford (Premier Division Men), Launceston (Premier Division Women), St Patrick's (Division 1 Men) and South Launceston (Division 1 Women) all enjoyed premiership success.
- Devonport and Ulverstone secured back-to-back NWFL flags in the senior men's and women's competitions respectively. Forth clinched the NWFA premiership with victory over Motton Preston, while Yolla broke a premiership drought to win the DFA title. Meanwhile, Redpa (CHFA) and Grassy (KIFA) also clinched premierships.
- Ulverstone claimed the 2022 NWFL Women's premiership, with Devonport winning a second NWFL men's flag in as many years.
- The return of the Toyota AFL National Inclusion Carnival was a welcome one for Tasmania, as the state recorded its best finish at the event. The team qualified for Division 1 for the first time in a very competitive field, ending the event in fourth place.



△ Tasmania's Mitchell Nicholas gets his kick away in the NAB League preliminary final against Dandenong at ETU Stadium.

- Tasmania's wheelchair AFL team also excelled at the Toyota Wheelchair AFL National Championships, storming into Division 1 at the end of the lightning round and recording a third-place finish despite limited preparation.
- Along with four AFL premiership season games each in Hobart and Launceston, the state hosted a special pre-season fixture in Devonport. Hawthorn and Richmond met in the AAMI Community Series in a tribute game for the families and communities of Hillcrest Primary after the tragic accident that occurred at the school in December, 2021. More than 8000 fans packed into the Devonport Oval and raised meaningful funds for the cause.
- Tasmanian volunteers continued to turn out in droves to support the game, and one volunteer was honoured as the national Community Football Volunteer of the Year. Scott Flynn of the St Patrick's Old Collegians Football Club in Launceston was honoured for his 36 years of outstanding service to the Saints, winning a new Toyota HiLux and a trip to the AFL Grand Final.
- An important step forward was made in Tasmanian community football with the introduction of a new Club Sustainability Model. The state-wide salary cap model, set to take effect from 2023, will help to maintain the sustainability of clubs while also promoting competitive balance in competitions.
- Tasmania's coaching networks were strengthened throughout the year, with Coach Education Manager Jay Schulz leading a series of sessions and workshops featuring prominent guests. Tasmanian coaches were able to learn from the likes of Matthew Nicks and Bec Goddard, as well as experts from other sports, with the program set to expand in 2023. A coaching mentor system was also introduced, with several experienced Tasmanian coaches stepping up to guide others throughout the year.
- It was announced that senior representative football will return to Tasmania in 2023, with the state to host men's and women's games against Queensland. It will be the first senior women's representative match since 2016, with the last men's representative game an under-25s clash in 2019.

## Victoria

- After two years of severe disruption caused by the COVID-19 pandemic, community football in Victoria bounced back well in 2022 with strong participation numbers, completed seasons and premierships awarded for the first time since 2019.
- Vic Metro won the 2022 NAB AFL Under-18 Championships with Will Ashcroft winning the Larke Medal. Finn O'Sullivan (Victoria Country) won the Kevin Sheehan Medal in the NAB AFL Under-16 Championships, won by SA.
- Participation in Victoria across the younger age groups of NAB AFL Auskick and junior community club football have rebounded strongly post COVID, to be back around 2019 levels, while youth and senior community club football segments experienced slight drops, with the clear impact of the pandemic apparent.
- As part the AFL's focus on schools in 2022, AFL Victoria celebrated a significant milestone in delivering an AFL Primary Play program to 250,000 school participants across the state, making Australian Football clearly the biggest sport capitalising on the Victorian Government's Positive Start funding.
- Victoria's strength in diversity and inclusion programs was evident with completed Victorian Wheelchair Football League and Victorian Blind Football League seasons preceding national carnivals for both the wheelchair and inclusion formats. Victoria hosted and won, for the first time, the 2022 Toyota Wheelchair AFL National Wheelchair Championships and performed well at the 2022 Toyota National Inclusion Carnival for men with an intellectual disability.
- Indigenous and multicultural activities were back in full flight through the TAC Unity Cup as well as the Next Generation Academy games that supported a pathway into the State Kickstart and All Nations development programs.
- The AFL announced the appointment of Lindsay Tanner to the role of AFL Victoria chair, following the passing of former AFL Victoria chair Ray Horsburgh AM in August. Tanner has a distinguished career in business and government.
- The AFL's Strategic Community Investment Fund (SCIF) returned. In 2021-22, the SCIF awarded nearly \$2.5 million to Victorian community clubs, regions, leagues and associations, assisting in a wide range of endeavours that enhanced participation and sustainability for players, volunteers and clubs. In a further boost to country communities and clubs, the Victoria Government committed more than \$2.3 million in funding towards 14 projects as part of the Country Football and Netball Program.
- The importance of facility development was evident through the release of AFL Victoria's refreshed 'Growing the Heartland' strategy for 2022-27, to inspire sector-wide collaboration and deliver outcomes through coordinated facility development and investment.
- After two years of cancellations because of the pandemic, major AFL Victoria-led competitions returned successfully, including the *Herald Sun* Shield interschool competition and the V/Line Cup for the

▽ Co-captains Ava Jordan (left) and Megan Girolami hold aloft the premiership cup after Our Lady of Mercy College Heidelberg's win in the *Herald Sun* Shield final.

▽ The Bulldogs' Oscar Stubbs was adjudged best-afield in the Victorian Blind Football League Grand Final against the Saints.

most talented under-15 footballers in regional Victoria, hosted by Shepparton and played twice this year to make up for it not being held in 2021.

- Community football across Victoria continued to receive outstanding support from AFL Victoria partners, with evidence of this seen through an array of programs, including Worksafe Country Club games, TAC Club Rewards, Energy Safe Canteen Hero and Victorian Responsible Gambling Foundation (VRGF) Love The Game Month.
- The importance of supporting and growing umpiring was on display when AFL Victoria and V/Line launched a new talent pathway program in community umpiring, the V/Line Community Umpire Talent Academy Accelerator Squad. The inaugural squad included 35 umpires - 12 field, 12 boundary and 11 goal umpires - from all over the state.
- Australian Football continues to grow and engage communities beyond the traditional game played in the winter, as seen through the success of alternative formats played predominantly in spring and summer months, with new Junior X and AFL 9s hubs opening up and more than 5000 participants, far exceeding the aim of 2000 registered participants.





## South Australia

- ▶ Norwood claimed the SANFL premiership with a one-point victory over North Adelaide, sealed with a late goal by Matt Panos. Ruckman Harry Boyd won the Jack Oatey Medal.
- ▶ Four South Australian football greats were inducted into the West End SA Football Hall of Fame at the Magarey Medal presentation - Port Adelaide premiership midfielder Kane Cornes, Fremantle great Matthew Pavlich, Norwood century goalkicker Bruce Schultz and AFL Grand Final boundary umpire Darren Wilson.
- ▶ North Adelaide's Aaron Young won the 2022 Magarey Medal, while Daniel Menzel claimed the Ken Farmer Medal. The Roosters claimed the Stanley H. Lewis Trophy as champion club.
- ▶ North Adelaide defeated Sturt by 18 points to win the SANFLW premiership, claiming its second flag. Zoe Proud (Sturt) was named Best on Ground.
- ▶ A second extremely successful SANFL History Exhibition was run through 2022, celebrating 145 years of 'Our Stories', across multiple locations including the State Library, the National Wine Centre and the Immigration Museum, drawing thousands of visitors through the year.

▽ Nathan Barkla was selected by Port Adelaide in the NAB AFL Rookie Draft after starring for South Australia at the national under-18 championships.

- ▶ North Adelaide premiership star Hannah Ewings was rewarded for her outstanding debut AFLW season with Port Adelaide, winning the competition's NAB Rising Star Award. The 18-year-old polled 41 votes to edge out Power teammate Abbey Dowrick - who played four SANFLW games for Woodville-West Torrens this year - on 32 votes.
- ▶ There was no title awarded for the 2022 NAB AFLW Under-18 championships, but SA was the best-performed team with three wins from its three matches.
- ▶ The SANFL is thrilled South Australia will host the inaugural AFL Gather Round Festival of Footy in April 2023, which will be both a boon for tourism in South Australia and a great outcome for football in the state.
- ▶ South Australia won Division 1 of the 2022 NAB AFL Under-16 Championships.
- ▶ Five SANFL players were selected in the Rookie Draft - Rhett Montgomerie (Central District/Essendon), Will Verrall (South Adelaide/Melbourne), Jaiden Magor (South Adelaide/Sydney Swans), Anthony Munkara (West Adelaide/Essendon) and Nathan Barkla (Woodville-West Torrens/Port Adelaide).
- ▶ West Adelaide's Harry Barnett, Woodville-West Torrens' Adam D'Aloia and Norwood's Max Michalanney were chosen in the 2022 NAB AFL All-Australian team after performing strongly at the 2022 NAB AFL Under-18 Championships.
- ▶ SA had nine players selected at the NAB AFL Draft: Hannah Ewings, North Adelaide - Port Adelaide (pick 3); Sarah Goodwin, Glenelg - Port Adelaide (pick 7); Sachi Symes, Norwood - Port Adelaide (pick 23); Ella Boag, Glenelg - Port Adelaide (pick 31); Keeley Kustermann, West Adelaide - Adelaide (pick 40); Amelie Borg, North Adelaide - Port Adelaide (pick 61); Kiera Mueller, Sturt - Adelaide (pick 69); McKenzie Dowrick, Woodville-West Torrens - Adelaide (pick 71); Lily Johnson, West Adelaide - Port Adelaide (pick 80).
- ▶ SA had 11 players selected at the NAB AFL Draft: pick 10 - Mattaes Phillipou (Woodville-West Torrens) to St Kilda; pick 17 - Max Michalanney (Norwood) to Adelaide (father-son selection); pick 23 - Harry Barnett (West Adelaide) to West Coast; pick 28 - Jakob Ryan (Glenelg) to Collingwood; pick 41 - Tom Emmett (Sturt) to Fremantle; pick 43 - Billy Dowling (North Adelaide) to Adelaide; pick 44 - Isaac Keeler (North Adelaide) to St Kilda; pick 47 - Harry Lemmey (West Adelaide) to Carlton; pick 52 - Phoenix Foster (Norwood) to Geelong; pick 53 - Tom Scully (West Adelaide) to Port Adelaide and 59 - Kyle Marshall (South Adelaide) to Port Adelaide.
- ▶ Dedicated administrators, coaches, umpires and ambassadors were congratulated at the 2022 SANFL Community Volunteers Awards night, with South East stalwart Scott Duncan recognised as the Community Football Administrator of the Year.
- ▶ Four SANFLW players were selected in the 2022 AFLW All-Australian team. Adelaide Crows trio Ebony Marinoff, Anne Hatchard and Chelsea Biddell were among the elite crop of 21 chosen, together with Geelong's Chloe Scheer.



- ▶ The redevelopment of Max Amber Sportsfield was recognised as the inaugural winner of SANFL's Community Football Facility of the Year Award. A major project worth more than \$10 million, the new home of the Athelstone Football Club was chiefly funded by the City of Campbelltown and the Federal Government through its Community Development Program, together with support from the State Government.
- ▶ Plympton Football Club was named as the winner of the 2022 National Pharmacies SANFL Juniors Club of the Year Award.
- ▶ Jack Delean (South Adelaide), Kane McAuliffe (North Adelaide), Will Patton (West Adelaide) and Ashton Moir (Glenelg) were named in the AFL Academy.
- ▶ Six players were included in the AFLW Academy - Shineah Goody (Woodville-West Torrens), Lauren Young (West Adelaide), Matilda Scholz (Glenelg), Piper Window (Glenelg), Molly Brooksby (Norwood) and Elaine Grigg (Central District).
- ▶ Woodville-West Torrens midfielder Shineah Goody won the MVP award for the 2022 AFLW Under-18 Championships.
- ▶ Danny McNamara of Fitzroy Football Club won the 2022 Hostplus Volunteer of the Year Award for his outstanding contribution to grassroots community football.

△ South Australia downed arch rival Victoria to claim its first Toyota AFL National Inclusion Carnival title.

- ▶ A SANFL-commissioned report revealed the significant economic contribution and social benefits delivered by South Australia's community football clubs. The study found SA's metropolitan community football clubs generate an average \$1.73 million a year in economic activity, with \$1.1 million directly attributable to club running costs, spectator and member investment and player participation.
- ▶ South Australia won its first Toyota AFL National Inclusion Carnival after stunning arch rival Victoria Metro with a nail-biting five-point win in the Division 1 Grand Final at Angaston Oval.
- ▶ SANFL selectors have settled on an initial 48-player SA Under-16 Girls Academy squad in preparation for contests against Victoria Metro and Western Australia in 2023.
- ▶ A 47-player squad has been named for the 2023 SA Under-18 Girls Academy as the Croweaters prepare to defend their inaugural national crown won in 2022.
- ▶ The SANFL extended its partnership with Walking Footy, with now more than 100 participants involved to keep older persons active.



## Western Australia

- Eleven WA players were selected in the 2022 NAB ALFW Draft - Ella Roberts (selection 14, Peel Thunder), Lauren Wakfer (15, South Fremantle), Abbygail Bushby (24, Swan Districts), Zoe Wakfer (36, South Fremantle), Emily Elkington (43, Claremont), Jaide Britton (47, Peel Thunder) and Mikayla Western (53, Claremont) were all drafted by the West Coast Eagles, while Madeleine Scanlon (27, Claremont), Tara Stribley (59, Swan Districts), Megan Kauffman, (Wildcard, Wembley in PFL) and Amy Mulholland (83, Subiaco) were drafted by Fremantle.
- Three WA players were contracted to West Coast Eagles for the club's 2022 mature age pre-draft compensation signings - Kate Bartlett (Peel Thunder), Sasha Goranova (Claremont) and Ella Smith (Claremont). Three WA players were pre-listed for Port Adelaide in its inaugural list build - Abbey Dowrick (Subiaco), Julia Teakle (East Fremantle) and Tessa Doumanis (Claremont).
- A total of 14 WA players were selected in the NAB AFL Draft - Reuben Ginbey (selection nine, East Perth to West Coast), Jedd Busslinger (13, East Perth to Western Bulldogs), Elijah Hewett (14, Swan Districts to West Coast), Ed Allan (19, Claremont to Collingwood), Darcy Jones (21, Swan Districts to GWS Giants), Hugh Davies (33, Claremont to Fremantle), Jed Adams (38, Peel Thunder to Melbourne), Kaleb Smith (49, East Fremantle to Richmond), Steely Green (55, South Fremantle to Richmond), while Hamish Free (19, South Fremantle to North Melbourne), Tyrell Dewar (NGA, Subiaco to West Coast), Jordyn Baker (NGA, East Perth to West Coast), Conrad Williams (NGA, Claremont to Fremantle) and Josh Draper (NGA, Peel Thunder to Fremantle) were selected via the Rookie Draft.
- Three WA players were added to AFL lists following the AFL Mid-Season Draft - Wade Derksen (Peel Thunder) at pick five to GWS Giants, Brynn Teakle (East Fremantle) pick eight to Port Adelaide and Sebit Kuek (East Perth) pick 15 to Fremantle.
- At the 2022 NAB AFLW Under-18 Championships, Western Australia finished with one win (v Allies) and two losses (v SA and WAFLW All Stars). Ella Roberts (Peel Thunder) was named MVP for WA for the second year in a row. Lauren Wakfer and Ella Roberts were named in the All-Australian Team.
- At the 2022 NAB AFLW Under-16 Development Championships, WA Black played WA Gold twice with one draw and a victory for WA Black. Olivia Wolmaras was named MVP.
- At the 2022 NAB AFL Under-18 Championships, WA played four matches with one win and three losses. Darcy Jones, Jed Hagan, Jedd Busslinger and Reuben Ginbey were named in the All-Australian team. Ginbey was WA's MVP for the carnival.
- At the 2022 NAB AFL Under-16 Development Championships, WA won two matches and lost one and was edged out only by percentage from being awarded the Division 1 title. Chayse Martinson was named MVP for WA.

► Ella Roberts was drafted by the West Coast Eagles after being named WA's MVP at the NAB AFLW Under-18 Championships for the second year in a row.

- Blaine Boekhorst (East Fremantle) won the Sandover Medal. The WAFL Grand Final was held at Leederville Oval in front of 17,000 fans, with West Perth winning the premiership.
- The WAFL tested the use of a "blue card" system which aims to reduce the number of dangerous incidents on the field and therefore reduce the number of concussion incidents that occur within our game.
- Sharon Wong (East Fremantle) was awarded the 2022 Dhara Kerr Medal in the WAFLW. The WAFLW Grand Final was held at Revo Fitness Stadium in front of 3000 fans, with Claremont winning its maiden premiership.
- The WA state team lost to the SANFL at Optus Stadium. Leigh Kitchin won the Simpson Medal.
- There were 70,705 participants in community football in 2022 - the largest number ever in WA. Female participation grew 15 per cent to 13,562 - the fastest-growing segment of WA football.
- A total of 16,110 children participated in NAB AFL Auskick in 2022.
- Fremantle CBC claimed the 2022 A Grade Men's Amateur Grand Final.
- Warnbro claimed the 2022 CTF A Grade Women's Amateur Grand Final.
- Indigenous programs continued to strengthen in Western Australia, with the expansion of the Nicky Winmar and Kirby Bentley Cups into the greater regions of WA. Additional resources have been targeted to support Indigenous programs within regional WA.
- The AFL and West Australian State Government committed \$5 million over the next five years to support the Kimberley Football Strategy, which aims to improve local capability, create new football roles in the region, improve the infrastructure and develop greater playing opportunities, improving the talent pathways and reducing the risks associated with the vast travel within the region.
- The AFL and WAFC committed \$1 million each to the WA Football Facilities Fund, which has supported the development and refurbishment of key facilities within Western Australia, contributing to a total investment of more than \$90 million.
- The WAFC delivered an Umpire Retention Campaign centered around the key message of "stop umpire abuse" which won several national awards.
- The WAFC has developed a new Strategy 2023-2025 with the key outcomes of Sustainable Growth, Increased Talent & Capability, Increased Revenue and Improved Stakeholder Engagement. The WA football industry focuses of the strategy includes 'Club, Volunteer & Administrator Support', 'Facilities & Infrastructure', 'Participation, Development & Talent Pathways and Competitions' and 'Brand, Audience & Engagement'.





# CUSTOMER & COMMERCIAL

**KYLIE ROGERS**

EXECUTIVE GENERAL MANAGER CUSTOMER AND COMMERCIAL



The AFL's bounce back in 2022 saw the revival of football as we know it, with the return of full stadiums, record membership, record partnership investment, record digital engagement and several new physical fan engagement initiatives.

Through the strong commitment shown by our partners, the AFL was able to deliver some of the biggest activations ever created, including the Grand Final Footy Festival, Telstra Pre-Match and Half-Time Grand Final entertainment, Virgin Australia Footy Festival Live Site, Toyota AFL Grand Final Parade and a September exploding with offerings for fans of all ages.

The AFL sincerely and formally thanks all those organisations who have aligned with us, many for decades or more - our premier partners, major partners, official partners and support partners.

Marvel Stadium is undergoing a significant redevelopment that will be completed in early 2023, but despite the interruption, fans returned in droves to see multiple sport and other events across the year, increasing our attendance to record levels, including key events the Bledisloe Cup (54,000-plus fans), George Kambosos title fight (40,000-plus), SX Global Supercross (40,000-plus) and more than 500 conferences, business meetings and special events across the year.

Our Digital eco-system continues to go from strength to strength with six million fans viewing our content each month, adding more than half-a-million new fans.

Our AFL app is the trusted home of footy for all avid fans and, pleasingly, across our 18 club apps we have increased our audience by 34 per cent against 2021 and by 81 per cent since 2020 in weekly users across the club network.


We continue to invest in new digital products for all fans to enjoy, including NFTs, while memorable AFL and game moments are central to the discussion of life every week. Retiring Geelong Cats captain Joel Selwood's post-premiership moment with superfan Sammy Moorfoot took off around the world, generating more than 60 million video views.

The NAB AFL Auskickers of the Year lap up the excitement of Grand Final day.










## CORPORATE PARTNERS










PREMIER PARTNER





MAJOR PARTNERS



































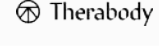

OFFICIAL PARTNERS

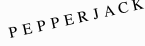

















ASSOCIATE PARTNERS



















PREMIER PARTNER







MAJOR PARTNERS





























OFFICIAL PARTNERS









NAB AFL Auskick has provided footy fun for millions of children over the past two decades.





### Toyota

Toyota's enduring support of Australian Football continued to positively impact the football community at all levels in 2022 with the return of a number of much-loved programs.

The Toyota Good For Footy Round was held on three occasions across both the elite men and women's seasons to celebrate Toyota's contribution to grassroots football clubs. The round highlighted the Toyota Good For Footy program which has helped thousands of local football clubs raise more than \$8 million to support communities and leagues across Australia.

The longstanding Toyota Good For Footy Raffle continued to provide benefits for grassroots football clubs across the country, with the initiative raising more than \$1 million for 629 clubs that participated in 2022.

△ Toyota vehicles travelled more than 10,000km to transport the premiership cup around Australia in the lead-up to the Grand Final.

Toyota's commitment to making Australian Football accessible for all was strengthened with the ongoing sponsorship of the Toyota AFL National Inclusion Carnival, Toyota Wheelchair AFL National Championships and Toyota AFL National Volunteer Awards.

In addition, Toyota's support of the popular 2022 Toyota AFL Premiership Cup Tour allowed one of the game's most prestigious pieces of silverware to travel to fans across New South Wales, Queensland, the Northern Territory and Victoria. Travelling more than 10,000km with the help of Toyota vehicles, the annual Cup Tour provided a great opportunity for people in remote communities to get swept up in AFL Finals fever and bring fans closer to the game they love.



## NAB

The year marked a significant milestone for NAB and the AFL, celebrating 20 years in partnership. NAB's commitment to supporting Australian Football from the grassroots to the elite level was strengthened in 2022, after renewing its contract as the naming rights partner of the NAB AFL Women's competition until 2028.

The agreement will also see NAB continue as naming rights partner of Auskick and a major partner of AFL Men's.

The six-year extension makes it one of the widest ranging and long-standing partnerships in the League's history.

NAB's support of the NAB AFL Auskick program has seen year-on-year growth in participants taking to the field at their local centre in 2022, while the ongoing partnership has seen NAB help millions of children develop their footy skills over the past two decades.

In addition, NAB's support of women and girls' football was celebrated across the country as part of the inaugural NAB AFLW Premiership Cup Tour. For the first time, women's football's most prestigious piece of silverware traveled to South Australia, Queensland and Victoria to visit hundreds of local communities, football clubs, schools and NAB AFL Auskick centres.

## Telstra

The year marked the 20-year milestone of Telstra's partnership with the AFL.

Passionate about sport and the arts, Telstra continued its support as the presenting partner of the Telstra Pre-Match and Half-Time entertainment for all three Grand Finals in the elite men and women's competitions.

The line-up featured a number of home-grown Australian artists including Delta Goodrem, Jessica Mauboy, GFlip, Temper Trap and Goanna, as well as international superstar Robbie Williams. In addition, Telstra continues to leverage its network and technology to connect fans closer to the game they love through tech solutions across our digital platforms, and through our Marvel Stadium upgrade.

▷ Fans throughout the country enjoyed a taste of finals fever thanks to the annual NAB AFLW Premiership Cup Tour.

▽ International superstar Robbie Williams headlined the Telstra Grand Final entertainment.

## AFL attendances

After the heavy impacts of COVID, crowds enthusiastically returned to venues in 2022. The AFL home and away attendance of 6.11 million represented the first time the six million attendance mark has been surpassed since the pandemic, with nine games drawing more than 70,000, when only eight such crowds were averaged annually before COVID in the years 2016-19.

It was a strong finish to the season with five sell-outs across the capital cities in rounds 22-23 (Sydney Swans v Collingwood, SCG; Carlton v Collingwood, MCG; Port Adelaide v Adelaide Crows, Adelaide Oval; Fremantle v West Coast, Optus Stadium and Brisbane Lions v Melbourne, Gabba).

The first two weeks of finals recorded a stunning attendance of 417,000 and drove us to an overall September audience of 639,842 - the third-highest Finals Series attendance and second-highest with nine matches played.

The AFL, in conjunction with all 18 clubs, delivered the biggest Kids Go Free campaign, which aimed to reconnect with kids and families to celebrate a month of free match-day activities and family entertainment offerings across the country.

The joint approach saw strong attendance results - particularly in junior attendees - reaching 80,000 fans above forecast, while engagement across AFL digital channels recorded the highest-ever monthly follower growth on the AFL Tik Tok channel with 16,881 new followers.





Record membership

The unwavering support from football fans across the country reached new heights, with record-breaking club membership figures across both AFL/AFLW competitions.

An AFL club membership record of 1,190,671 members was reached, surpassing 1,113,441 that was set in 2021.

Thirteen AFL clubs achieved record club membership numbers, which contributed to the 6.9 per cent growth on 2021. One in 22 Australians is a member of an AFL club.

The support for elite women’s football also reached new heights, with AFLW club membership numbers almost doubling over the previous year to surpass 48,000 for the first time.

For the second season of AFLW in 2022, the first with all 18 teams, a total of 75,568 football fans across the country became a member of their favourite AFLW club.

► The Western Bulldogs were among 14 clubs to enjoy record membership in 2022.



AFL MEMBERSHIP

POS	CLUB	TOTAL
1	West Coast Eagles	102,897
2	Richmond	100,792
3	Collingwood*	100,384
4	Carlton*	88,776
5	Essendon*	86,001
6	Hawthorn*	81,494
7	Geelong Cats*	71,943
8	Melbourne*	66,484
9	Adelaide Crows	63,099
10	St Kilda*	60,172
11	Port Adelaide*	58,643
12	Fremantle*	56,105
13	Sydney Swans	55,394
14	Western Bulldogs*	50,941
15	North Melbourne*	50,191
16	Brisbane Lions*	43,319
17	GWS Giants*	32,614
18	Gold Coast Suns*	21,422
*Club membership record in 2022		

AFLW MEMBERSHIP SEASON SEVEN

POS	CLUB	TOTAL
1	Sydney Swans	7757
2	Adelaide Crows	6706
3	Geelong Cats	5938
4	Collingwood	5621
5	Hawthorn	5427
6	St Kilda	5114
7	Port Adelaide	4782
8	Essendon	4245
9	Western Bulldogs	4132
10	Carlton	3882
11	West Coast Eagles	3538
12	Melbourne	3362
13	North Melbourne	3349
14	GWS Giants	2984
15	Richmond	2662
16	Fremantle	2552
17	Brisbane Lions	2323
18	Gold Coast Suns	1194
TOTAL		75,568

AFL HOME GAME ATTENDANCE

CLUB	TOTAL ATTENDANCE	AVERAGE ATTENDANCE
Adelaide Crows	339,781	30,889
Brisbane Lions	284,000	25,818
Carlton	547,628	49,784
Collingwood	529,466	48,133
Essendon	438,189	39,835
Fremantle	445,054	40,459
Geelong Cats	295,620	26,875
Gold Coast Suns	124,276	11,298
GWS Giants	101,405	9219
Hawthorn	291,509	26,501
Melbourne	431,754	39,250
North Melbourne	157,884	14,353
Port Adelaide	326,570	29,688
Richmond	511,331	46,485
St Kilda	279,211	25,383
Sydney Swans	327,664	29,788
West Coast Eagles	404,086	36,735
Western Bulldogs	271,201	24,655
TOTAL	6,106,629	30,842

AFLW HOME GAME ATTENDANCE SEASON SIX

CLUB	TOTAL ATTENDANCE	AVERAGE ATTENDANCE
Adelaide Crows	11,297	2259
Brisbane Lions	6037	1207
Carlton	9948	1990
Collingwood	8820	2205
Fremantle	14,404	2401
Geelong Cats	7950	1988
Gold Coast Suns	5281	1056
GWS Giants	7517	1503
Melbourne	5848	1170
North Melbourne	6328	1266
Richmond	5209	1302
St Kilda	7959	1327
West Coast Eagles	5010	835
Western Bulldogs	8770	1754
TOTAL	110,378	1577

AFL ATTENDANCE BY VENUE

VENUE	2022 MATCHES	ATTENDANCE	AVERAGE	2021 MATCHES	ATTENDANCE	AVERAGE
Accor Stadium	1	25,572	25,572	-	-	-
Adelaide Oval	22	666,351	30,289	20	550,155	27,508
Blundstone Arena	4	28,563	7141	6	32,348	5391
Cazalys Stadium	1	6645	6645	1	5969	5969
Giants Stadium	6	36,617	6103	6	37,629	6272
GMHBA Stadium	9	181,790	20,199	11	117,511	10,683
Manuka Oval	4	39,216	9804	2	19,627	9814
Mars Stadium	2	16,452	8226	3	9979	3326
Marvel Stadium	43	1,170,323	27,217	45	637,296	14,162
MCG	46	2,295,467	49,901	42	1,055,844	25,139
Metricon Stadium	9	111,237	12,360	13	91,604	7046
Optus Stadium	22	849,140	38,597	22	719,913	32,723
SCG	11	327,664	29,788	11	243,734	22,158
Gabba	11	284,000	25,818	10	217,532	21,753
TIO Stadium	2	13,039	6520	-	-	-
TIO Traeger Park	1	6312	6312	-	-	-
UTAS Stadium	4	48,241	12,060	6	55,276	9213
TOTALS	198	6,106,629	30,842	198	3,794,417	19,164





### Carlton United Brewery

CUB extended its longstanding partnership with the AFL for a further five years and, for the first time, extended its support to the NAB AFLW Competition.

CUB also confirmed a 15-year commitment with Marvel Stadium, which will see the existing partnership extended through until 2036. CUB continue to play an integral part in the design of the new bars and restaurants within the Marvel Stadium Upgrade Project, which will be opened in 2023.

CUB extended its support of community footy clubs in Victoria with the launch of the 'Carlton Draft', a new campaign which saw ex-AFL stars pulling on the boots for one local community match in the regular home and away season, ultimately helping local clubs get back on their feet after the toughest period in recent memory.

### Virgin Australia

Virgin Australia extended its support of Australian Football as the naming rights partner for the 2022 Virgin Australia Footy Festival.

The four-day event welcomed thousands of football fans to the MCG's Yarra Park precinct for a host of free entertainment, including player appearances, giveaways, music and food trucks to celebrate the return of the 2022 Toyota AFL Grand Final to Victoria for the first time since 2019.

In addition, Virgin Australia became the naming rights partner of the Virgin Australia Runway at the Brownlow Medal, where the game's best players, AFL officials and members of the industry gathered at Crown to celebrate the year's fairest and best AFL player.

## Partners supporting Community Football

AFL partners continued to lean in and support the broader football community with funding initiatives aimed to give back to grassroots football clubs and participants.

Bunnings continued its Bunnings Helping Hands program that awarded one community football club from each state/territory with \$30,000 in funding to build or upgrade infrastructure for female footballers.

The AAMI Clangers for Good initiative returned in 2022, with AAMI donating \$10 per Clanger throughout the Toyota AFL Premiership Season and \$100 per Clanger throughout the Toyota AFL Finals Series that resulted in donating more than \$120,000 in funding for 12 community clubs around Australia.

△ The Virgin Australia Footy Festival celebrated the return of the AFL Grand Final to the MCG for the first time since 2019.

◁ CUB products were again enjoyed by fans throughout the season.

## New Business

The AFL welcomed several new partners in 2022, with the addition of Johnnie Walker, Kennedy, OMO Australia, Pain Away, Sharp Extensive IT (Sharp EIT), Shell and Thrifty joining the football family.

Kennedy joined the League as the Official Timekeeper of the AFL for the 2022 Toyota AFL Premiership Season in an exclusive five-year deal. Kennedy featured on the scoreboard at matches when players line up for a set shot at goal as part of the Kennedy Shot Clock.

Sharp EIT became the AFL's Official Wholesale Display Screens Partner in a five-year partnership that will see Sharp EIT provide 1300 Sharp 4K Ultra HD screens as part of the Marvel Stadium upgrade.

Shell V-Power joined the AFL as its Official Fuel Partner, in a new deal that saw football fans save money off their fuel via the AFL Live Official App.

OMO Australia became the Official Changeroom partner of the AFL in a partnership that marked the first occasion OMO Australia - a Unilever brand - has entered a partnership with a sporting brand.

Thrifty and Johnnie Walker signed on as an Official Partners of the AFLW and Pain Away joined the AFL family as Official Pain Relief Partner of the AFL.

### John Holland

The AFL welcomed an exciting new partnership with John Holland, as part of an exclusive three-year deal with the NAB AFLW Competition.

An industry game-changer, the partnership is centered around the joint vision of increasing opportunities for women in both sport and construction and strengthening sustainable pathways for careers on and off the field.

The deal sees John Holland become the official presenting partner of the AFL's Workplay, a leading careers and networking platform designed to empower female athletes in sport and business. Addressing a key industry challenge, the partnership aims to boost female participation within construction and help John Holland reach its target of 40 per cent women by 2025.

### Crypto.com

The AFL announced a landmark five-year partnership with Crypto.com as the major partner of both the Toyota AFL Premiership Season and NAB AFLW competitions.

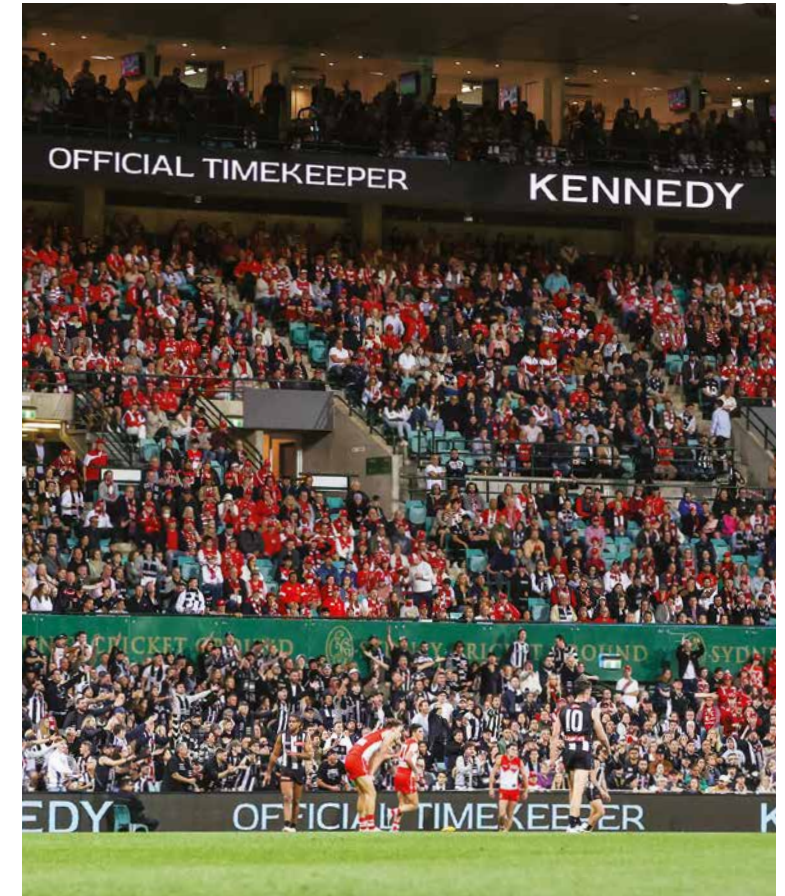
The new partnership saw Crypto.com become the Official Cryptocurrency Exchange and Official Cryptocurrency Trading Platform of the AFL and AFLW.

The world's fastest-growing cryptocurrency platform will also feature as the exclusive naming rights partner of the 'Crypto.com AFL Score Review' for all Toyota AFL Premiership Season and Finals Series matches.

The agreement sees the AFL become the first Australian sports league Crypto.com has partnered with, while AFLW will become the first elite women's sports competition Crypto.com has sponsored world-wide.

△ Kennedy joined the AFL as official timekeeper in 2022.

▷ Crypto.com became the naming rights partner for AFL score reviews.







## Renewals

The AFL saw several key partnership renewals in 2022, with partners furthering their commitment with the game.

Chemist Warehouse extended its partnership as Official Chemist Retail partner with both the AFL and AFLW until 2025, furthering its commitment and support of the AFLW Community Ambassador program.

The AFL was also excited to extend its partnership with Continental Tyres, which continues as the official Naming Rights Partner of the AFL trade period and sponsor of the AFL Ladder.

## Grand Final hospitality

In 2022, the Toyota AFL Grand Final returned to the MCG with a suite of new, refreshed and traditional hospitality and experience products.

After a two-year hiatus, there was unprecedented demand for hospitality at the biggest sporting event of the year, with more than 10,000 premium packages delivered for our range of hospitality customers.

The AFL's premier hospitality precinct - September Club - was delivered with a fresh new layout, elevated theming aesthetic and premium entertainment as it re-cemented its place as a world-leading hospitality offering.

In addition, the AFL's newest hospitality precinct - the Grand Final Village - delivered a new unique premium experience for non-partners and serviced more than 4000 guests right on the doorstep of the MCG.

◀ Former Essendon champion Matthew Lloyd addresses guests at a Medallion Club event at Marvel Stadium.

▽ The September Club offered premium hospitality at the 2022 Grand Final.

## Marvel Stadium

It was pleasing to see Marvel Stadium bounce back in 2022 after two years of heavily impacted event delivery.

As the stadium undergoes refurbishment that will be completed in early 2023, fans will welcome an upgraded experience and the highest-quality food and beverage options.

Lee Ho Fook is already a premium venue experience, while Stadium Membership and Hospitality sees continued growth and strong performance.

The Stadium's flagship membership product, the Medallion Club, saw unprecedented growth through 2022 in annual corporate suite leases, with more than 77 per cent of the stadium's inventory leased permanently. This represents a 33 per cent increase in leases, marking the highest suite occupancy since 2006.

The stadium hosted the successful delivery of matches during the 2022 Toyota AFL Premiership Season, Big Bash League Grand Final, the George Kambosos world title fight, the first AFLW match between Essendon and Hawthorn, a capacity crowd for the Bledisloe Cup and also converted into a world-class motor cross event as part of the SXGlobal World Championships.

In addition, Marvel Stadium delivered nearly 500 meetings and special events including the Eastern Freeway Police Tribute, Kinaway Indigenous Business Awards and BAPS Hindu Festival. All these events were seamlessly delivered with the backdrop of the stadium's redevelopment building works.

The Sports Turf team have also started work to fully reconstruct the Whitten Oval field of play for the Western Bulldogs.







△ Delta Goodrem performs at the AFLW Grand Final in Queensland.

## Events

It was wonderful to welcome guests back to our AFL and AFLW events in 2022.

The season launched in spectacular fashion at the LUME Melbourne with a full takeover of the venue depicting extraordinary imagery from across the football landscape.

There was a different approach taken to the AFL Awards events, which saw for the first time a collaboration between the AFL, AFL Players Association and AFL Coaches Association to recognise and award talent across the Industry.

With the delivery of two NAB AFLW seasons, there was also the execution of our AFLW event calendar for season launch and W Awards.

Our Finals Series and Grand Finals for both AFL and AFLW saw a heightened experience for our guests and even included an impromptu duet from our CEO with Pete Murray.

For the first time we, along with the AFLPA, hosted our Indigenous and Multicultural players together at our Indigenous Summit, held across three days on the Bellarine Peninsula for important conversations and cultural exchange.

As we welcomed fans back to our stadiums without capacity limits, there was a strong focus on match-day experience, including Footy Festivals to launch and end the AFL season.

We added a community and family vibe to AFLW matches across the seasons with activities and entertainment for all.

The Telstra Pre-Match and Half-Time Entertainment remains a highlight, with Robbie Williams and Delta Goodrem rocking the MCG to more than 100,000 fans.

## Ticketing

The 2022 Toyota AFL Grand Final between the Geelong Cats and the Sydney Swans was the highest Grand Final attendance in the AFL era, recording 100 per cent capacity of 100,024 fans at the MCG. The nine-match 2022 Toyota AFL Finals Series produced the second-highest attendance level of 639,980, while the NAB AFLW Season Seven competition recorded the highest attendance of 265,917 fans.

## Consumer Products and Retail

Consumer Products have recorded the strongest financial year on record, delivering exceptional growth across most categories, including Supporter Apparel, Memorabilia & Collectibles and Onfield.

The trading card program delivered by TeamZone and Select also reached new heights, capitalising on the collectible boom experienced over the past two years.

The AFL program broadened to new audiences through strong brand collaborations, including with Smiggle, and Nena and Pasadena, and the AFLW program tripled in revenue year-on-year.

The growth in AFLW stems from both the expansion of the competition with all 18 clubs now participating, and also the product diversification across themed rounds and premiership ranges, resulting in the extension of the AFLW Cotton On partnership.

From a retail perspective, clubs, venue retail and the AFL Stores drove strong sales success throughout the AFL finals series with a 24 per cent increase compared with 2019.

## Radio partnerships

The AFL announced a two-year rights deal with radio partners SEN, Southern Cross Austereo, FIVEaa, Nine Radio, K Rock and the ABC.

In a win for footy fans, the deal will also enable fans to experience a call at certain AFL match venues with little to no delay, with zero latency calls to be made available on the AFL website and app.

The AFL and Southern Cross Austereo entered a content partnership to co-create productions for distribution on both the AFL website and app, together with the LiSTNR app.

## AFL Digital

Our AFL Digital eco-system has never been stronger. We provide content and news day-in day-out for our footy fans, anytime and anywhere. Our AFL app and our AFL websites, across the men's and women's competitions, reach six million fans a month. Our club digital system has grown by 198 per cent. Our social audience has grown by more than 300 per cent and we have more than three million fans enjoying our social channels on a daily basis.

▽ Infinity footballs were part of the AFL Mint creative.

## AFL Mint

The AFL announced a historic five-year partnership with Animoca Brands that will bring the power of NFTs (Non-Fungible Tokens) and the open metaverse to the AFL and AFL Women's competitions.

The agreement will see the first major Australian sporting league project in the Web3 space come to life, with the AFL joining other world sporting codes which have launched NFT programs, including NBA TopShots, ICC Fancraze, MotorGP Ignite and UFC Strikeforce.

As part of the partnership, AFL fans were presented with an exciting new way of collecting their favourite moments from the game through the introduction of AFL Mint.

The digital collectibles showcase a total of 78 major moments, highlights and champion players of our game, and are all produced in-house by the AFL Studios creative team.

Following the launch of AFL Mint, the AFL and Be Media (a subsidiary of Animoca Brands) released the first drop of limited-edition NFT digital collectibles 'Ripper Skipper 2022', which sold out in under 12 hours.





## AFL Photos

The much-loved AFL Footy Focus photography competition returned for its third instalment, with the support of Toyota for the first time. The competition received close to 10,000 entries.

Images from Australia's best community sports photographers across the country were submitted, with a number of the images displayed at a public gallery at Federation Square.

The AFL Photos department continued to capture moments from our game, with Michael Willson claiming the AFL Media Association Award for best news/feature photo, while Dylan Burns was recognised as a finalist for the WISPAA Awards.

## AFL co-productions

The AFL's partnership with renowned production companies delivered the creation of several inspiring documentaries and TV-series that build fandom and tell stories that transcend the game.

This was the genesis of AFL Studios - the entertainment division of the AFL, charged with exploiting our extensive IP and production facilities to create original programming for AFL-owned and partner channels distributed nationally and internationally.

Titles included *Unveiling an Icon* documentary supported by Telstra, *Kick Like Tayla* documentary which was the first AFL Studios in-house production for international distribution on Amazon Prime, *Warriors On the Field* documentary which was the AFL's second co-production for Amazon Prime, season three of *Yokayi Footy Show* for NITV and the award-winning docuseries *Fearless*, produced by Jam TV for Disney+.

## State League streaming and match centres

The AFL's commitment to comprehensive live streaming coverage of second-tier competitions went to new heights in 2022, with all Smithy's VFL, Rebel VFLW and WAFL matches live streamed free via [afl.com.au](https://afl.com.au) and the AFL Live Official App for the first time.

The growth in the AFL's digital footprint was well received by fans, with an average of 5000 weekly users streaming VFL matches and a further 2000 average users live streaming WAFL matches.

The creation of State League live streaming and matches centres generated additional revenue options for the business and extended its engagement with AFL App and website users.

► Photographer Bernie Wright's image of Gopu's Lee Munungurr engulfed by teammates was judged the winner of the AFL Footy Focus competition.

## Continental Tyres AFL Trade Radio

AFL Trade Radio was the media platform of choice for fans during the 2022 Continental Tyres AFL Trade period, producing 13 days and 156 hours of live coverage, which delivered more than 3.9 million total plays.

Our audience visited AFL platforms 17.2 million times during the period, an increase of 17 per cent on 2021. While there, fans read more than 15 million articles (up eight per cent on 2021) and watched 1.4 million videos (up one per cent year-on-year).

## AFL social spotlight match-day coverage

The AFL's focus on showcasing the human-interest side of the game reached new heights, achieving global growth across our social platforms. Our industry-leading behind-the-scenes coverage on social channels on match-day generated several international viral moments in 2022.

This included more than 60 million global views of Geelong captain Joel Selwood's embrace with Cats fan Sammy Moorfoot on Grand Final day, more than 10 million views of a beautiful moment of twin girls nervously leading Fremantle players out on to the arena and four million views of Gary Ablett jr's son Levi on Grand Final day.

## Rebuild of Play.AFL

AFL Studios delivered a new *Play.AFL* website in 2022, by upgrading its technology and content management system. The new website has removed barriers for volunteers, coaches, players and parents to register for football programs and find out more about participation programs on offer. In addition, it enables faster speed to market to update *Play.AFL*, Auskick coach and umpires sites by Game Development team members.

## AFL Podcast Network

The AFL Podcast Network continued to grow in 2022, with more than 6.1 million listens across six podcast titles. The *AFL Daily* podcast led the way with more than 3.2 million listens, while the *Credit to the Girls* podcast increased its listens to 100,000 in 2022, up from 20,000 in 2021. In addition, the *Credit to the Girls* podcast claimed the Australian Football Media Association award for Best Podcast in 2022.





# STRATEGY, TECHNOLOGY & DATA

**WALTER LEE**

EXECUTIVE GENERAL MANAGER STRATEGY, TECHNOLOGY, DATA AND ANALYTICS



As the AFL industry rebounds from the impacts of the COVID-19 pandemic, there have been dramatic changes in the sports, media and entertainment landscape in Australia.

The AFL Strategy team works across the industry to unlock major strategic opportunities and align the long-term priorities of the organisation.

The impacts of the COVID-19 pandemic have also accelerated the adoption of technology and data across the industry. The AFL Technology and Data team supports the industry with the development of technology solutions to meet their objectives.

The game is in great shape. The continued collaboration of all industry stakeholders will ensure the long-term success of the code.

Gold Coast fans were in full voice in the round 20 clash against West Coast at Metricon Stadium.



## Industry-leading strategy projects

The team is responsible for the central work on a range of priority items, concentrated around both the longer-term health and growth of the game and in supporting immediate key projects.

Major initiatives include:

- Competition Structure - research and analysis for 19th AFL licence in Tasmania, new AFLW season timing and timeslot of the AFL Grand Final;
- Major Deals/Transactions - strategic support and development across major industry deals and transactions including the new AFL/W Broadcast Rights Deal, AFL/W Collective Bargaining Agreements and major commercial partner and category renewals;
- Strategic Investments - supporting the AFL Investment Committee with the assessment and development of strategic investments in sports and related industries;
- Inclusion and Diversity - strategic planning support for the development of the second AFL Gender Equity Action Plan (covering both the AFL workforce and women in football roles), Anti-Racism action plan and Culturally Diverse community engagement;
- Social, Economic and Environmental Impact - responsible for the measurement and assessment of the social, economic and environmental impact of the AFL from grassroots to elite and its related entities;
- AFL in 2030 - strategic assessment of the future landscape for the AFL and AFLW competitions, community football and evaluation of key strategic risks and opportunities.

▽ AFL CEO Gillon McLachlan with (from left) Group Executive of Telstra Enterprise Kim Krogh Andersen, Seven Network CEO James Warburton, Foxtel CEO Patrick Delany and Foxtel Group Chairman Siobhan McKenna at the historic broadcast rights announcement.

## Presidents/Chairs and club CEOs meetings

Regular meetings are held across the year with key industry leaders on the major issues facing the code and important initiatives for the next five years.

The AFL Strategy team is responsible for the development of the agenda and supporting materials for key industry meetings with the AFL Commission, AFL Executive and club Presidents and CEOs.

Throughout 2022, the AFL Commission, club Presidents and Chairs, AFL Executives and club CEOs met in-person on three occasions. Topics discussed include:

- State of Play - business update, key performance indicators and game trends
- Community football and umpire respect
- Concussion
- Industry finances, club funding and players' CBA and soft cap
- AFLW expansion and season timing
- 19th licence in Tasmania
- Marvel Stadium redevelopment
- Attracting new fans

## Key meeting schedule

The 2022 key meeting schedule for the League was:

- March 9: Commission/Presidents and Chairs/AGM
- April 27: CEO meeting with AFL Executive team
- May 18: AFL Commission meeting
- June 14: Commission/Presidents and Chairs
- July 19: CEO meeting with AFL Executive team
- August 15: AFL Commission strategy meeting
- September 19: Commission meeting/Presidents and Chairs
- October 18: AFL Commission meeting
- December 14: AFL Commission meeting

## AFL Broadcast Rights

During September 2022, the competition announced a historic seven-year broadcast partnership extension with existing partners the Seven Network, Foxtel/Fox Footy/Kayo and Telstra to cover the seven years from 2025 to the end of the 2031 season.

The Strategy team had a central role around the preparation of all key materials and bid documents, while working actively through the negotiation process with our partners and other bidding organisations.

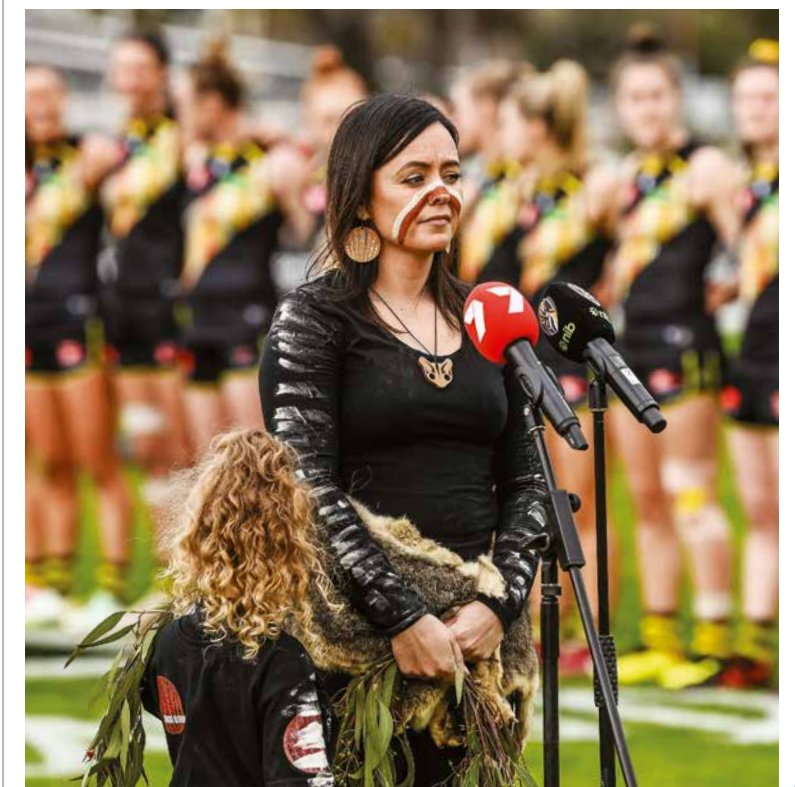
The successfully-completed agreement is the largest in the history of Australian sport.

As key detail, the AFL will continue to have full control of the production of the fixture, including the scheduling time of the Toyota AFL Grand Final, to provide certainty for fans and ensuring the right mix of match-ups and timeslots.

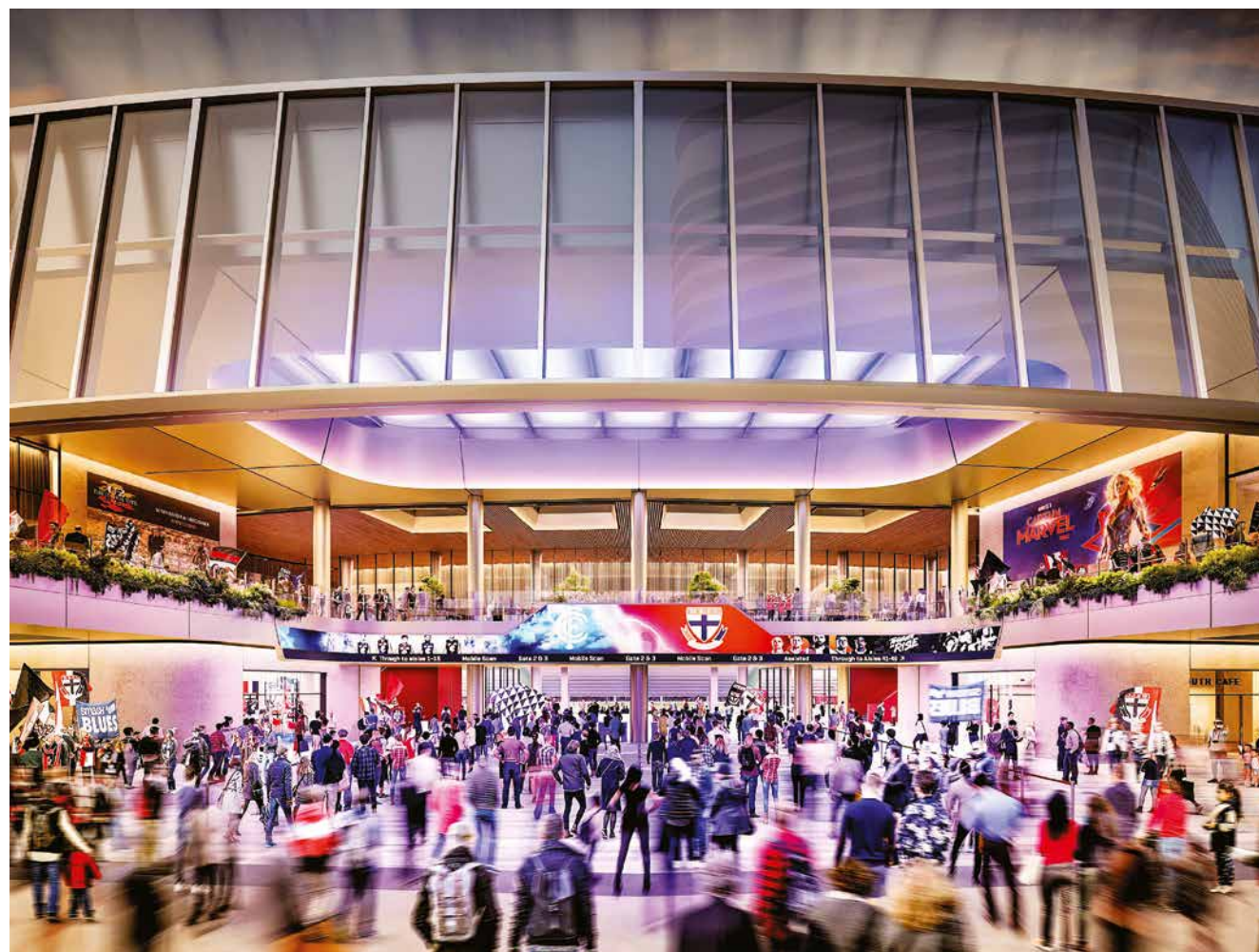
**Below is a summary of the partnership extension:**

- AFL matches broadcast nationally on the Seven Network and 7+ digital on Thursday nights, Friday nights, selected Saturday nights, Sunday afternoons, marquee matches, the Brownlow Medal, all AFL finals and the AFL Grand Final.
- The first 15 rounds of the AFL Premiership Season to feature Thursday night matches on the Seven Network and 7+ digital.
- Saturday night matches in the last eight rounds.
- All marquee matches (Dreamtime, Anzac Eve, Anzac Day, Good Friday, Easter Monday and King's Birthday) plus at least three additional marquee matches - such as the season-opener and King's Birthday eve.
- AFL matches on Foxtel and Kayo to be all Toyota AFL/NAB AFLW home and away matches, every Toyota AFL/NAB AFLW final (excluding the Toyota AFL Grand Final), all pre-season matches - all with Fox Footy commentary teams. Foxtel/Kayo will also broadcast all AFL events including the AFL Draft and Awards nights (excluding the Brownlow Medal).
- Foxtel/Kayo broadcasting exclusively on Saturdays in the first eight rounds of each AFL season, in all timeslots, which the exception of Anzac Eve, Anzac Day and Dreamtime if they were to fall on a Saturday.
- Outside Victoria, the match involving the local team will be broadcast live into the local market on the Seven Network and 7+ digital except for selected matches on holdbacks.
- At least 30 NAB AFLW home and away games, NAB AFLW finals and the NAB AFLW Grand Final on the Seven Network and 7+ digital with local market substitution rules. All NAB AFLW matches and events will also be broadcast on Foxtel and Kayo.
- All free-to-air games mirrored and available on 7+ digital in all local markets.
- Telstra continues as the AFL digital and technology partner, connecting fans to the game and building on their investment into Marvel Stadium and extending into innovation and digital offerings through the AFL/AFLW apps and all 18 clubs' websites.

► Marquee matches such as the Anzac Eve clash (top) and Indigenous Round (right) are features of the AFL and AFLW fixtures.







## Technology upgrades

Over the past two years, a key priority has been delivery of a major technology program of work to improve the technology experience of AFL stakeholders across the industry while driving cost efficiencies and reducing risks. The AFL Technology team supports clubs through the implementation and management of shared technology systems across core operations.

Key outcomes in 2022 included:

- ▶ Introduction of new Customer Relationship Management (CRM) platforms across AFL, Marvel Stadium and 10 AFL clubs to better market, promote and engage with fans and partners;
- ▶ Implementation of new Finance and Enterprise Resource Planning platforms across AFL, Marvel Stadium and 13 AFL clubs to improve workflow and resourcing efficiencies;
- ▶ Implementation of new casual rostering and timesheet system for AFL and Marvel Stadium employees to improve payroll processes;
- ▶ Continuous improvements in the competition management, registration and payments platform (PlayHQ) for our community football network of players, volunteers and administrators;
- ▶ Continuous work to reduce technology risks and improve security over AFL technology and data.

△ Marvel Stadium aims to become one of the most technologically connected and innovative sports and entertainment venues in the world.

## Marvel Stadium upgrade

New technologies are changing the way that stadium patrons experience major sporting and entertainment events. Working with our technology partners, Marvel Stadium aims to be one of the world's most technologically connected and innovative sports and entertainment venues.

- ▶ New 5G-enabled and Connected Stadium - with the support of our long-time technology partner Telstra, Marvel Stadium has been upgraded to be Australia's first mid-band 5G-enabled stadium, making it one of the world's most advanced connected stadiums.
- ▶ New state-of-the-art 'super screens' - installation of two new super-sized screens at Marvel Stadium in 2022 have enhanced the game-day viewing experience and immersed our fans in the event experience.
- ▶ Augmented Reality Wayfinding experience - using new Augmented Reality and Wayfinding technologies developed by Telstra, Google and Accenture, Marvel Stadium patrons can now use their mobile devices to find their seat quickly and easily.
- ▶ New 5G-enabled Touch and Track prototype - led by Telstra in partnership with new technology start-up Field of Vision, new technologies have been developed to bring an AFL game to life at Marvel Stadium for visually-impaired fans.

## Data and analytics

As the industry looks for growth and innovative ways to engage with existing and new fans, the use of data analytics is helping achieve these goals.

The AFL supports our 18 AFL clubs with a managed shared service that enables data-driven insights on fans, members, digital audiences and participation.

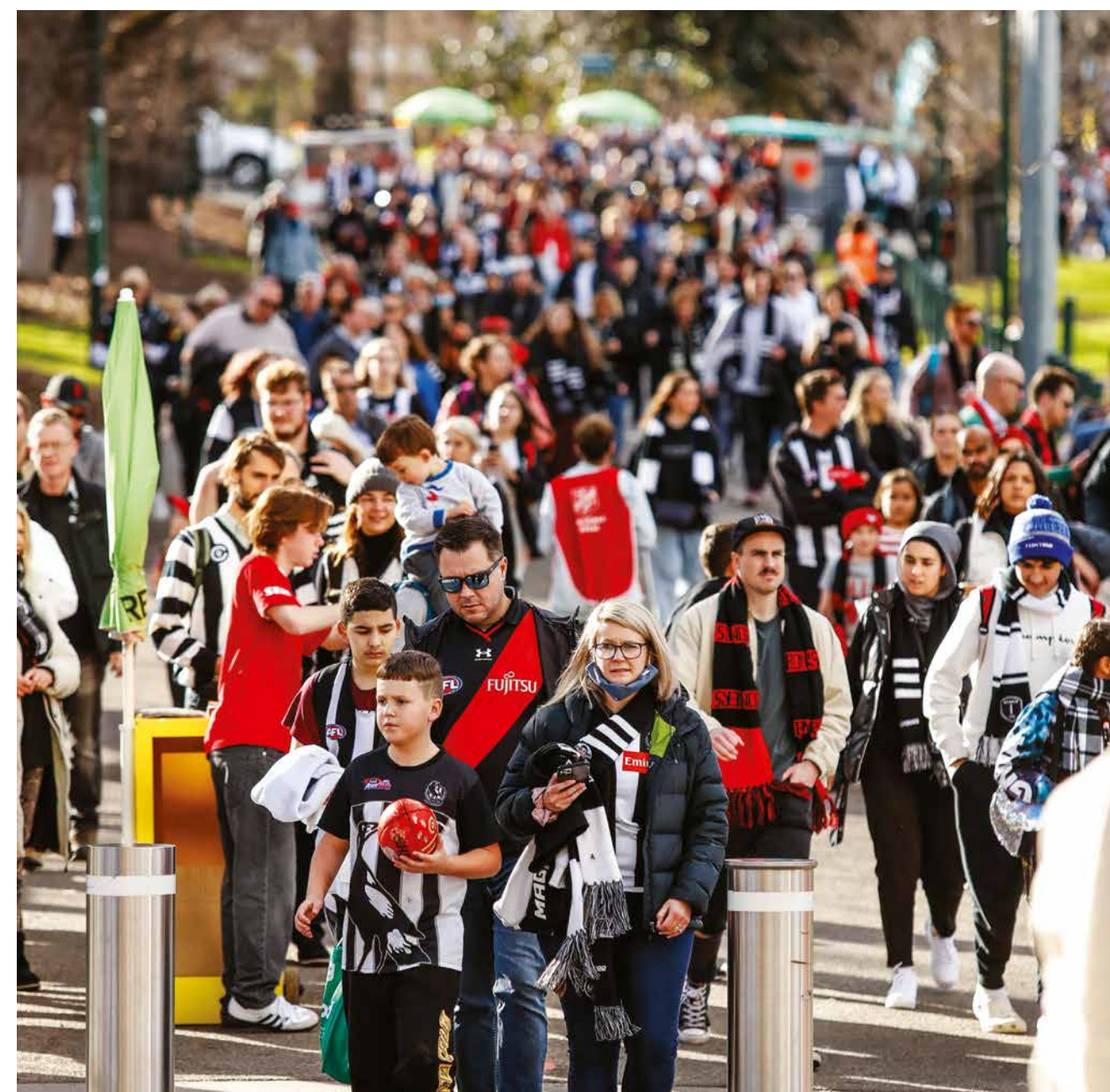
Fan Data Services (FDS) provides clubs with automated performance reporting and sophisticated data visualisation tools, enabling users to make better insight-driven decisions and develop more personalised communications.

No other major sporting league or code in Australia or globally collaborates with all its clubs so comprehensively. This achievement was recognised at the 2022 Australia and New Zealand Sports Technology Awards (ANZSTA).

▽ The use of data analytics is helping clubs better engage with fans.

### Key initiatives in 2022 included:

- ▶ Fixturing Optimisation - automated reporting and assessment of various scheduling options;
- ▶ Game Analysis - weekly reporting for AFL and AFLW games tracking key game trends to support the Football Operations team and AFL/W competition committees;
- ▶ Player Assessment - development of player assessment tools to help determine and support selections for AFL and AFLW All-Australian awards;
- ▶ Machine Learning (ML) trials - development and launch of a new applied Machine Learning capability to provide predictive insights on club members with the goal of assisting clubs to drive increased acquisition.





# PEOPLE & CULTURE

**SARAH FAIR**  
EXECUTIVE GENERAL MANAGER PEOPLE



The 2022 calendar year was one to remember. Three seasons of footy in one year meant our people were working harder than ever to deliver the sport we all love. Our emphasis was on ensuring the wellbeing, both physically and emotionally, of our workforce throughout what was an unprecedented year.

Our newly-renovated office has facilitated a greater sense of connection. With Monday and Wednesday connect days, we wanted to create spaces that our employees could meet in person, have meals that foster better relationships, and spaces to celebrate our wins.

We know creating and maintaining a positive company culture is a task that requires constant maintenance and care. A strong culture supports growth, learning and energy that our people can use to create the best experiences for fans, partners, athletes, coaches and community.

Club presidents Kylie Watson-Wheeler (Western Bulldogs), Dr Sonja Hood (North Melbourne) and Kate Roffey (Melbourne) at the 2022 AFL Women's Summit.

## 2022 AFL WOMEN'S SUMMIT







## Respectful Relationship Training

Respectful Relationship Training was offered to all staff, with more than 500 team members joining the program. This training will now transition into our induction process and all permanent new starters will participate in the foundation program within 10 weeks of their commencement.

## AFL House refurbishment

We started demolition works at AFL House in early January, with the works completed in April 2022. The main aim of the project was to increase and enhance the social connection, collaboration and confidential one-on-one meeting spaces. The project was well received by staff, who were excited to see the more modern design improve their 'in-office' experience, an important employee engagement factor with the new ways of working and set office connect days.

## National Community Football Volunteer of the Year

Scott Flynn from the St Patrick's Old Collegians Football Club in northern Tasmania was the national Community Football Volunteer of the Year, the top honour as part of the 2022 Toyota AFL National Volunteer Awards. The annual awards recognise volunteers across Australia who have made outstanding contributions to community football. All NAB AFL Auskick centres, schools, community clubs and leagues in each state and territory were invited to participate, with more than 1000 nominations received nationally.

△ AFL CEO Gillon McLachlan and Mandy Gunston with inaugural Ray Gunston Scholarship recipient Jacob Attwood.



## Jim Stynes Community Leadership Award

The Geelong Cats' retiring captain Joel Selwood was named winner of the 2022 Jim Stynes Community Leadership Award at the Brownlow Medal count. Selwood was recognised for his dedication and commitment to community engagement.

The other 2022 Jim Stynes Community Leadership Award finalists were:

- ▶ **Harry Cunningham** (Sydney Swans)
- ▶ **Dylan Moore** (Hawthorn)
- ▶ **Adam Saad** (Carlton)

## Launch of the AFL Workforce Gender Equity Action Plan 2022-24

The second Gender Equity Action Plan sets our ambition for 2022-24, building on the strong foundations of the inaugural plan to accelerate the presence of women, transgender and non-binary people across the industry. All of our team members are essential in leading, growing talent and shaping environments for everyone to thrive. The Gender Equity Action Plan works in tandem with our Women's Football Vision and Women & Girls Participation Action Plan to continue driving inclusivity across every part of our industry.

## 2022 Speccy Awards

The Speccy Awards celebrate and recognise team members who have made a truly standout contribution and role-modelled our four Values. In 2022, we were amazed with the Speccy nomination response with more than 400 nominations submitted from team members nominating their colleagues. All Speccy nominees were recognised and the best of the best were rewarded with selection in our All-AFL Speccy team.

## Ray Gunston Scholarship

The inaugural Ray Gunston Scholarship was awarded in 2022, in honour of much-loved AFL executive, friend and mentor to many people across the football industry, Ray Gunston, who sadly passed away on July 5.

AFL Group Financial Controller Jacob Attwood was awarded the scholarship, which was open to highly-talented middle-to-senior leaders within the AFL who have the aspiration and the potential to progress to an AFL or club executive role. Attwood received \$20,000 to invest in further professional development.

<| Retiring Geelong Cats champion Joel Selwood added the Jim Stynes Community Leadership award to his long list of achievements.



△ Jill Lindsay Scholarship recipient Caitlin Brady of the Adelaide Crows.

## Jill Lindsay Scholarship

Adelaide Football Club administration executive Caitlin Brady was awarded the 2022 Jill Lindsay Scholarship. The Jill Lindsay Scholarship was established in 2011 to support the further development and career aspirations of talented women who are regarded as rising stars within the AFL industry.

Brady received \$20,000 to invest in further professional development and will receive 12 months mentoring from an executive coach.

## Graeme Samuel Scholarship

Fremantle's Executive General Manager of Football Peter Bell received the 2022 Graeme Samuel Scholarship. Awarded to a senior manager within the football industry who is working in the areas of business or administration, the Graeme Samuel Scholarship provides the recipient with \$20,000 to be put towards a study course to further their career development.

Bell's experience in football spans more than four decades, both as a player and administrator, and for the past four years he has filled the position of Executive General Manager of Football at Fremantle.

## Vibe Survey

Vibes at the AFL are surging, with engagement almost up to pre-COVID levels. Some 86 per cent of employees love what they do and 90 per cent love working at the AFL. Mental health has also improved over the past year, with a six per cent increase, up from 63 per cent in 2021. This will remain a key priority going forward as we move to implement more ways in which we can keep our people engaged and healthy.

## Wellbeing

The AFL continues to make wellbeing a priority for its people. This year, skin and health checks were offered to all AFL people around the country via Pinnacle Health, with more than 200 employees taking up this opportunity. In addition, we partnered with Chemist Warehouse to offer AFL people flu shots. More than 300 people got protection against the flu. And 'Mindful May' was a success and one more step in our commitment to improving overall mental health and wellbeing, with seminars and workshops taking place throughout the month.

## Developing our people

As we bounce back from COVID, one of the focuses was to invest in development. Wayfinder is a new digital series focused on personal development, which was hosted by Phil Nosworthy and was offered to AFL and club staff.

We also started the 2022 Accelerate Emerging Executive Women and Women in Leadership programs and then hosted the 2021-22 GenW Executive Women's Program. This delivered in-person learning and connection for 50 female leaders from across our industry in April and May.



# INCLUSION & SOCIAL POLICY

**TANYA HOSCH**

EXECUTIVE GENERAL MANAGER INCLUSION AND SOCIAL POLICY



It was a challenging year for our industry, and reinforced the need to continue to improve the AFL's practices to ensure our game is safe and inclusive for everyone.

Despite these challenges, there were many important moments throughout the year to celebrate, including Lance Franklin's 1000th goal, the renewal of the Indigenous and Multicultural Player Summit, the establishment of Indigenous Player Development Managers at all 18 clubs and the addition of inclusion clauses as part of the next AFL Broadcast Rights agreement.

Dreamtime returned to the MCG, complete with Aboriginal and Torres Strait Islander entertainers, while Sir Doug Nicholls Round celebrated the anniversary of the 1992 Mabo decision and highlighted Torres Strait Islander culture throughout the rounds.

In the AFLW, 2022 saw the delivery of two Pride Rounds and two Indigenous Rounds that provided amazing opportunities to celebrate diversity throughout our game.

The Inclusion and Social Policy department's work focused on strengthening the game's leadership on key social issues, including racism, discrimination, online abuse and sexism.

The AFL's ability to use our influence to highlight social issues remains key and will continue to improve our own practices in these important issues of inclusion and social policy.

Marlon Pickett joins his Richmond teammates in the Dreamtime at the 'G pre-game ceremony.



## Hawthorn panel

Following the referral from Hawthorn Football Club of its Cultural Safety Review, the AFL commissioned an independent investigation into allegations of racism and misconduct.

The AFL appointed a four-person panel, led by Mr Bernard Quinn KC, to manage the independent investigation into allegations of bullying, misconduct and/or other inappropriate conduct towards some players on Hawthorn Football Club's playing list between 2008 and 2016 and in particular towards First Nations players, their families and/or their intimate partners.

Joining Quinn on the independent panel was Palawa woman Jacquelyn Turfrey, Yuin man Tim Goodwin and Julie Buxton, who each have a wealth of experience.

## National Aboriginal and Torres Strait Islander Advisory Council

Season 2022 welcomed the addition of three new members to the National Aboriginal and Torres Strait Islander Advisory Council (NATSAC), with Alicia Janz (former West Coast and Fremantle AFLW player), Dr Joseph Morrison (Chief Executive, Indigenous Land and Sea Corporation) and Pat Turner (Chief Executive, National Aboriginal Community Controlled Health Organisation) joining the Council. The Council thanked inaugural Council member Jason Glenville for his service after retiring from his role.

The Council, led by co-chairs AFL Commissioner Professor Helen Milroy and Paul Briggs AM, continued to provide advice and counsel to the AFL Commission on key issues within the game that impact Aboriginal and Torres Strait Islander players and staff.

The AFL's Enhanced Aboriginal and Torres Strait Islander Strategy closed at the end of 2022, and the AFL will continue to work closely with the NATSAC to determine the next set of priorities.

▽ Richmond's Dion Prestia with the Viooken Trophy for best on ground in Dreamtime at the 'G.



## Sir Doug Nicholls Round

Aboriginal and Torres Strait Islander excellence was celebrated throughout the football industry for the 16th occasion in the annual Sir Doug Nicholls Round held across rounds 10 and 11 of the 2022 Toyota AFL Premiership Season.

After a two-year absence due to COVID, the MCG hosted the return of the annual Dreamtime at the 'G, while the Marngrook game was played at the SCG. Elite football also returned to the top end with two marquee matches played at Darwin's TIO Stadium.

The dedicated rounds acknowledged the 30th anniversary of the historic 1992 Mabo decision, where the High Court of Australia recognised Aboriginal and Torres Strait Islander peoples' traditional ownership of land and country and overturned 'terra nullius'.

As part of this acknowledgement, both Torres Strait Islander and Aboriginal cultures were incorporated throughout the celebrations, including a pre-game performance at the Dreamtime match by Torres Strait Islander dance group Eip Karem Bizen and Aboriginal dance group Djirri Djirri.

Proud Jingili/Warramunga/Ngalakan/Arrente man and West Australian football great Bill Dempsey's contribution to the game was recognised as the 2022 Sir Doug Nicholls Round Honouree.

Dempsey is a member of the Indigenous Team of the Century and a triple premierships player for both West Perth and the Darwin Buffaloes.

A highlight of Sir Doug Nicholls Round was the broadcast of the Dreamtime at the 'G and round 11 Darwin marquee match by North-East Arnhem Land community station Yolgnu Radio.

The broadcast marked the third occasion an elite AFL match was called in traditional Yolgnu Matha language, and was the first time an AFL match was broadcast in traditional language by a female commentator - proud Milingimbi woman Sylvia Nulpinditj, who joined Nhulunbuy local William Gumbula and Elcho Island product Baykali Ganambarr.

### Viooken Trophy voting:

**12** Dion Prestia (Richmond) 3,3,3,3  
**8** Liam Baker (Richmond) 2,2,2,2  
**2** Darcy Parish (Essendon) 1,1  
**1** Daniel Rioli (Richmond) 1  
**1** Jack Riewoldt (Richmond) 1

## Indigenous Player Development Managers

The AFL was pleased to welcome the appointment of 18 AFL Club Indigenous Player Development Managers to support Aboriginal and Torres Strait Islander players across the AFL and AFLW football programs through culturally-informed practices.

The Indigenous Player Development Managers are also working closely with the AFL's Social Emotional Wellbeing Lead, a role created in 2022 to support the success of the IPDMs throughout the industry.

They participated in two days of Aboriginal and Torres Strait Islander mental health first aid training as part of the industry's ongoing commitment to player wellbeing and cultural safety.

In addition, the AFL has established a Memorandum of Understanding with the Australian Indigenous Psychologists Association, which provides Aboriginal and Torres Strait Islander psychologists to support the social and emotional wellbeing of Aboriginal and Torres Strait Islander AFL and AFLW players and staff.



△ The Bombers enter the field for the AFLW Indigenous Round in Season Seven.

▽ Richmond's Jack Graham and Carlton's Vaomua Laloifi promote the AFL eSafety campaign at Marvel Stadium.

## AFLW Indigenous Round

The contribution of Aboriginal and Torres Strait Islander women to the game of Australian Football was recognised twice in 2022, with the annual AFLW Indigenous Round celebrated in Season Six and Season Seven of the competition.

Former West Coast and Fremantle player Alicia Janz, a Meriam Mir woman with connections to Erub island, was named the AFLW Indigenous Round Honouree in Season Six for her contribution to her community and the football industry, while proud Yorta Yorta Elder Auntie Pam Pederson was acknowledged for her service to football and the broader community as the Season Seven AFLW Indigenous Round Honouree.

All AFLW clubs wore specially-designed Indigenous Round guernseys, while umpires wore uniforms designed by artists from Worowa Aboriginal College.

Media and broadcast partners were supported with educational material, outlining the purpose and importance of the round, and biographies of Aboriginal and Torres Strait Islander players. In addition, throughout both AFLW seasons, all fixtures recognised the Traditional Country where games were played.



## Closed captioning

The AFL's commitment to being a game for all was bolstered, with the introduction of closed captions on each AFL club theme song during the 2022 Toyota AFL Premiership Season.

For the first time, closed captions were displayed on the big screens for all 18 AFL club theme songs on match-days, allowing football fans from the deaf and hard of hearing community the opportunity to be involved in their club's song.

The AFL has worked closely with all 18 AFL clubs and Expression Australia to deliver the initiative, with AFL club theme songs reviewed by community members and experienced Auslan translators to ensure all accessibility requirements and considerations were met.

## Partnership with eSafety Commissioner

The AFL strengthened its stance on online safety in 2022, signing a Memorandum of Understanding with Australia's eSafety Commissioner to help improve online safety for AFL players, fans and the broader community to raise awareness of the steps Australians can take to #PlayItFairOnline.

As part of the agreement, the eSafety Commissioner will provide online safety training to the AFL and advise on best practice approaches to keeping people safe online.

The AFL will support the partnership by continuing to promote online safety through its channels and staying up to date with latest developments.

The AFL formally recognised the partnership with a dedicated eSafety Match held between Richmond and Fremantle at Marvel Stadium in round 19, including briefing broadcasters, promoting the eSafety Commissioner and releasing a short new video on eSafety, which was played at AFL and AFLW finals matches.



## Pride Round

The AFL joined the wider football industry to celebrate the annual AFLW Pride Round, which aims to promote and support diversity and inclusion of LGBTQI+ communities and families and acknowledges the AFL's journey to being a more-inclusive sport.

A Pride Round was held in both Season Six and Season Seven of the AFLW competition, and acknowledged the role of allies in supporting inclusivity, visibility and awareness of LGBTQI+ people within the sport and creating a safe environment where everyone feels welcomed and celebrated.

Off the field, the AFL continues to improve inclusive practices through its ongoing partnership with not-for-profit organisation Pride In Sport and its support of the National Gallery of Victoria's Queer Exhibition.

In addition, the AFL has established an inaugural Pride and Allies Committee for AFL staff.

The Committee delivered LGBTQI+ education sessions for AFL staff and briefed all 18 AFLW clubs alongside Pride Cup, Proud 2 Play and Pride In Sport ahead of Pride Round Season Seven.

## AFL Indigenous and Multicultural Player Summit

The AFL, in conjunction with the AFL Players Association, launched the 2022 AFL Indigenous and Multicultural Player Summit, which returned after a three-year hiatus.

Held in Geelong, the four-day program welcomed Aboriginal and Torres Strait Islander and Multicultural players from both the AFL and AFLW for the first time.

Last held in Adelaide in 2019, players were provided with a unique opportunity to connect through player-led cultural development sessions, football training and traditional activities with local communities.

In addition, the Summit offered a platform for players to discuss matters of importance to them, including how the AFL and the AFLPA can work collaboratively to best support change across the industry that will impact positively on their experiences in the game, on and off-field.

Pride Round was a feature of both seasons of the AFLW in 2022.



## Peek Rule

The implementation of the AFL's anti-vilification and discrimination rule - the Peek Rule - continues.

There are a range of recommendations to be implemented across the game, but progress made in 2022 included the establishment of a centralised process and expert panel for community football leagues to access in the event of vilification in community football, as well as developing and rolling out vilification and discrimination education to community football stakeholders.

The AFL will continue to implement recommendations from 2021's Peek Rule Review, supported in this work by important funding from Shark Island.

## Sharing stories

The AFL, in conjunction with EQ Media Group, launched a new documentary titled *Unveiling an Icon*, which celebrates the contribution of Wilman Noongar and 251-game St Kilda and Western Bulldogs champion Nicky Winmar.

The story behind Winmar's iconic moment when he pointed to his chest to make a stance against racism was directed by award-winning filmmaker Larissa Behrendt.

*Unveiling an Icon* also includes reflections from fellow Indigenous AFL champions including Sydney Swans greats Adam Goodes and Michael O'Loughlin, Gilbert McAdam (St Kilda/Brisbane Bears) and Andrew Krakouer (Richmond/Collingwood), along with AFL Executive General Manager Inclusion and Social Policy Tanya Hosch, Dr Sean Gorman and Professor John Maynard.

The AFL, in collaboration with EQ Media and Amazon Studios, also released a one-hour documentary titled *Warriors on the Field*, that premiered exclusively on Prime Video.

Presented by Australian Football Hall of Fame member and Koorina, Ngarrindjeri, Narungga man Michael O'Loughlin and directed by Larissa Behrendt, *Warriors on the Field* was a powerful look at the strength Indigenous players get from their culture, connection to the game and how it helps them navigate racism.

Sharing their stories alongside O'Loughlin were AFL player Michael Walters, a proud Noongar man from the Fremantle Dockers, and up-and-coming North Melbourne forward Tarryn Thomas, a Kamillaroi and Lumaranaana man originally from Sydney.

## Reconciliation Action Plan

The AFL has continued to implement its Innovate Reconciliation Action Plan (RAP), designed to improve relationships and engagement with Aboriginal and Torres Strait Islander peoples.

Throughout 2022, the AFL used its platform to promote its reconciliation message and highlight Aboriginal and Torres Strait Islander cultures and stories of success. Achievements at this interim point of the RAP include:

- ▶ Recognising National Reconciliation Week throughout the business, with a screening of *Unveiling an Icon* for all staff;
- ▶ A smoking ceremony conducted for the recently re-opened AFL House;
- ▶ Growth in procurement with Indigenous suppliers and membership with Supply Nation;
- ▶ Ongoing briefings with broadcast partners, corporate partners and AFL staff on how the AFL is recognising and celebrating Aboriginal and Torres Strait Islander cultures, histories and stories.



Fremantle star Michael Walters was one of several Indigenous players who shared their story in the documentary *Warriors on the Field*.



# CORPORATE AFFAIRS, GOVERNMENT & COMMUNICATIONS

**BRIAN WALSH**

EXECUTIVE GENERAL MANAGER CORPORATE AFFAIRS, GOVERNMENT & COMMUNICATIONS



There were many firsts for Australian Football and the AFL in 2022. Primary among those new steps for the game was playing two AFLW seasons in one calendar year and having 18 AFLW teams in the competition from the first time.

AFL Captains Day returned with all 18 captains at Marvel Stadium while the NAB AFLW Premiership Cup travelled around Australia for the first time and the men's Premiership Cup tour was extended out to 21 days.

The men's Grand Final Day parade was partly held down the Yarra River on a barge, as another initiative, before the AFL Grand Final returned to the MCG after two years' absence due to COVID.

Our competition reaches a cumulative audience of more than 245 million during its peak across September and the team drives earned and influenced media opportunities, media releases, promotional calls and PR outcomes to drive interest and attention pro-actively for our game at all levels.

In an exceptional year, it was more important than ever to promote and share all the remarkable activities across our game, with the department providing regular updates information to all fans, members, partners and stakeholders across the game, working with our clubs and leagues around the country.

Saints skipper Hannah Priest and Giants defender Nick Haynes pose side by side at the joint AFLW and AFL photo shoot.



## 1000 free NAB AFL Auskick registrations to celebrate 'Buddy's' 1000-goal milestone

A highlight of the year was Lance Franklin's 1000-goal milestone, a mark that may not be reached again for some period in the game at senior level. Some 1000 lucky children aged between 5-12 were eligible for a free NAB AFL Auskick registration in celebration of one of the game's greatest players. In addition, as continued support to Aboriginal and/or Torres Strait Islander children to access football pathways, 'Buddy' ensured at least 100 of these free NAB Auskick registrations were reserved for Indigenous participants.

## 2022 Toyota AFL Premiership Cup Tour and inaugural 2022 NAB AFLW Premiership Cup Tour

For the first time, the Toyota AFL Premiership Cup Tour was extended to a 21-day journey, travelling to a host of local communities and iconic destinations across four states and territories - New South Wales, Queensland, Northern Territory and regional Victoria. In late 2022, the inaugural NAB AFLW Premiership Cup Tour kicked off in South Australia, travelling to Queensland and concluding in Victoria. Both Premiership Cup Tours provided increased opportunities for fans and remote communities to interact with football's most iconic pieces of silverware, while also providing valuable publicity for the AFL and AFLW Grand Finals.

▽ For the first time, all 18 clubs were represented at the AFLW Captains Day.

## NAB AFL Auskick Season Launch at the MCG

The AFL launched the NAB AFL Auskick season in Victoria with 80 young Auskickers from all over the state getting an exclusive footy experience at the MCG. The NAB AFL Auskick participants were put through their paces by AFLW players Maddy Prespakis and Grace Egan alongside AFL players Max King, Jack Billings and Brodie Grundy.

## Sir Doug Nicholls Round

The AFL's 2022 Sir Doug Nicholls Round was celebrated across rounds 10 and 11. The AFL and its clubs united to celebrate the contributions of Aboriginal and Torres Strait Islander peoples to Australian Football and the country. The 2022 round marked the 30th anniversary of the historic Mabo decision, where the High Court of Australia recognised Aboriginal and Torres Strait Islander peoples' traditional ownership of land and country, and that 'terra nullius' should not have been applied to Australia.

## Pride Round

For the first time in AFLW history, 18 teams played in a competition-wide Pride Round. Each club wore a specially-designed guernsey for the round that celebrates diversity and inclusivity within the game and community, with each club's jumper representing elements that were meaningful to that team.

## From a dream to 18 AFLW teams - media moment at the MCG

The 2022 NAB AFLW Season Seven saw four expansion teams - Essendon, Hawthorn, Port Adelaide and the Sydney Swans - join the league to round out the competition to a full 18 teams, alongside the men's competition. To mark this historic occasion, a male and female representative from every club came together for a photo at the MCG in late July.

The final expansion of the competition solidifies AFLW as an integral part of the fabric of Australian Football.

## AFL and AFLW captain/coaches Grand Final press conferences

A key part of the build-up to both Grand Finals is the AFL and AFLW captain/coach press conferences bringing together the competing teams.

In Melbourne, the Sydney Swans' John Longmire and Luke Parker sat across from Geelong's Chris Scott and Joel Selwood outside the MCG on the Friday ahead of the AFL Grand Final.

Later in the year at Brighton Homes Arena in Queensland, the Brisbane Lions' Craig Starcevic and Breanna Koenen sat beside Melbourne's Mick Stinear and Daisy Pearce for a key media opportunity for the game.

## Captains Day - AFL and AFLW

Every AFL captain attended Captains Day in Melbourne on the eve of the season to talk to media and celebrate the upcoming season. It was the first full AFL Captains Day in three years due to the COVID-19 pandemic, and the energy at Marvel Stadium was electric as all captains mingled and spoke to media.

AFLW Captains Day was the first with 18 clubs, held in the lead-up to the NAB AFLW Season Seven launch, and provided immense momentum leading into the season.

## Get ready to Jump! AFL launches 'This Is Us'

The 2022 Toyota AFL Premiership season launch campaign 'This Is Us' was an impactful showcase of footy culture and pre-game rituals aimed to connect fans with the game they love.

'This Is Us' took fans on a journey of the familiar sounds, smells, sights and feelings associated with their weekly pilgrimage to stadiums around the nation.

Set to Van Halen's rock classic *Jump*, the campaign offered a glimpse into some of football's biggest names as they prepared for the season ahead.



△ Hawthorn and Richmond played a tribute match in Devonport to support the Hillcrest Community Public Fund.

## Festival of Football

The 2022 Festival of Football was instituted to bring fans back to stadiums in Victoria after the many interruptions of 2020-21. Leading into the men's season, between March 11-20, the festival kicked off with a thrilling final home and away round of the 2022 NAB AFL Women's competition, before leading into a blockbuster opening round of the 2022 Toyota AFL Premiership Season.

The fixture saw all Victorian-based AFL and AFLW teams play in front of hometown fans in venues across the state, thanking fans for their support during the previous difficult two years, along with a special Festival of Football Live Site at Yarra Park from March 16-20.

## Community Golden Registration Giveaway

As part of the AFL's \$50 million investment to support community football, the AFL launched a Golden Rego Giveaway to encourage all Australians to get involved in the game. More than 1100 prizes worth more than \$370,000 were available for anyone who registered to be part of a community football club or NAB AFL Auskick in season 2022.

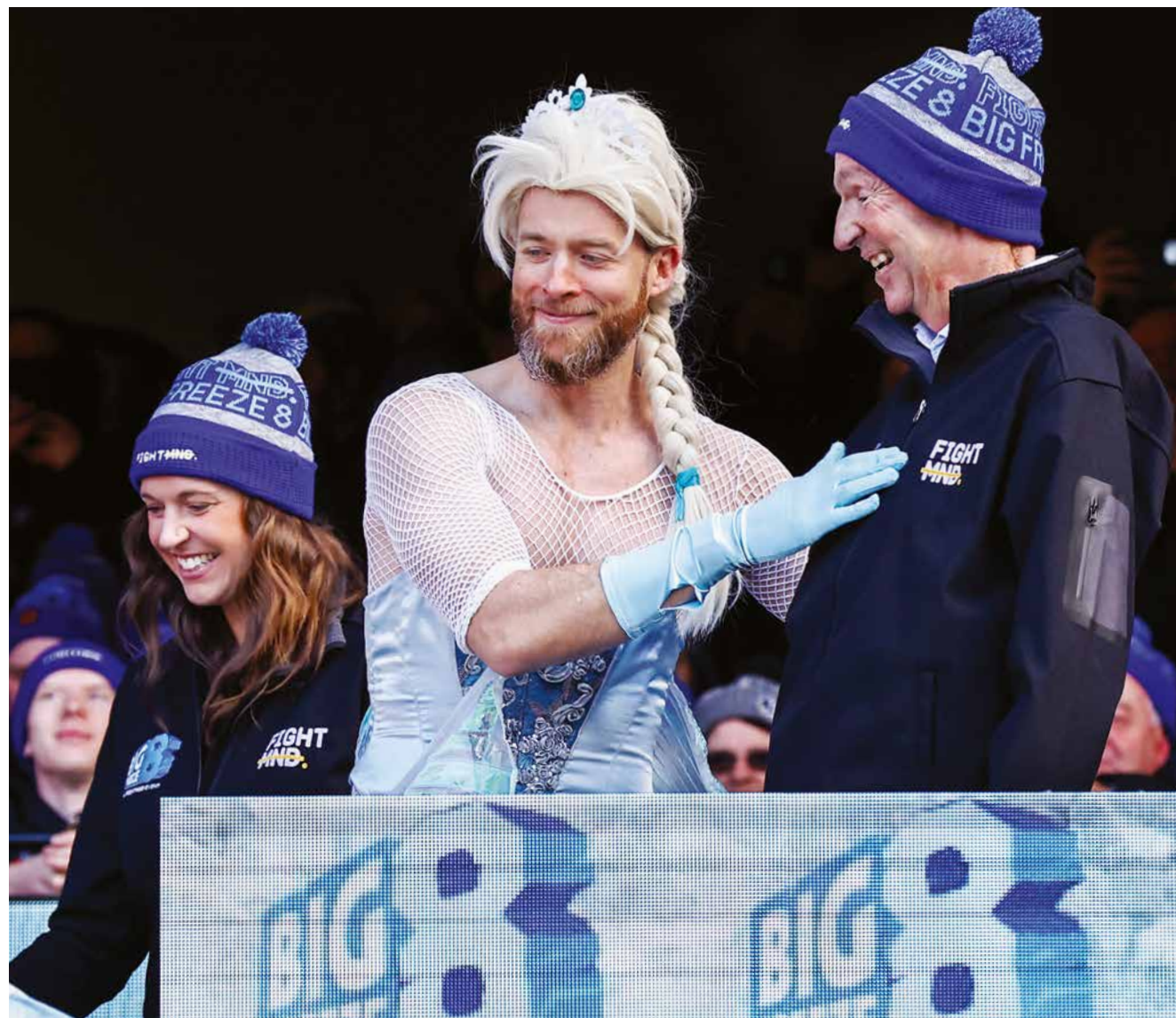
## Devonport Oval tribute match

Hawthorn and Richmond participated in a tribute match for the families and communities of Hillcrest Primary School, as part of the 2022 AAMI Community Series.

The match brought the community together and raised funds that went directly to the Hillcrest Community Public Fund, supporting families affected by the tragic school accident.







## Government relations

The AFL works proactively to build and maintain relationships with federal, state and local governments across the country. The AFL endeavours to work closely with all sides of politics to best represent the interests of Australia's only Indigenous game, and to achieve strong outcomes for community and metropolitan leagues from the elite to the grassroots level as well as outcomes that will assist the many hundreds of thousands of supporters and members of the game.

In 2022, we witnessed two state elections and one federal election, with change to the incumbent in two of the three elections.

We also saw three competitions, with AFLW Season Six, the men's 2023 season and AFLW Season Seven.

In particular for AFLW Season Six, COVID protocols were still impacting our game, resulting in continued liaison with governments and chief health officers.

The AFL remains grateful to our valued government stakeholders for the ongoing support of the AFL and AFLW.

△ Comedian Hamish Blake with Rebecca and Neale Daniher at Big Freeze 8, which raised a record \$19.8 million for FightMND.

## Corporate social responsibility and charity partners

The AFL has three official charity partners who we have had a meaningful year engaging with after two years of COVID interruptions.

### FightMND

Big Freeze 8 returned to the MCG with the traditional Queen's Birthday clash between Collingwood and Melbourne. Big Freeze 8 raised a record of \$19.8 million, which will be driven into finding effective treatments and ultimately a cure for Motor Neurone Disease.

## Children's Cancer Foundation

Celebrating its 30th year, the Children's Cancer Foundation held its Million Dollar Lunch on August 19 and raised a record \$2,753,724. The funds raised will be poured into programs in cancer research, clinical care and family support. Having not held the major annual fundraiser for two years, 2022 was a terrific year for CCF.

## Lifeline

An Australian reaches out to Lifeline for help every 30 seconds. With the past two COVID-impacted years and multiple natural disasters, Lifeline's 24-hour crisis support and suicide prevention services have seen demand grow exponentially. The AFL supported Lifeline in its engagement with the Sydney Swans and GWS Giants for its Lifeline Cup contested in the two local Sydney derbies and for its We're All Mental Health Supporters campaign with the Western Bulldogs. Lifeline was also the charity partner for the AFL Grand Final Eve lunch and activated around the MCG precinct on Grand Final day.

## AFL Cape York House

AFL Cape York House opened its boy's boarding house in 2013 and its girl's boarding house in 2019. They offer residential boarding facilities for young Aboriginal and Torres Strait Islanders from Far North Queensland and the Northern Territory's most remote communities.

In 2022, the AFL hosted the second AFL Cape York House fundraising dinner, which saw members of the Housing staff and students travel to Melbourne from Cairns to share cultural dance and song, with dinner attendees including the Hon Linda Burney, the Minister for Indigenous Australians.

The evening raised funds for AFL Cape York House which will provide support for its wellbeing programs assisting the young boarders to transition successfully into whatever it is they wish to pursue.

## Media accreditation

The department handles media accreditation for the AFL and AFLW seasons, along with managing media relationships at major events such as the Season Launch, AFL Finals Launch, award ceremonies including the Brownlow Medal, AFLW Awards and All-Australian awards, the AFL and AFLW respective state-based Combines and Drafts and AFL trade period, as well as weekly interaction with journalists and media around the country.

△ The Million Dollar Lunch raised a record \$2.7 million for the Children's Cancer Foundation.

▷ Lifeline CEO Colin Seery and Swans co-captain Callum Mills after the Sydney derby in round one.





# AWARDS, RESULTS & FAREWELLS

After a three-year absence due to COVID-19, the AFL Grand Final returned to the MCG, where a capacity crowd witnessed a supreme display by a powerful Geelong combination.

The Cats completed a dominant season with their 16th consecutive win, thrashing the Sydney Swans by 81 points.

During the home and away season, Geelong finished two games ahead of its nearest rivals with an 18-4 record to claim the McClelland Trophy for the fourth time this century and turned around its recent finals fortunes with three impressive victories.

Geelong's 10th premiership cup provided a second triumph for coach Chris Scott, who endured the heartbreak of several near misses in previous campaigns after enjoying success in his first season in charge of the Cats in 2011.

Geelong's team was the oldest combination to win a premiership in VFL/AFL history, with an average age of 28 years and 173 days, including 10 over 30.

One of those mature-age players was Isaac Smith, who had already cemented his legacy as a triple premiership player with Hawthorn before creating more history for his new club as the oldest player to win the Norm Smith Medal.

The match proved to be the swansong for another Geelong veteran, Joel Selwood, who secured his fourth premiership medal and first as skipper.

A few days later, the game's longest-serving captain drew the curtain on a stellar 355-game career, heading a list of retiring players including Shane Edwards, Jarryn Geary, Robbie Gray, Josh Kennedy (West Coast), Josh Kennedy (Sydney), Ben McEvoy, David Mundy, Mitch Robinson and Paddy Ryder.

It was a historic year for the AFLW with two seasons completed and the competition expanded to 18 after the inclusion of Essendon, Hawthorn, Port Adelaide and the Sydney Swans.

Season Six began in early January, culminating in a third premiership in six years for the Adelaide Crows.

Season Seven started in late August, growing to 10 rounds, consisting of 90 home and away matches, with a four-week finals series for the top eight.

Melbourne became the fourth club to claim an AFLW premiership, defeating the Brisbane Lions in the Grand Final at Springfield.

But there was some consolation for the Lions with two of their players, Emily Bates (Season Six) and Ally Anderson (Season Seven), winning the AFLW best and fairest awards.

In the Brownlow Medal, there was also consolation for Carlton, which missed the finals on percentage, as skipper Patrick Cripps became only the sixth Blue to win the coveted award.

Collingwood young gun Nick Daicos capped off a superb debut season by being the NAB AFL Rising Star, while in the women's competition, Mimi Hill (Carlton, Season Six) and Hannah Ewings (Port Adelaide, Season Seven) won the Rising Star awards.

Eight new inductees were included in the Australian Football Hall of Fame and South Australian champion Russell Ebert was made a Legend of the Game.

The Geelong Cats secured their 10th premiership with a crushing 81-point win over the Sydney Swans.







## The Premiers

There was general agreement that the two form teams of the season made it through to the 2022 AFL Grand Final.

Geelong had won 16 successive games heading into the premiership decider, the first at the MCG since 2019, with the pandemic forcing the 2020 and 2021 Grand Finals to be played at the Gabba and Optus Stadium respectively.

But Sydney was also riding a hot hand, with nine straight wins, and hopes were high for a close and competitive game. Alas, those hopes were dashed before quarter-time as the Cats saved their best and most devastating football for the biggest game of the year.

It didn't translate on to the scoreboard initially, but when Tom Hawkins twice used his strength to win the ball from a ruck contest to snap truly, they were on their way.

Will Hayward got one back for Sydney, but it did little to halt the momentum. Mark Blicavs, Isaac Smith (twice) and Brad Close goaled as the Cats took a 35-point lead into the opening break.

Both teams kicked three goals apiece in the second quarter and the hope through the long interval was that having stemmed the tide, the Swans would mount their charge.

But the premiership flag was on its way down the highway barely five minutes into the third term when some defensive errors gifted goals to Mitch Duncan and Close. Smith added his third moments later and the celebrations were underway.

### 2022 TOYOTA AFL GRAND FINAL

Geelong Cats	6.5	9.8	15.11	20.13 (133)
Sydney Swans	1.0	4.2	4.3	8.4 (52)

**BEST:** **Geelong Cats** – Smith, Dangerfield, Hawkins, Stengle, Selwood, Close.  
**Sydney Swans** – Chad Warner, Fox, Rowbottom, Papley, Lloyd.

**GOALS:** **Geelong Cats** – Stengle 4, Hawkins 3, Smith 3, Cameron 2, Close 2, Blicavs, De Koning, Duncan, C. Guthrie, Parfitt, Selwood.  
**Sydney Swans** – Bontempelli 3, Treloar 3, R. Smith, Naughton, Hunter, Johannisen.

**SUBSTITUTES:** **Geelong Cats** – Parfitt (replaced C. Guthrie).  
**Sydney Swans** – Campbell (replaced Reid).

**Umpires:** Matt Stevic, Simon Meredith, Brendan Hosking.

**Crowd:** 100,024 at the MCG.

An 81-point win to Geelong was a premiership worth savouring. The Cats took the oldest list in the AFL into the Grand Final and defied all the doubters who had declared they had fired their best shots in 2020 and 2021 and needed to replenish with youth.

Smith, a three-time premiership Hawk, added a fourth and a Norm Smith Medal on the back of his 32-disposal, three-goal performance.

Having won pretty much every individual award in the game, Patrick Dangerfield finally earned a premiership medal to complete the set.

But above everything, the highlight of Geelong's 10th premiership win was Joel Selwood's final-quarter goal.

The inspirational skipper, who hoisted the premiership cup aloft minutes later, was mobbed by teammates, which suggested they knew this was his final game. A week later it was confirmed.

### TEAMS AS SELECTED

Geelong Cats v Sydney Swans			
F	Brad Close	Tom Hawkins	Tyson Stengle
B	Dane Rampe	Tom McCartin	Jake Lloyd
HF	Mitch Duncan	Jeremy Cameron	Gary Rohan
HB	Nick Blekey	Robbie Fox	Oliver Florent
C	Isaac Smith	Cameron Guthrie	Mark O'Connor
C	Justin McInerney	Callum Mills	Dylan Stephens
HB	Jed Bews	Jake Kolodjashnij	Tom Stewart
HF	Tom Papley	Sam Reid	Isaac Heeney
B	Jack Henry	Sam De Koning	Zach Tuohy
F	Will Hayward	Lance Franklin	Ryan Clarke
R	Rhys Stanley	Mark Blicavs	Patrick Dangerfield
R	Tom Hickey	James Rowbottom	Luke Parker
I/C	Tom Atkins, Zach Guthrie, Bryan Miers, Joel Selwood		
MEDI SUB	Brandon Parfitt*		
EM	Sam Menegola, Jonathon Ceglar		
Coach	Chris Scott		
I/C	Errol Gulden, Paddy McCartin, Hayden McLean, Chad Warner		
MEDI SUB	Braeden Campbell		
EM	Harry Cunningham, Logan McDonald, Will Gould		
Coach	John Longmire		

\* Brandon Parfitt was named an emergency, but became the medical substitute when Max Holmes withdrew on the morning of the Grand Final due to injury.



## Norm Smith Medal

It took considerable mental resolve for Isaac Smith to play as well as he did in the 2022 AFL Grand Final.

His late grandfather Kevin, an enormously influential figure in his life, passed away during the finals and Smith even made a late dash to Albury in the lead-up to the preliminary final to say his final goodbye.

After accepting the Norm Smith Medal, Smith told the MCG crowd that Kevin was "my hero growing up. Pop, I love you".

At 33, Smith was the oldest player to win the medal for the best player on the ground.

He was on fire early, scorching up and down the MCG wings so familiar to him from his Hawthorn playing days and he kicked two goals in the opening term as the Cats took a 35-point lead into the first change and established a stranglehold on the game that they never relinquished.

And he never let up thereafter to end with a game-high 32 disposals, 14 score involvements, 12 marks, 11 inside-50s, five clearances, three goals and 771m gained.

Smith was a popular player at Hawthorn, where he played 210 games and was part of the 2013-15 premiership 'three-peat'.

But he saw the writing on the wall and figured he would unlikely be part of any future success at the Hawks and elected to sign with the Cats at the end of 2020, making the move to Hawthorn's greatest rival as much for the relaxed Bellarine Peninsula lifestyle as the opportunity to achieve further team success.

### NORM SMITH MEDAL VOTING

<b>Andrew McLeod</b> (1997 & 1998 winner, chair)	3 I. Smith (Geel), 2 P. Dangerfield (Geel), 1 M. Blicavs (Geel)
<b>Jonathan Brown</b> (Fox Footy)	3 P. Dangerfield (Geel), 2 I. Smith (Geel), 1 T. Stengle (Geel)
<b>Michael Gleeson</b> (The Age/SM Herald)	3 I. Smith (Geel), 2 P. Dangerfield (Geel), 1 S. De Koning (Geel)
<b>Abbey Holmes</b> (Channel 7)	3 I. Smith (Geel), 2 P. Dangerfield (Geel), 1 T. Stengle (Geel)
<b>David Mundy</b> (retired Fremantle star)	3 I. Smith (Geel), 2 T. Stengle (Geel), 1 P. Dangerfield (Geel)
<b>TOTALS</b>	14 Smith, 10 Dangerfield, 4 Stengle, 1 De Koning, 1 Blicavs

## Jock McHale Medal

Geelong's 2022 premiership was not just a triumph for the team that was unquestionably the best in the AFL all season.

There was also a 'certificate of merit' element to the premiership as well, with the Cats being rewarded for a decade of excellence and for playing deep into September just about every year.

And coach Chris Scott deserved every bit of praise that came his way in the aftermath of the Grand Final, not just for the artful way he managed the oldest list in the competition to be at its absolute best on the biggest and most important day of the year, but also for keeping the Cats in contention year after year after year.

In doing so, the Cats defied conventional football list management theory, which purports that after a few years of premiership contention, teams must then tumble down the ladder to let the replenishment and the regeneration continue anew.

But Scott, who steered Geelong to a flag in 2011, has had the Cats in the finals every year since, except for 2015.

They made the Grand Final in 2020 and the preliminary final in 2021 and were well beaten both times.

It was time to break up the Cats, or so the commentary went.

But Scott eschewed going young and backed his players to contend for the premiership once again. And they did more than that.

"We fully recognise that we've taken a contrarian view around list rebuilds and list management in general and our attitude towards fossils like the bloke next to me," he said, referring to Norm Smith Medal winner Isaac Smith, who was recruited to the club as a free agent just weeks before his 32nd birthday.

△ Winners are gridders ... coach Chris Scott and Norm Smith medalist Isaac Smith front the media after the Cats' triumph.





Brownlow Medal

Brownlow Medal night in 2022 delivered one of the most thrilling counts in recent memory.

Carlton's Patrick Cripps polled 29 votes to win on the final vote of the night.

The 27-year-old finished one vote clear of former winner Lachie Neale (28 votes), with Gold Coast's Touk Miller (27) third in the first count held in Melbourne since 2019.

Cripps was best on ground in Carlton's final game of the season, the heart-breaking one-point loss to Collingwood at the MCG, which knocked the Blues out of the finals after being in the eight all year.

All up, he averaged 28.1 disposals, five tackles and 7.8 clearances to become the first Carlton player to win the Brownlow since Chris Judd in 2010.

"I don't know whether to laugh or cry," Cripps said after being presented with the medal.

"I loved footy growing up as a kid, and I still remember being at boarding school back in WA and I used to always ask my mum, 'Make sure you sign me out, give me leave on Brownlow night', because I used to love watching it.

"It's a massive honour and I'm absolutely pumped."

BROWNLOW MEDAL

Player	Votes	3	2	1	Games
Patrick Cripps (Carl)	29	7	2	4	21
Lachie Neale (BL)	28	7	3	1	22
Touk Miller (GCS)	27	4	6	3	22
Andrew Brayshaw (Frem)	25	5	4	2	22
Clayton Oliver (Melb)	25	4	5	3	21
Christian Petracca (Melb)	24	6	2	2	22
Callum Mills (Syd)	21	5	3	0	22
Dion Prestia (Rich)	19	5	2	0	18
Jeremy Cameron (Geel)	19	5	2	0	21
Zach Merrett (Ess)	17	4	2	1	19



Coleman Medal

In winning the 2022 Coleman Medal, Carlton star Charlie Curnow helped complete a feat that last happened 120 years ago.

The 25-year-old booted 64 goals, the most by any Carlton player since Brendan Fevola in 2009.

But the history-making feat following Harry McKay's 58-goal return in 2021 meant it was the first time since 1900-01, when Essendon's Albert Thurgood (24) and Fred Hiskins (34) won the award, that different players from the same club have topped the League goalkicking in consecutive seasons.

Curnow played virtually no football from midway through 2019 until the final month of 2021 because of a succession of knee injuries, but once his luck changed, he again became a major weapon for the Blues.

The key forward kicked two bags of six goals (against Adelaide in round eight and Sydney a fortnight later) and five on three occasions.

He finished four goals clear of Richmond's Tom Lynch, with Geelong duo Tom Hawkins and Jeremy Cameron tied for third with 59 each.

Curnow joins McKay (2021), Fevola (2006, 2009) and Tom Carroll (1961) as Carlton's Coleman medallists, while Mick Grace, Ern Cowley, Horrie Clover, Harry Vallence and Darcy Vescio (twice in the AFLW) were also leading competition goalkickers.

COLEMAN MEDAL

Player	Home & Away			Including Finals				
	G	B	Gms	G	B	%	Ave	Gms
Charlie Curnow (Carl)	64	42	22	64	42	60	2.9	22
Tom Lynch (Rich)	60	25	18	63	27	70	3.3	19
Tom Hawkins (Geel)	59	36	22	67	43	62	2.7	25
Jeremy Cameron (Geel)	59	32	21	65	37	64	2.7	24
Peter Wright (Ess)	53	26	22	53	26	67	2.4	22
Max King (St K)	52	41	22	52	41	56	2.4	22
Aaron Naughton (WB)	51	33	21	51	34	60	2.3	22
Lance Franklin (Syd)	50	26	20	52	28	65	2.3	23
Bayley Fritsch (Melb)	50	21	22	55	22	71	2.3	24



McClelland Trophy

For the fourth time this century, Geelong secured the McClelland Trophy, finishing two games and a healthy percentage clear of Melbourne and Sydney after thrashing West Coast in the final home and away round at GMHBA Stadium.

The victory over the Eagles was the Cats' 18th for the season and their eighth from nine games at their home ground.

Geelong last won the McClelland Trophy in 2019, adding to the expansive trophy cabinet during its successful era earlier this century with victories in successive seasons (2007-08).

The Cats won the McClelland Trophy on six occasions between 1951 and 1990 when it was awarded to the club accumulating the highest number of premiership points by its senior, reserve and under-19 teams.

With the move to a one-team national competition, the AFL Commission decided that as from 1991, the trophy would be awarded to the team finishing on top of the ladder at the end of the home and away season and in 1992 Geelong became the second club to win the trophy under the new guidelines.

The trophy was instituted to recognise the service of Dr Wm. C. McClelland as a player and club delegate for Melbourne and VFL president from 1926-55.

2022 PREMIERSHIP SEASON LADDER

#	CLUB	P	W	L	D	For Gls Beh Pts	Against Gls Beh Pts	%	Mtch Pts	Home W L D	Away W L D	Form W/L	Scores High Low	Av Margin W L	W < L	L < 7pts 7pts	Rd 23 2021	1st Year Players	Qtrs Won	4th Qtrs Won
1	Geelong Cats	22	18	4	0	310 286 2146	219 174 1488	144.22	72	10	1	0	13W	144 66	39 13	1 1	3	4	61	17
2	Melbourne	22	16	6	0	279 262 1936	212 211 1483	130.55	64	8	3	0	2W	120 56	35 20	1 0	1	1	57	12
3	Sydney Swans	22	16	6	0	300 267 2067	232 224 1616	127.91	64	9	2	0	7W	126 59	34 16	1 0	6	2	58	17
4	Collingwood	22	16	6	0	268 231 1839	259 209 1763	104.31	64	8	3	0	1W	115 50	13 22	7 0	17	6	45	12
5	Fremantle	22	15	6	1	251 233 1739	214 202 1486	117.03	62	7	4	0	3W	111 33	28 19	2 0	11	3	45	12
6	Brisbane Lions	22	15	7	0	319 233 2147	262 227 1799	119.34	60	9	2	0	1L	156 53	34 24	0 1	4	3	52	13
7	Richmond	22	13	8	1	318 257 2165	254 256 1780	121.63	54	9	1	1	4W	165 52	38 14	0 4	12	5	55	12
8	Western Bulldogs	22	12	10	0	287 251 1973	265 222 1812	108.89	48	7	4	0	2W	161 62	33 24	1 1	5	4	49	13
9	Carlton	22	12	10	0	268 249 1857	248 226 1714	108.34	48	8	3	0	4L	116 55	28 19	2 3	13	3	43	9
10	St Kilda	22	11	11	0	247 221 1703	247 233 1715	99.3	44	5	6	0	3L	142 32	26 27	0 1	10	4	43	11
11	Port Adelaide	22	10	12	0	261 240 1806	233 240 1638	110.26	40	7	4	0	2W	146 36	40 19	2 3	2	5	43	11
12	Gold Coast Suns	22	10	12	0	271 245 1871	261 254 1820	102.8	40	7	4	0	1W	121 55	35 25	2 2	16	4	40	13
13	Hawthorn	22	8	14	0	262 215 1787	291 245 1991	89.75	32	6	5	0	2L	121 50	26 29	1 2	14	8	41	12
14	Adelaide Crows	22	8	14	0	249 227 1721	293 228 1986	86.66	32	5	6	0	1L	115 54	23 32	2 3	15	3	38	9
15	Essendon	22	7	15	0	249 243 1737	307 245 2087	83.23	28	5	6	0	3L	1114 47	25 35	1 1	8	7	31	8
16	GWS Giants	22	6	16	0	237 209 1631	280 247 1927	84.64	24	4	7	0	2L	138 29	39 33	0 1	7	5	34	6
17	West Coast Eagles	22	2	20	0	212 157 1429	355 259 2389	59.82	8	1	10	0	8L	107 30	11 49	0 1	9	10	22	5
18	North Melbourne	22	2	20	0	193 179 1337	349 303 2397	55.78	8	2	9	0	5L	92 24	9 53	1 0	18	6	20	4





### Season 6 AFLW Best and Fairest

The Brisbane Lions’ Emily Bates was announced the 2022 AFL Women’s Best and Fairest. The 26-year-old had a dominant season, finishing clear of Adelaide Crows pair Anne Hatchard and Ebony Marinoff.

#### 2022 AFLW BEST AND FAIREST

	Votes
<b>Emily Bates (Brisbane Lions)</b>	<b>21</b>
Anne Hatchard (Adelaide Crows)	20
Emily Marinoff (Adelaide Crows)	18
Ash Riddell (North Melbourne)	17
Hayley Miller (Fremantle)	15
Kiara Bowers (Fremantle)	13

### NAB AFLW Rising Star

In a stunning return from an ACL injury that ruined her debut year, Carlton’s Mimi Hill clinched the NAB AFL Rising Star by one vote in a tense count. Hill edged out Gold Coast’s Charlie Rowbottom, after missing the opening four games. Her brilliant year still earned her selection in the expanded All-Australian squad of 40 and saw her named as Carlton’s second winner, following on from Maddy Prespakis.

#### SEASON 6 NAB AFLW RISING STAR VOTING

	Votes
<b>Mimi Hill (Carlton)</b>	<b>43</b>
Charlie Rowbottom (Gold Coast Suns)	42
Mia King (North Melbourne)	33
Georgie Prespakis (Geelong Cats)	20
Alyssa Bannan (Melbourne)	5



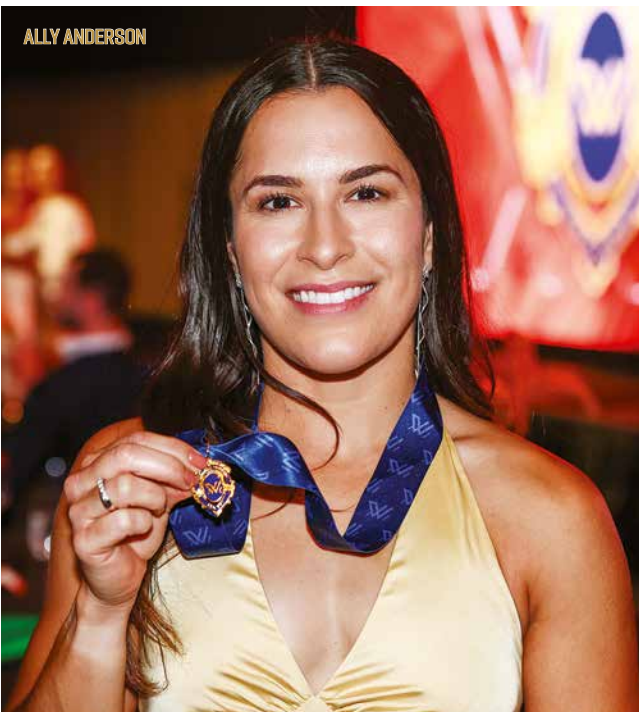
### Leading goalkicker, Mark and Goal of the Year

The Adelaide Crows’ Ash Woodland won the goalkicking award, the second Crow player to do so, with a record 19 goals in the first season played in 2022.

Tahlia Randall from North Melbourne was named the winner of the 2022 Toyota Mark of the Year Award, for her grab against the GWS Giants at Arden St in round three, while Ebony Antonio from Fremantle was named the winner of the 2022 Accor Goal of the Year, for her goal against West Coast in round one in the Derby at Fremantle Oval.

#### SEASON 6 ALL-AUSTRALIAN TEAM

<b>B</b>	<b>Ruby Schleicher</b> Collingwood	<b>Libby Birch</b> Melbourne	
<b>HB</b>	<b>Natalie Grider</b> Brisbane Lions	<b>Sarah Allan</b> Adelaide Crows	<b>Emma Kearney (c)</b> North Melbourne
<b>C</b>	<b>Orla O’Dwyer</b> Brisbane Lions	<b>Emily Bates</b> Brisbane Lions	<b>Anne Hatchard</b> Adelaide Crows
<b>HF</b>	<b>Hayley Miller (vc)</b> Fremantle	<b>Katie Brennan</b> Richmond	<b>Daisy Pearce</b> Melbourne
<b>FF</b>	<b>Ash Woodland</b> Adelaide Crows	<b>Tayla Harris</b> Melbourne	
<b>R</b>	<b>Lauren Pearce</b> Melbourne	<b>Ebony Marinoff</b> Adelaide Crows	<b>Ashleigh Riddell</b> North Melbourne
<b>IC</b>	<b>Jasmine Garner</b> North Melbourne	<b>Monique Conti</b> Richmond	<b>Kirsty Lamb</b> Western Bulldogs
	<b>Kerryn Harrington</b> Carlton		
<b>Coach</b>	<b>Matthew Clarke</b> Adelaide Crows		



### Season 7 AFLW Best and Fairest

The Brisbane Lions’ Ally Anderson was crowned the 2022 NAB AFLW Best and Fairest, representing a second consecutive victory for a Lions player.

A foundation Brisbane player, Anderson finished two votes clear of Richmond’s Monique Conti (19 votes) with the Adelaide Crows’ Ebony Marinoff (18 votes). Marinoff polled in the top three of both seasons in 2022.

#### 2022 AFLW BEST AND FAIREST

	Votes
<b>Ally Anderson (Brisbane Lions)</b>	<b>21</b>
Monique Conti (Richmond)	19
Ebony Marinoff (Adelaide Crows)	18
Maddy Prespakis (Essendon)	17
Olivia Purcell (Melbourne)	16

### NAB AFLW Rising Star

Port Adelaide completed a one-two finish for the Rising Star in the club’s debut season in the AFLW. Hannah Ewings finished ahead of teammate Abby Dowrick with a strong nine-vote victory to claim the club’s first individual honour.

#### SEASON 7 NAB AFLW RISING STAR VOTING

	Votes
<b>Hannah Ewings (Port Adelaide)</b>	<b>41</b>
Abby Dowrick (Port Adelaide)	32
Jasmine Fleming (Hawthorn)	17
Ella Roberts (West Coast)	15
Rylie Wilcox (Western Bulldogs)	10
Tarni Evans (GWS Giants)	9



### Leading goalkicker, Mark and Goal of the Year

The Brisbane Lions’ Jesse Wardlaw was the competition’s leading goalkicker for Season Seven. Her 19 majors equalled the record established earlier in 2022 by Adelaide’s Ash Woodland.

Chloe Scheer from the Geelong Cats won the 2022 Season Seven Toyota AFLW Mark of the Year Award, flying high against North Melbourne in round four, and Ashanti Bush from the Gold Coast Suns won the 2022 Season Seven Crypto.com Goal of the Year Award for her snap from the boundary in round 10 against the GWS Giants.

#### SEASON 7 ALL-AUSTRALIAN TEAM

<b>B</b>	<b>Chelsea Biddell</b> Adelaide Crows	<b>Breanna Koenen (vc)</b> Brisbane Lions	
<b>HB</b>	<b>Eilish Sheerin</b> Richmond	<b>Katie Lynch</b> Western Bulldogs	<b>Emma Kearney</b> North Melbourne
<b>C</b>	<b>Anne Hatchard</b> Adelaide Crows	<b>Monique Conti</b> Richmond	<b>Georgie Prespakis</b> Geelong Cats
<b>HF</b>	<b>Kate Hore</b> Melbourne	<b>Jesse Wardlaw</b> Brisbane Lions	<b>Maddy Prespakis</b> Essendon
<b>FF</b>	<b>Courtney Wakefield</b> Richmond	<b>Chloe Scheer</b> Geelong Cats	
<b>R</b>	<b>Breann Moody</b> Carlton	<b>Jasmine Garner (c)</b> North Melbourne	<b>Ebony Marinoff</b> Adelaide Crows
<b>IC</b>	<b>Olivia Purcell</b> Melbourne	<b>Natalie Grider</b> Brisbane Lions	<b>Amy McDonald</b> Geelong Cats
	<b>Chelsea Randall</b> Adelaide Crows	<b>Greta Bodey</b> Brisbane Lions	
<b>Coach</b>	<b>Mick Stinnear</b> Melbourne		





## Therabody All-Australian Team

There was a fresh feel to the 2022 Therabody All-Australian team, with 12 players awarded the coveted blazer for the first time.

Brayden Maynard (Collingwood), Jack Sinclair (St Kilda), Sam Taylor (GWS Giants), Adam Saad (Carlton), Callum Mills (Sydney), Shai Bolton (Richmond), Charlie Curnow (Carlton), Tyson Stengle (Geelong), Mark Blicavs (Geelong), Andrew Brayshaw (Fremantle), Isaac Heeney (Sydney) and Connor Rozee (Port Adelaide) all became debutant All-Australians after their outstanding seasons.

Stengle was a great story, having been thrown a lifeline by the Cats after failed stints with Richmond and Adelaide.

He played every game, ended up a premiership player and over the home and away season kicked 46 goals and averaged 14.6 disposals.

Players such as Heeney, Brayshaw, Rozee and Bolton were long considered to be building towards All-Australian selection and 2022 was the season in which it all came together for them.

Not surprisingly, all-powerful Geelong had five players in the team, the most of any club. Melbourne and Carlton both had four players selected. All up, 12 clubs had players selected in the team.

Geelong spearhead Tom Hawkins, now a five-time All-Australian, was named as captain.

Carlton's 2022 Brownlow medallist Patrick Cripps was named vice-captain after winning selection for the third time.

Seven players retained their places from the 22 named in the 2021 team - Hawkins, Max Gawn, Steven May, Touk Miller, Clayton Oliver, Christian Petracca and Tom Stewart.

△ Geelong Cats star Tom Hawkins celebrated his fifth All-Australian selection by being named captain.

▷ Collingwood defender Brayden Maynard was one of 12 first-timers to receive a blazer.



### THERABODY ALL-AUSTRALIAN TEAM

B	Tom Stewart Geelong Cats	Steven May Melbourne	Brayden Maynard Collingwood	
HB	Jack Sinclair St Kilda	Sam Taylor GWS Giants	Adam Saad Carlton	
C	Touk Miller GC Suns	Clayton Oliver Melbourne	Callum Mills Sydney Swans	
HF	Christian Petracca Melbourne	Jeremy Cameron Geelong Cats	Shai Bolton Richmond	
F	Charlie Curnow Carlton	Tom Hawkins (c) Geelong Cats	Tyson Stengle Geelong Cats	
R	Max Gawn Melbourne	Patrick Cripps (vc) Carlton	Lachie Neale Brisbane Lions	
IC	Isaac Heeney Sydney Swans	Connor Rozee Port Adelaide	Andrew Brayshaw Fremantle	Mark Blicavs Geelong Cats
Coach	Chris Scott Geelong Cats			
Umpire	Simon Meredith			

## Mark and Goal of the Year

Spectacular performances by athletic Essendon ruckman Sam Draper and high-flying Port Adelaide forward Mitch Georgiades gained due recognition at the Brownlow Medal count.

Draper's inspirational effort against the Gold Coast Suns in round 18, when he dodged and avoided several opponents before slotting an audacious running banana goal, earned him the Phil Manassa Medal and a prize of \$10,000 for the 2022 rebel Goal of the Year.

With his remarkable leap and grab over Fremantle's Brennan Cox in round 16, Georgiades took out the Four'N Twenty Mark of the Year.

The Power forward, who timed his run-up flawlessly and secured the Sherrin with a strong set of hands, was presented with the Alex Jesaulenko Medal and a prize of \$10,000.

After each round of the season, fans voted for the favourite weekly goals and marks from a selection of three nominated by the AFL Game Analysis Committee.

The All-Australian selection committee voted for their top three marks and goals across the season, for a final decision in both categories. The selectors were Gillon McLachlan (chair), Jude Bolton, Nathan Buckley, Kane Cornes, Andrew Dillon, Glen Jakovich, Gerard Healy, Chris Johnson, Cameron Ling, Nick Riewoldt and Brad Scott.



△ Port Adelaide forward Mitch Georgiades' spectacular leap against Fremantle in round 16.

<△ Bomber ruckman Sam Draper celebrates his inspirational goal in round 18.



## HALL OF FAME

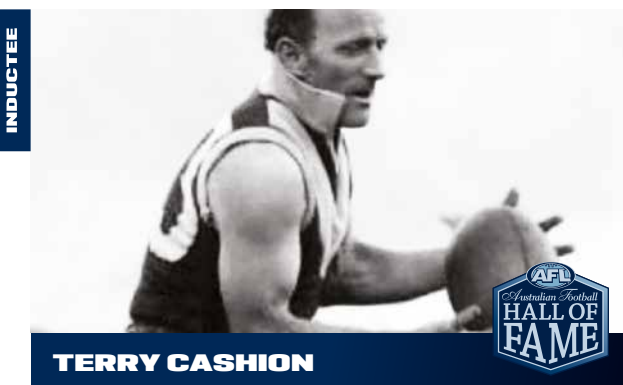
Eight new inductees were included in the Australian Football Hall of Fame in 2022 while South Australian champion Russell Ebert was made a Legend of the Game. The inductees were Terry Cashion (Tasmanian star), Bill Dempsey (West Australian great), Mike Fitzpatrick (dual Carlton premiership captain and former AFL Commission chairman), Brent Harvey (North Melbourne's AFL games record-holder), Matthew Pavlich (Fremantle's six-time All-Australian), Michael Taylor (six-time Norwood best and fairest and premiership captain), Ted Tyson (West Perth's six-time century goalkicker) and Nicky Winmar (St Kilda star and Indigenous leader). The Hall of Fame was established in 1996 with 136 inductees and serves to recognise players, coaches, umpires, administrators and media representatives who have made an outstanding contribution to Australian Football. Since 1996, the addition of another 177 inductees has increased the Hall of Fame to 320. Among this number are 32 Australian Football Hall of Fame Legends (elevated every two years). In 2013, the AFL Commission endorsed a recommendation from the Hall of Fame selectors that a 'Pioneers' category should recognise those who had pivotal roles in the establishment of the game in its earliest days. Four pioneers were inducted in 2014 and another three in 2017. The 2022 Australian Football Hall of Fame selection committee was Richard Goyder (chair), Tania Armstrong, Graham Cornes, Ross Glendinning, Karen Lyon, Paul Marsh, Alister Nicholson, Michael O'Loughlin, David Parkin and Patrick Keane (secretary).



**RUSSELL EBERT**

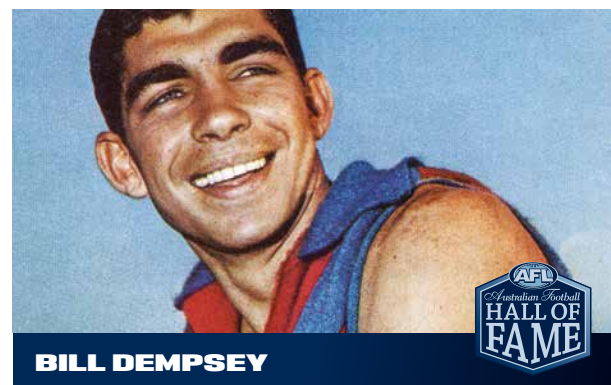
**Born:** June 22, 1949  
**Died:** November 5, 2021  
**Playing career:** 1968-85 (Port Adel 1968-78, 1980-85, NM 1979)  
**Games:** 417 (Port Adel 392, NM 25)  
**Goals:** 310 (Port Adel 295, NM 15)  
Ebert was a gifted centreman who dominated South Australian football during his era. The only player to win four Magarey Medals and held the SANFL games record at his retirement. The first winner of the Jack Oatey Medal in 1981 for best on ground in a Grand Final, Ebert was a three-time premiership player and six-time best and fairest winner with Port Adelaide. Represented South Australia on 29 occasions and played a season in the VFL with North Melbourne.

LEGEND



**TERRY CASHION**

**Born:** April 7, 1921  
**Died:** October 8, 2011  
**Playing career:** 1939-40, 1942, 1946-54 (New Town, South Melbourne, Clarence, Longford, Sandy Bay)  
**Games:** 198 (193 NT, Clar, Long, SB, SM 5)  
A brilliant and scrupulously fair rover, Cashion won the Tassie Medal in 1950 and was named in Tasmania's Team of the Century. Represented Tasmania in three Interstate Carnivals and played 14 games for the state. Won seven club best and fairest awards (three with Longford and two each with Clarence and Sandy Bay), was the Leitch medallist in 1953 and played in Sandy Bay's premiership team in 1952. After being transferred to Melbourne during World War II, he played five games for South Melbourne in 1942 before suffering a serious knee injury that sidelined him until 1946.



**BILL DEMPSEY**

**Born:** March 17, 1942  
**Playing career:** 1959-76 (West Perth, Buffaloes)  
**Games:** 483 (WP 343, Buff 140)  
A member of the AFL's Indigenous Team of the Century, Dempsey overcame significant hardship to establish a fabulous playing career over 17 seasons in Western Australia and the Northern Territory. Played 343 games for West Perth, the second-most by any WAFL player, and kicked 89 goals between 1960-76. Was a three-time NT premiership player with the Buffaloes (1959, 1960, 1968) and three-time WAFL premiership player (1969, 1971, 1975). West Perth captain between 1973-76, he won the club's best and fairest award in 1966. Won the Simpson Medal in 1969 and represented WA on 14 occasions.

INDUCTEE



**MIKE FITZPATRICK**

**Born:** January 28, 1953  
**Playing career:** 1970-83 (Subi 1970-74, Carl 1975-83)  
**Games:** 247 (Subi 97, Carl 150)  
**Goals:** 227 (Subi 77, Carl 150)  
Champion ruckman with two clubs who went on to join the AFL Commission and eventually become Commission chairman. Fitzpatrick started his career in the WAFL with Subiaco, playing 97 games between 1970-74 and playing in a premiership team in 1973. Moved to Victoria in 1975 to join Carlton, playing 150 games and kicking 150 goals until 1983. Triple premiership player with the Blues, including two as captain (1981-82). Won three club best and fairest awards (1973, 1974, 1979). Represented WA 11 times and Victoria twice (captain in 1983). Was a Carlton director between 1989-95 and an AFL Commissioner between 2003-17, including a stint as chairman (2008-17).

INDUCTEE



**MATTHEW PAVLICH**

**Born:** December 31, 1953  
**Playing career:** 2000-16  
**Games:** 353  
**Goals:** 700  
Former Fremantle captain who was the club's games record-holder (353) when he retired in 2016. Booted 700 goals and was the Dockers' leading goalkicker eight times (2001, 2005, 2006, 2007, 2008, 2009, 2010, 2012). Skipper between 2007-15, a six-time best and fairest winner (2002, 2005, 2006, 2007, 2008, 2011) and six-time All-Australian (2002, 2003, 2005, 2006, 2007, 2008).

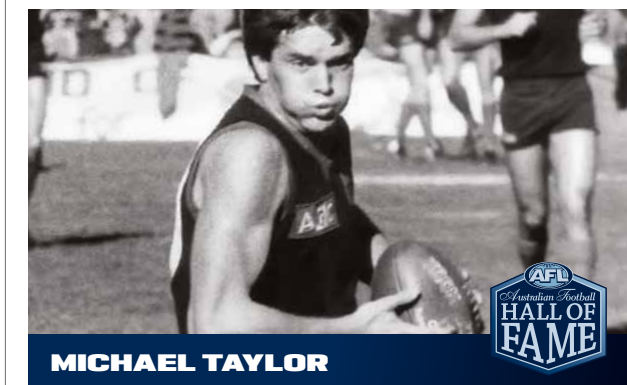
INDUCTEE



**BRENT HARVEY**

**Born:** May 14, 1978  
**Playing career:** 1996-2016  
**Games:** 432  
**Goals:** 518  
Former star North Melbourne rover who holds the record for the most games played in the VFL/AFL (432). Kicked 518 goals for the Kangaroos between 1996-2016 and played in the 1999 premiership team. Runner-up in the Brownlow Medal in 2007, won five best and fairest awards (also second in 2001 and third in 2012) and was captain between 2009-11. Was a four-time All-Australian who won an E.J. Whitten Medal (1999) and Jim Stynes Medal (2003).

INDUCTEE



**MICHAEL TAYLOR**

**Born:** December 30, 1953  
**Playing career:** (Nor 1972-80 and 1985-87, Coll 1981-84)  
**Games:** 381 (Nor 289, Coll 92)  
**Goals:** 154 (Nor 126, Coll 28)  
Six-time Norwood best and fairest and premiership captain who has been recognised as a club Hall of Fame legend. Defender/midfielder who won six best and fairest awards and was in the SA Team of the Year on nine occasions. Skipper between 1978-80, was a premiership player in 1975 and 1978 (captain) and made 13 appearances for SA. Played four seasons with Collingwood (1981-84) before returning to Norwood. Coached the state before coaching West Adelaide between 1996-2000.

INDUCTEE



INDUCTEE

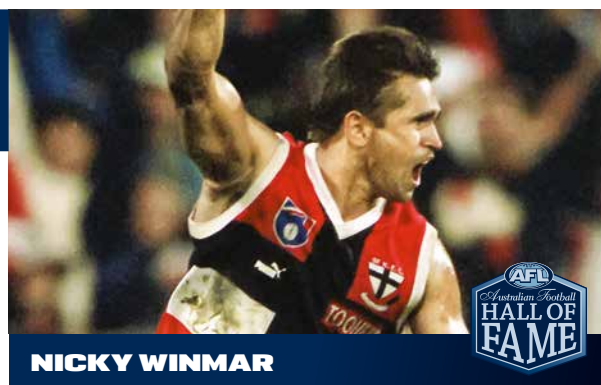


TED TYSON

**Born:** February 2, 1910  
**Died:** February 5, 1996  
**Playing career:** 1930-45  
**Games:** 232  
**Goals:** 1203

Renowned as the goal king of the west, Tyson was a two-time WAFL leading goalkicker (1932, 1938) and topped the ton on six occasions. Was a four-time premiership player with West Perth (1932, 1934, 1935, 1941) and led the club goalkicking 11 times. Played four games for WA and was named in West Perth's Team of the Century.

INDUCTEE



NICKY WINMAR

**Born:** September 25, 1965  
**Playing career:** 1983-99 (S Frem 1983-86, St K 1987-98, WB 1999)  
**Games:** 309 (S Frem 58, St K 230, WB 21)  
**Goals:** 415 (S Frem 98, St K 283, WB 34)  
One of the greatest Indigenous players to play at AFL level, Winmar started his career in WA and went on to become a St Kilda fan favourite. The dashing, high-flying wingman/forward won the Saints' best and fairest award twice (1989, 1995), was a three-time All-Australian and led the club goalkicking in 1988. Made eight appearances for WA, kicking 10 goals. Selected in St Kilda's Team of the Century and Indigenous Team of the Century, he is regarded as a trailblazer for Indigenous rights within the AFL.

## LIFE MEMBERS



### Trent Cotchin

Cotchin played a pivotal role in Richmond's successful era this century, leading the Tigers in seven finals series which included three premierships (both club records). The club's longest-serving skipper with 188 games at the helm before relinquishing the role in 2022, he has played 287 premiership games, 15 official pre-season games and one state game for Victoria since making his senior debut in round eight, 2008. A three-time winner of the Jack Dyer Medal and third in 2016, he tied for the 2012 Brownlow Medal with Sam Mitchell and was rewarded with All-Australian honours in 2012.



### Todd Goldstein

Goldstein has rejected offers to leave North Melbourne and remained a one-club player, going on to play 295 premiership games, 19 official pre-season games and one state game for Victoria. Recruited from the Oakleigh Chargers, the athletic left-footer made his senior debut in round 15, 2008, and has developed into one of the game's premier ruckmen, giving his midfielders superb service. The All-Australian ruckman in 2015 also won the Kangaroos' Syd Barker Medal that season, was runner-up the previous year and third in 2013 and 2019.



### Lisa Hardeman

A driving force behind the establishment of elite women's football, her contribution to the game extends for more than 40 years. Won the VWFL Premier Division best and fairest award, the Helen Lambert Medal, in 1989, represented Victoria (twice as captain) between 1992-97 and played in five premierships with Fairfield Scorpions and Darebin Falcons. She coached the Falcons and Melbourne University to multiple premierships and led the Victorian representative team between 2001-04. Was VWFL president (1989, 1997-2000) and secretary in 1996. Has two awards named after her, the Lisa Hardeman Medal and Hansen-Hardeman Cup.



### Josh Kennedy

The three-time All-Australian, two-time Coleman medallist, 2018 premiership player and eight-time West Coast Eagles leading goalkicker is one of the club's most decorated players. The key forward from Northampton in Western Australia started his AFL career with Carlton before being traded to the Eagles as part of the deal that sent Chris Judd to the Blues and went on to become West Coast's leading all-time goalkicker. Runner-up in the John Worsfold Medal in 2016 and third in 2013 and 2015, he retired at the end of 2022, having played 293 premiership games and 20 official pre-season games.



### Bruce McAvaney

McAvaney's lengthy contribution to Australian Football has included calling some of the most memorable moments in the game's history. Began with Channel 7 in Adelaide in 1978, being the lead SANFL caller between 1981-83 before a stint with Network Ten. As the leading caller for Channel 7 between 1989-2020, he commented on more than 1000 AFL games, including 20 Grand Finals, and was the network's Brownlow Medal host. Apart from AFL, the knowledgeable sportscaster is respected for his work at the Olympic and Commonwealth Games, as well as horse racing and tennis.



### Eddie McGuire

McGuire's crowning glory as Collingwood president was the 2010 AFL premiership, but under his reign, the Magpies achieved record membership, shifted home grounds from Victoria Park to the MCG, took residence at the world-class Olympic Park training facility and moved first into AFLW and Super Netball. The club's community programs were also passionate interests. Has represented the AFL in many capacities as a leader, advocate and within the media, starting with early news reporting roles to host of *The Footy Show* between 1994-2005 as well as numerous hosting roles at industry events.



### Paddy Ryder

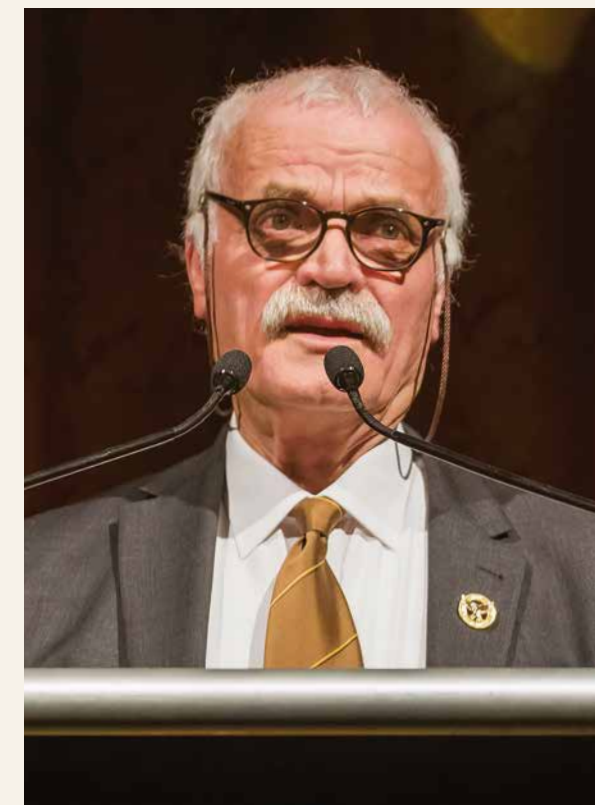
Ryder hung up his boots at the end of 2022 after a distinguished career with three clubs, having played 281 premiership games, 26 official pre-season games and one International Rules test. Recognised as one of the game's best Indigenous players, the versatile big man started his AFL career with Essendon, playing 170 games for the Bombers between 2006-14. After being traded to Port Adelaide, he played 73 games for the Power between 2015-19, winning the John Cahill Medal and earning All-Australian honours in 2017. Finished his career at St Kilda, playing 38 games between 2020-22.



### Steele Sidebottom

The skilful, durable midfielder/winger has been one of Collingwood's most consistent performers for a long time. Recruited from the Murray Bushrangers in the 2008 NAB AFL Draft, he starred in the Magpies' premiership win against St Kilda in 2010. Runner-up in the Brownlow Medal in 2018, he is a dual Copeland Trophy winner. Finished second in the best and fairest award in 2014 and third in 2013 and 2016. The Gary Ayres medallist and All-Australian in 2018, he has played 289 premiership games, 25 official pre-season games and one state game for Victoria.

## JACK TITUS AWARD



### Peter Haby

The 2022 winner of the Jack Titus Award has made an enormous contribution towards retaining and celebrating the rich history of the Hawthorn Football Club.

Haby began his research into the Hawks' history in 1978 and assisted author Harry Gordon with the publication of the book, *The Hard Way*.

In 1992, he became a foundation member of the club's historical committee, Hawks Forever, and two years later the Hawk Museum opened in the Dr Ferguson Stand at Glenferrie Oval.

A recipient of the Australian Sports Medal in 2000 for services to Australian Football, he retired from school work to become a full-time volunteer at Hawthorn and was a member of the Operation Payback Steering Committee.

The Hawks life member started the Past Player database, gathering the details and addresses of more than 500 players.

After being appointed Hawthorn's historian and museum curator in 2007, he developed the new club displays including the honour boards at Waverley Park from previous locations at Glenferrie Oval.

He has published four books on the club's history and was made a life member of the Australian Football Heritage Group in 2014.

In the past two years, Haby has been busy organising and reviewing the John Kennedy snr and Graham Arthur collections that have been donated to Hawthorn.



RETIREES



Joel Selwood capped off a magnificent career by collecting his fourth premiership medal and first as captain in the Geelong Cats’ awesome Grand Final triumph.

Selwood, the game’s longest-serving skipper, joined an impressive list of players to finish their careers at the end of the 2022 Toyota AFL Premiership Season.

With a total of 355 games since being picked up by the Cats at No. 7 in the 2006 NAB AFL Draft, he is the club’s games record-holder.

Another club games record-holder, Fremantle’s David Mundy, also hung up the boots.

The smooth-moving, resilient Dockers midfielder, the No. 19 selection in the 2003 NAB AFL Draft, was an All-Australian in 2015 and captained the club the following season.

Mundy won Fremantle’s best and fairest award in 2010 and played in its Grand Final team in 2013.

In 2022, Shane Edwards became the first Indigenous player to reach 300 games for Richmond and the eighth Indigenous player in VFL/AFL history to attain the milestone, joining Shaun Burgoyne, Adam Goodes, Eddie Betts, Andrew McLeod, Lance Franklin, Michael O’Loughlin and Gavin Wanganene.

Edwards developed into one of Richmond’s best midfielders after being recruited from South Australia as pick 26 in the 2006 NAB AFL Draft, playing a pivotal role in the Tigers’ three premierships this century.

An All-Australian in 2018 and second in Richmond’s best and fairest award in 2019, Edwards thrived on the big stage and his ball use was elite.

Another 15 who played more than 200 games graced an AFL ground for the final time - Josh Kennedy (Carlton/West Coast Eagles), Josh Kennedy (Hawthorn/Sydney Swans), Paddy Ryder, Robbie Gray, Jack Redden, Shaun Higgins, Ben McEvoy, Mitch Robinson, Dan Hannebery, Luke Dahlhaus, Matt de Boer, Steven Motlop, Jarryn Geary, Stefan Martin and Jordan Roughead.

Player	Club/s	Games
David Mundy	Fremantle	376
Joel Selwood	Geelong Cats	355
Shane Edwards	Richmond	303
Josh J. Kennedy	Carlton/West Coast Eagles	293
Josh P. Kennedy	Hawthorn/Sydney Swans	290
Paddy Ryder	Essendon/Port Adelaide/St Kilda	281
Robbie Gray	Port Adelaide	271
Jack Redden	Brisbane Lions/West Coast Eagles	263
Shaun Higgins	Western Bulldogs/North Melbourne/Geelong Cats	260
Ben McEvoy	St Kilda/Hawthorn	252
Mitch Robinson	Carlton/Brisbane Lions	247
Dan Hannebery	Sydney Swans/St Kilda	226
Luke Dahlhaus	Western Bulldogs/Geelong Cats	225
Matt de Boer	Fremantle/GWS Giants	223
Steven Motlop	Geelong Cats/Port Adelaide	217
Jarryn Geary	St Kilda	207
Stefan Martin	Melbourne/Brisbane Lions/Western Bulldogs	203
Jordan Roughead	Western Bulldogs/Collingwood	201
Michael Hurley	Essendon	194
Luke Brown	Adelaide Crows	189
Devon Smith	GWS Giants/Essendon	182

△ Geelong Cats champion Joel Selwood enjoyed a fairytale end to his illustrious career.



△ Fremantle star David Mundy bowed out as the Dockers’ games record-holder.



# OBITUARIES

## Ron Leaver

A premiership player during Port Adelaide’s incredible run in the 1950s, Leaver died on January 14, 2022, aged 91. A member of the club’s Hall of Fame as part of the group which won an Australian-record six consecutive premierships, he was a reserve in the victorious 1951 team. Played 34 games and kicked 33 goals between 1951-54.

## Scot Palmer

One of Australia’s most loved and respected football journalists, Palmer died on January 15, 2022, aged 84. Known by generations of newspaper readers and was a trailblazer as a multi-media performer, using his popular Punchlines column in the *Sunday Press*, *Sunday Sun* and *Sunday Herald Sun* to build a profile on television with Channel 7 and on breakfast radio with 3UZ (now RSN). Born and bred in Richmond, he started his career at *The Sun News-Pictorial* in 1954 and served the Herald & Weekly Times tirelessly, also writing and editing for the *Sunday Press*, *Sunday Sun* and *Sunday Herald Sun* before retiring in 2008. A wonderful storyteller with a unique, charismatic personality, he was a mentor to many of the best sports journalists in this country. Covered Olympic and Commonwealth Games, but the AFL remained his passion.

## Graham Campbell

A tough, durable rover/half-forward for Fitzroy who went on to become a successful coach, Campbell died after a long battle with illness on January 30, 2022, aged 85. Recruited from Northcote Stars, he made his debut with Fitzroy in 1956, playing 151 games and kicking 154 goals for the Lions until 1964. Represented Victoria twice and played three finals for Fitzroy, winning the club’s best and fairest in 1957 and finishing third in 1963. Had two stints as Fitzroy coach, but enjoyed more success in Western Australia and South Australia. Coached West Perth to a WAFL premiership in 1975 and coached SANFL club Glenelg, helping set up two flags for the club in 1985-86. After finishing up as a coach, Campbell became a prominent TV commentator covering the SANFL.

## Fred Cook

One of the Victorian Football Association’s greatest goalkickers and most charismatic players, Cook died on February 1, 2022, aged 74. Recruited from Footscray Tech Old Boys, he was a superb high mark who played 33 games for Footscray between 1967-69. After a clash with officials, he left the Bulldogs to join VFA club Yarraville, winning the Liston Trophy in 1970. Not wanting to play Division 2 football, he crossed to Port Melbourne and became a match-winning full-forward, helping power the Borough to six premierships in the 1970s and ’80s. Kicked at least 100 goals on seven occasions with Port, playing 253 games and booting 1236 goals for the club.

## Laurie Mithen

An outstanding centreman who played in five premiership teams during Melbourne’s golden era in the 1950s and ’60s, Mithen died on February 2, 2022, aged 87. Recruited from Ormond, he made his debut in the opening round of 1954. Renowned as skilful, tough and strong, Mithen played 153 games and kicked 108 goals for the Demons, including flags in 1955, 1956, 1957, 1959 and 1960. A two-time best and fairest winner, he served as vice-captain and topped the club’s goalkicking in 1962, his final season in the VFL. Represented Victoria in three games in the 1958 interstate carnival. Later became a player/coach for VFA club Port Melbourne before heading to WA to play for Claremont. Named on the interchange in Melbourne’s Team of the Century in 2000, he was inducted into the Demons’ Hall of Fame in 2003 and recognised as a ‘150 Hero’ in 2008.

## Noel Allanson

Allanson, who made a profound contribution to Essendon as a player and administrator for many years, died on February 7, 2022, aged 96. Making his debut in 1947 after being recruited from North Essendon Methodists, he played on a half-back flank in the Bombers’ Grand Final team that season. Three years later the solid defender enjoyed the ultimate success as a reserve in the victorious 1950 premiership team. After playing 57 games for Essendon until 1951, he made his mark as a cricketer, representing Victoria in a first-class match against Tasmania in 1957. The World War II veteran returned to Windy Hill in 1976 as the club’s vice-president before holding the position of treasurer between 1978-91 and was inducted into the Bombers’ Hall of Fame in 2015.

## Ken Turner

A star in Collingwood’s memorable win in the 1958 Grand Final, Turner died on February 11, 2022, aged 86. A Magpies supporter from birth with two of his uncles, Stan and Percy Yates, having played for the club, he was recruited from Collingwood Tech. Took a while to establish himself as a senior player and finally made his debut in round five, 1956. Solidly built with good pace and a raking left-foot kick, he was a superb mark for his size and one of the better wet-weather ball-handlers. Had an outstanding season on a wing in 1958, capped off by his performance on Grand Final day that had him vying for best-on-ground honours. Voted Collingwood’s best player in the 1958 finals and finished second in the Copeland Trophy. In his final season in 1965, he was third in the best and fairest, finishing with 170 games and 56 goals. Represented Victoria on seven occasions. His son Jamie played 160 games for Collingwood and was a member of the drought-breaking 1990 premiership team.

## Graham Duff

A former North Melbourne chairman who played a significant role in the club’s decision to remain in Melbourne, Duff died on February 13, 2022, aged 80. Became Kangaroos chairman in 2005 and remained at the helm until the end of 2007. In 2007, his board implemented a major change to the North Melbourne constitution, which enabled members to vote in a club election for the first time in 20 years. Awarded an AM for outstanding contribution to sport in 2003 and held several key posts in Victorian sport, including Racing Victoria chairman from 2001-07 and foundation chairman of the Victorian Institute of Sport.

## John Bonney

An inductee in the Tasmanian Football Hall of Fame and a member of St Kilda’s 1971 Grand Final team, Bonney died on February 20, 2022, aged 75. Won three consecutive best and fairest awards at Cooe before crossing Bass Strait to join St Kilda, making his VFL debut in the opening round of 1967. Tough, fast and a classy user of the ball, Bonney played mainly as a centreman in Tasmania, but was used on a wing and half-forward with the Saints. He had an interrupted career at St Kilda because of injury and being forced to return home to Tasmania to help with the family’s trucking business, playing 87 games and kicking 79 goals between 1967-76. Represented Tasmania eight times, including the 1966 interstate carnival, and Victoria once. Coached two NWFU clubs to premierships - as captain-coach of Burnie in 1974 and captain-coach of Cooe in 1978 when the club also took out the state premiership.

## Stewart Lord

A strong, reliable defender who played in Geelong’s 1963 premiership team, Lord died on March 4, 2022, aged 81. Recruited from Cobden, Lord arrived at Geelong in 1960 - a year after twin brother Alistair, who went on to win the Brownlow Medal in 1962. Stewart made his debut in the opening round of 1960, eventually forming part of an excellent half-back line alongside Peter Walker and John Devine. Played 74 games, kicked 13 goals and finished third in the Cats’ best and fairest in successive seasons (1963-64) before he left the club at the end of 1964 to return to the Hampden League, joining Camperdown as captain-coach and leading the Magpies to two premierships. Returned to the Cats in 1979 as a board member and served for 20 years, including 12 as vice-president. A life member at Geelong, he served on the match committee under coaches Billy Goggin and Tom Hafey.

## Ian Hannaford

A triple premiership player for Port Adelaide, Hannaford died on March 9, 2022, aged 82. Played in a premiership team in his first season with the club in 1958 and was a member of the 1962-63 flag-winning sides. The key forward and ruckman played 123 games and kicked 108 goals for Port until he retired prematurely in 1964 to focus on his career as an architect. A strong mark, long kick and athletic for a big man, he represented South Australia in 17 games. Designed the historic Victor Richardson Gates at Adelaide Oval, which remain at the redeveloped ground.

## Gerald O’Brien

A winger in South Adelaide’s 1964 premiership team, O’Brien died on March 16, 2022, aged 81. Played 103 games for the Panthers between 1960-68.

## Ken Deards

A tough back pocket in East Perth’s 1972 premiership team, Deards died on March 18, 2022, aged 71. Joined the Royals as a midfielder before being switched to defence. Played 81 games and kicked three goals between 1968-73 before finishing his career with a short stint with SANFL clubs West Adelaide and Woodville.

## Murray Leeder

A dependable full-back who could kick well with either foot, Leeder died on April 23, 2022, aged 81. Played 103 games for West Perth between 1960-70. Later became a highly-regarded racing writer in the Northern Territory.

## Jack McDonald

St Kilda’s leading goalkicker in three seasons, McDonald died on May 7, 2022, aged 92. Recruited from Camden, the left-footer was a long kick and possessed great pace. Despite playing as a rover for his school Scotch College, he was used as a key forward for most of his 113 games with the Saints between 1948-56. Booted 133 goals and was the club’s leading goalkicker in 1949, 1952 and 1955. Went on to captain-coach Wangaratta to a premiership in his first season (1957) and later played for VFA club Yarraville.

## Alan Mackenzie

A key figure in the game’s history for his contribution to the growth and success of Australian Football in Queensland, Mackenzie died on May 13, 2022, aged 76. A life member of the QAFL and a former winner of the Jack Titus Award, he gave many thousands of hours of service at the elite and community levels. Growing up in Brisbane’s western suburbs, he was a foundation junior player with Sherwood before playing 110 QAFL games with Western Districts (1964-70). He represented Queensland at 19 and captained Wests at 23 before being forced to retire because of injury the next year. Became Southport president in 1973 and under his direction the former Southport Magpies stepped up as the Southport Sharks into the AFL Queensland State League in 1983. Served the Brisbane Bears/Lions for several years as club doctor, selector and match committee chairman and was a central figure in the Gold Coast Suns’ entry into the AFL. Was awarded the Australian Sports Medal in 2000, inducted into the QAFL Hall of Fame in 2008 and elevated to Legend status in 2011.

## Laurence McNamara

A fine ruckman who could also perform well in defence, McNamara died on May 13, 2022, aged 89. Made his league debut with West Perth in 1952 and was one of the club’s best players in that season’s Grand Final loss against South Fremantle. In an 11-season stretch with the Cardinals between 1952-62, he played 188 games, kicked 49 goals and was a member of the club’s premiership team in 1960. Represented WA five times, including at the 1953 Adelaide interstate carnival.

## Ken Mulhall

A rugged centre half-forward and ruckman with great endurance, Mulhall died on May 15, 2022, aged 94. Recruited from East Malvern, he played in attack early in his career with St Kilda and went on to spend more time in the ruck. Made his senior debut with the Saints in 1946, playing 134 games and kicking 81 goals until 1957. Vice-captain in his final season and twice filled in as skipper. Later became captain-coach of Federal League club Bentleigh.



## Ron Reed

A *Herald Sun* sportswriter and former sports editor of *The Herald*, Reed died on June 3, 2022, aged 74. He started his career at the *Warrnambool Standard* and worked for 45 of his 52 years in newspapers at the Herald and Weekly Times. Wrote on many sports, but AFL and cricket were his favourites. He covered international and domestic cricket, nine Olympic Games, Commonwealth Games, the Tour de France, Wimbledon, the America's Cup and horse racing. Was named Sports Writer of the Year in 1998 and awarded a lifetime achievement award by the Australian Sports Commission in 2014.

## Marx Kretschmer

A six-time premiership player with Port Adelaide, Kretschmer died on June 16, 2022, aged 91. Won a premiership in his debut season and was a key contributor in the club's golden era, playing in another five consecutive premierships between 1954-58. The strong-marking defender and ruck-rover played 143 games and kicked 28 goals between 1951-60. Made four appearances for South Australia.

## Trevor Reu

A member of West Adelaide's 1961 premiership team who represented South Australia that year, Reu died on June 17, 2022, aged 82. Reliable and a prolific kick winner at half-back, he made his debut for Westies in 1959. Played 90 games and kicked 23 goals between 1959-63 before moving to Whyalla.

## Neil Chandler

A triple premiership player with Carlton, Chandler died on June 24, 2022, aged 73. Recruited from Welshpool, the ruck-rover/forward made his debut in round 14, 1968, and was a reserve in the Blues' drought-breaking premiership team later that year. He was also on the bench in Carlton's 1970 triumph and started at half-forward in the record-breaking 1972 Grand Final win, which was his 50th game for the Blues. His career finished with six appearances for St Kilda in 1974, giving him a total of 82 games.

## Neil Kerley

The South Australian legend died in a car accident on June 29, 2022, aged 88. The life member of the SANFL and the AFL was the pre-eminent figure in the game in SA of the post-World War II era, coaching at five of the 10 SANFL clubs, winning memorable premierships in three different sets of colours and driving the passion for state football across more than three decades. As a player, 'Knuckles' amassed 276 games with three clubs - West Adelaide, South Adelaide and Glenelg - and gained a formidable reputation for being skilful, tough and passionate. Represented SA on 32 occasions and his four premiership successes as a coach - two at West Adelaide and one at South Adelaide and Glenelg - are among the most famous SANFL Grand Final victories. One of the key people involved in the formation of the Adelaide Crows and was the club's first football manager. Served as a member of the AFL's All-Australian selection panel from 1997-2005, being inducted into the Australian Football Hall of Fame in 1997 for his contribution to the game.

## John Robinson

The long-serving player, coach and official died on July 2, 2022, aged 87. The wiry defender was a member of Port Adelaide's 1954-55 premiership teams, playing in flags in each of the four grades in six years at Alberton. After playing 42 senior games between 1954-56, Robinson headed to the Bay, where he played another 46 with Glenelg between 1957-59. Over a 65-year association with the Tigers, Robinson was junior colts coach (1960), senior colts coach (1961-62), selector (1967-70 and 1992-94), chairman of selectors (1978-80), committeeman for two decades from 1975-95, chairman for nine seasons from 1987-95, recruiter for many years and a member of the Hall of Fame selection committee from its inception in 2001 until 2022. Was awarded SANFL life membership in 2007.

## Ray Gunston

The former AFL executive and father of triple Hawthorn premiership forward Jack died on July 5, 2022, aged 64. At the AFL, Gunston worked as chief financial officer and general manager of infrastructure, major projects and investment after serving as Essendon's interim chief executive officer. Chaired the AFL investment committee, oversaw all non-operational investments and negotiations and oversaw the capital management and structuring of the League's balance sheet. Before working in football, his many senior roles included chief financial officer of the Tatts Group, executive roles with Westpac, Price Waterhouse, Aluminium Smelters of Victoria, Southern Cross Austereo and the Victorian Government. Was a non-executive director and chairman of Sigma Pharmaceuticals, Hotel Property Investments and Melbourne Stadiums Limited. Was also a non-executive director of AFL Victoria and the Melbourne Renegades. Was an outstanding player with EDFL club Strathmore for most of his career and with Brunswick in the VFA for three years (1979-81). Began as a junior with Strathmore in 1967, was a member of the 1984 premiership team and honoured with life membership in 1989.

## Barry White

A brilliant rover in a golden era for South Fremantle, White died on July 6, 2022, aged 88. Highly skilled and an exceptional kick on either foot, he was a premiership player in his first three seasons with the Bulldogs (1952, 1953, 1954). Twice runner-up in the club's best and fairest (1955-56) and third in 1958, he played 160 games and kicked 281 goals for South Fremantle between 1952-58 and 1960-61. Inducted into the WA Football Hall of Fame in 2012, he represented the state in 16 games and booted 38 goals.

## Paul Dear

The 1991 Norm Smith medallist died on July 8, 2022, after a long battle with pancreatic cancer, aged 55. Recruited from Churchill, Dear made his senior debut in round 13, 1987, and played in Hawthorn's Grand Final team that season. But his greatest moment came four years later when he played a key role in the Hawks' Grand Final triumph over West Coast. The left-footer went on to play 123 games and kick 80 goals before retiring in 1996. Represented Victoria once in 1990.

## Noel McMahan

Melbourne's dual premiership captain died on July 10, 2022, aged 95. Renowned as one of the toughest defenders in his era, he displayed plenty of dash and good judgment. McMahan, who was recruited from Mordialloc, made his debut in 1946 and was a member of the 1948 premiership team. In 11 seasons with Melbourne, he played 175 games and kicked 28 goals. Won the best and fairest award in 1951, was runner-up in 1954 and represented Victoria in four games in 1952 and 1954. Captained the Demons to premierships in his last two years before becoming captain-coach of Rochester in the Bendigo Football League, winning premierships in 1958 and 1959 and being runner-up in 1960 and 1961. Coached South Melbourne for three seasons (1962-64). A life member of Melbourne, he was selected on a half-back flank in the Demons' Team of the Century in 2000 and inducted into the club's Hall of Fame in 2001. Continued his involvement with Melbourne in various roles, including board member, chairman of selectors, director of football, vice president/director of business and chairman of coterie.

## Kevin McMahon

A speedy, reliable winger who represented Victoria in 1955, McMahon died on July 14, 2022, aged 92. Recruited from North United, he played 119 games for North Melbourne between 1949-59. Kicked the ball well and occasionally was used as a rover, but generally did his best work on a wing. Won the Kangaroos' most improved player trophy in 1951, finished second in the best and fairest award twice (1951, 1954) and third twice (1955, 1959).

## Terry Fulton

The dual Geelong premiership winger, renowned for his tenacity, exceptional ball use by hand and foot and speed, died on July 15, 2022, aged 92. Recruited from East Geelong, he played 51 games and kicked three goals between 1949-54, playing a key role in the Cats' successive flags in 1951-52. In 1955, Fulton became captain-and-coach of Geelong West, winning consecutive premierships in 1956, 1957, 1958 and 1959. Was a member and eventual president of Geelong's Past Players and Officials Association and made a life member of the club in 2001.

## Tony Ongarello

The last VFL/AFL player to score a place kick goal, Ongarello died on July 18, 2022, aged 89. Recruited from Thornbury YCW, the high-flying forward survived a tough initiation to League football in round one, 1952, when he lined up against Richmond's Don 'Mopsy' Fraser. In that season, he finished with 50 goals to be Fitzroy's leading goalkicker, including a seven-goal haul against Melbourne at North Hobart. Led the club's goalkicking in 1956 and again in 1958 when Fitzroy made the finals and finished fourth in the League's goalkicking. Played his final game in the 1960 preliminary final loss to Collingwood, finishing with 131 games and 247 goals. Later served Fitzroy as a committeeman and was a TV commentator on the ABC.

## Con Britt

A fierce competitor who played eight seasons with Collingwood, Britt died on July 23, 2022, aged 74. Recruited from Golden Point, he made his debut in round 16, 1966, against North Melbourne at Victoria Park, going on to play 110 games and kick 72 goals. Played mainly as a half-forward, but could be used in the centre or as a ruck-rover. Was in the Magpies' Grand Final team in 1970 and won the club's most determined player award in 1972.

## Billy Picken

One of Collingwood's most loved players and characters who was renowned for his finals performances, Picken died on July 23, 2022, aged 66. The high-flying dashing defender with a fierce competitive spirit played 212 games and 11 seasons for the Magpies, from 1974-83 and 1986, after being recruited from Heywood. Played in five Grand Finals for Collingwood and was named in the Magpies' best in four of them. Finished third in the Brownlow Medal in 1977, won All-Australian honours in 1983 and represented Victoria seven times. A two-time winner of the Copeland Trophy (1978 equal, 1983), he finished second three times and third once. He also played 28 games in two seasons with Sydney in 1984-85, taking his games tally to 240 with 46 goals. Was inducted as a member of Collingwood's Hall of Fame in 2006 and named on a half-back flank in the club's Team of the Century in 1997. His son Liam was a member of the drought-breaking Western Bulldogs premiership team in 2016 and another son Marcus played for Brisbane.

## Herb Henderson

One of the VFL's premier defenders in the 1950s, Henderson died on July 31, 2022, aged 91. Made his debut for Footscray in 1950 after arriving from Mildura Imperials and quickly established himself as a top full-back who possessed speed and great judgment, boasting a strong record against full-forwards including Essendon legend John Coleman. The right-footer was an important component in the Bulldogs' 1954 premiership side and was named at full-back in the club's Team of the Century in 2002. In a career which spanned nine seasons and 130 games between 1950-58, Henderson was runner-up in the best and fairest in 1955 and represented Victoria on five occasions.

## Ray Horsburgh

Essendon's president from late 2005 until 2009, Horsburgh died on August 6, 2022, aged 79. Joined the Bombers' board in 2003 before serving as president. Had been AFL Victoria chair since 2015 and received an Order of Australia in 2006 for his work with disadvantaged youth and service to the steel industry.



## Noel Clarke

One of the greatest forwards Tasmania has produced, Clarke died on August 7, 2022, aged 91. A spectacular high mark and accurate left-foot kick, he played in two premierships for North Launceston before being lured across Bass Strait to join Melbourne. Played 77 games and kicked 155 goals for the Demons between 1951-55. Was Melbourne's leading goalkicker in 1952 and 1954 and was a member of the 1955 premiership team. Returned to Tasmania the following year and represented the state in the 1956 interstate carnival. Had two stints at North Hobart interspersed by two seasons as captain-coach of New Norfolk. Played in three premierships for North Hobart, was the league's leading goalkicker twice and represented Tasmania on seven occasions. Inducted into Tasmania's Hall of Fame in 2006, he was named in the greatest teams of North Launceston, North Hobart and New Norfolk.

## Jim Main

A prolific author and writer for many years, Main died on August 8, 2022, aged 79. Worked at the *Melbourne Herald*, was Melbourne sports editor of *The Australian* for more than 10 years and later wrote for *Inside Football* and the *AFL Record*. A passionate supporter and life member of the Swans with a love of the game's history, he was inducted into the MCG Media Hall of Fame in 2003, a life member of the Australian Football Media Association and was an Australian Football Hall of Fame selector for nine years.

## Mario Bortolotto

A dual-premiership player in the great Carlton teams of 1981-82, Bortolotto died on September 9, 2022, aged 65. Hailing from Koondrook in Victoria's north-west, he started his career with Geelong, playing 14 games with the Cats in 1979-80 before switching to the Blues. Played 30 games with Carlton between 1981-83 as a key defender, playing an important role on Richmond's David Cloke in the 1982 Grand Final.

## Tony Parentich

A South Fremantle legend, Parentich died on September 15, 2022, aged 90. The determined, courageous and skilful centremen played 162 games and kicked 27 goals for the Bulldogs between 1952-59 and 1961. One of the best afield in the come-from-behind Grand Final victory in 1952, he played in two more premierships in 1953-54 and won the Simpson Medal in 1956 when the Bulldogs lost the Grand Final. Won the club best and fairest in 1957, was runner-up twice and made six appearances for WA.

## Allen Aylett

A champion North Melbourne rover who became such an influential administrator at club and league level, Aylett died on September 16, 2022, aged 88. An Australian Football Hall of Fame inductee in 1996, he played 220 games and kicked 311 goals for the Kangaroos between 1952-64. Won the club's best and fairest award in three consecutive seasons (1958-60) and was captain between 1961-64. Selected in the forward pocket in North Melbourne's Team of the Century, he was named All-Australian in 1958 and 1961 and shared the Tassie Medal with Victorian teammate Ted Whitten in the 1958 interstate carnival. Led the administration that delivered the Kangaroos their first VFL premiership in 1975 before going on to become one of the key figures in the successful growth of Australian Football. During his stint as VFL president between 1977-84, he was a visionary who took important steps in the development of a national competition. Rewarded with an OBE in 1979 and inducted into the Sport Australia Hall of Fame as an administrator in 2006. Played Sheffield Shield cricket for Victoria as a batsman.

## Ray Jones

A defender who started his career in Victoria and went on to play in a WAFL premiership team with South Fremantle, Jones died on September 22, 2022, aged 97. Recruited from Bentleigh, he began his senior career with Collingwood, playing 22 games with the Magpies between 1946-48. Crossed to Melbourne in 1949 and managed one game before moving to WA. Played 24 games for South Fremantle in 1951 and 1953, including the 1953 flag.

## Keith Carroll

A dual-premiership half-back during Melbourne's golden era, Carroll died on September 23, 2022, aged 91. Recruited from Romsey, he made his senior debut in 1952 and played 58 games before injury forced his retirement in 1958. The defender was a member of the 1956 and '57 premiership teams and played in the side that lost the 1958 Grand Final.

## John Brady

One of the finest key-position players in his era, Brady died on October 4, 2022, aged 90. A superb high mark, he played 118 games and kicked 44 goals for North Melbourne between 1952-59 after being recruited from Benalla. The centre half-forward, who occasionally played at centre half-back, won the club best and fairest award in 1954 and captained the Kangaroos between 1957-59. Played six games for Victoria and booted 12 goals.

## Dean Stringer

A versatile performer who was a model of commitment and consistency over 11 seasons for North Adelaide, Stringer died on October 4, 2022, aged 94. Played a key role in two Roosters premierships - booting four goals as a key forward in 1949 and starring as a ruck-rover in 1952. Played 167 games and kicked 79 goals between 1948-58, winning the club best and fairest award in 1953. Roosters vice-captain who represented South Australia in 1954 and evolved into a solid, dependable full-back. Awarded an OAM in 1993 for services to the National Rose Society of Australia.

## Geoff Feehan

A rugged ruckman/defender, Feehan died on October 31, 2022, aged 87. As a youngster he played for CBC St Kilda and Elwood before moving to Wodonga, where he won the best and fairest award in 1955 and was chosen in the Ovens and Murray representative side before joining St Kilda. Won the Saints' best first-year player award in 1957, eventually playing 44 games and kicking three goals in three seasons. Moved to SANFL club Norwood in 1960, playing 56 games, including two Grand Finals until the end of 1963. Later coached at Warracknabeal and played for Sandy Bay in Tasmania.

## Doug Blackburn

Renowned as a strong and determined ruck-rover who never took a backward step, Blackburn died on November 2, 2022, aged 82. After being lured from a farm in Dutton Bay on lower Eyre Peninsula, he played 116 games and kicked 12 goals for Glenelg between 1959-67. His only finals appearance came in a hard-fought loss to Sturt in 1964 and his playing career at the Bay ended with a premiership in the reserves in 1967.

## Heather Anderson

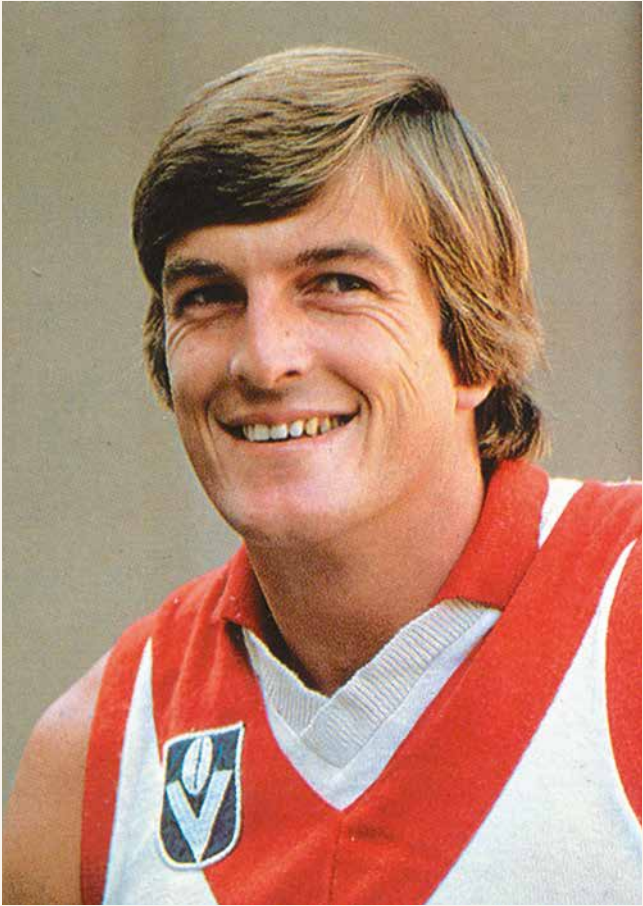
A premiership player with the Adelaide Crows in the first AFLW season, Anderson died on November 14, 2022, aged 28. The first Northern Territory-based AFLW player drafted to Adelaide as a top-10 pick in 2016, the quietly-spoken defender reluctantly retired from professional football after a second serious shoulder dislocation during the Crows' 2017 Grand Final win over Brisbane. Well known for her distinctive pink headgear, which she wore to allow her vision-impaired mother to identify her on the field, she served as a medic in the Australian Defence Force.

## Neil Maynard

Recognised as the greatest full-back in North Launceston's long history, Maynard died on November 28, 2022, aged 71. A brave, tough and fair defender with agility and skill, he could also be used to great effect as a forward. Played 323 games for North Launceston between 1970-86, including six premierships (1975, 1978, 1979, 1980, 1981 and 1983). Won club best and fairest award in 1978, a dual state representative (1976-77) and played 18 games for the NTFA.

## Norm Brown

A strong, big-hearted ruckman who gave his small men great protection, Brown died on December 1, 2022, aged 79. Recruited from North Heidelberg, he won Fitzroy's best and fairest award for three consecutive seasons (1965-67), was third in 1968 and represented Victoria on eight occasions. Played 181 games and kicked 77 goals for Fitzroy between 1962-73 and was named in a forward pocket in Fitzroy's Team of the Century. Later became a successful coach with VFA club Port Melbourne, playing 57 games and coaching the Borough to premierships in 1974, 1976 and 1977.



## Barry Round

An important person in the Sydney Swans' history for his role in galvanising the player group in the early days of the club's move from Victoria, Round died on December 24, 2022, aged 72. Renowned for his humility and sense of humour, the lion-hearted ruckman was a strong mark and a reliable, albeit unorthodox, kick for goal. Inducted into the Australian Football Hall of Fame in 2001, he shared the 1981 Brownlow Medal with his old mate Bernie Quinlan. Recruited from Warragul, he started his senior career with Footscray, playing 135 games between 1969-75 before switching to South Melbourne in 1976. Played 193 games with the Swans, was captain between 1980-84 and a dual best and fairest winner (1979, 1981). After his VFL/AFL career finished, he played 110 games in six seasons with Williamstown, playing in two VFA premiership teams (one as captain-coach in 1990 when he was best on ground) and winning the Liston Trophy in 1987. The ruckman in the South Melbourne/Sydney and Williamstown Teams of the Century, he represented the VFL and VFA in state games.



# FINANCIAL REPORT

**TRAVIS AULD**  
CHIEF FINANCIAL OFFICER



The AFL reported an underlying operating profit of \$20.7 million in 2022, compared with an underlying operating loss of \$46.1 million in 2021, an increase of \$66.8 million. This result includes the AFL's controlled state subsidiaries and Marvel Stadium.

The AFL's operating revenue increased by \$131.8 million due to a combination of improved commercial returns from Marvel Stadium, sponsorship and broadcasting. This revenue was used to fund the following investments:

- ▶ \$337.5 million to AFL clubs;
- ▶ \$60.8 million to Game Development;
- ▶ \$45.3 million in running the AFLW competition, including Season Six, which ran from January 2022 to April 2022 and part of Season Seven, which ran from August 2022 to November 2022;
- ▶ \$27.1 million to the AFLPA;
- ▶ \$17.4 million to infrastructure comprising of elite and community facilities and contributions for stadia redevelopments; and
- ▶ \$0.7 million to corporate and social responsibility initiatives.

The AFL's statutory profit of \$113.3 million includes Government grant revenue for the redevelopment of Marvel Stadium of \$88.0 million and profit from non-controlling interests of \$4.6 million.

The AFL's cash balance at the end of the financial year was \$178.2 million; the balance included a \$60.2 million payment to the AFLPA for a share of revenues captured over the 2017 to 2021 seasons, which was paid in November 2022.

Jamarra Ugle-Hagan celebrates his match-sealing goal for the Western Bulldogs against Melbourne in round 19.





### AFL clubs’ financial results

The AFL operates a Club Funding Model, which provides a base distribution and, subject to meeting certain qualifying criteria, a variable distribution.

Variable distributions are designed to provide support to clubs that require additional financial support to fund and maintain their football program (playing and non-playing resources) to a competitive level.

Variable funding distributions are determined based on an estimation of revenue-generating disadvantages that may be caused by, among other things, different supporter base sizes, differing commercial arrangements with stadiums, the financial impact of the fixture and access to income from non-football related businesses.

< Hawthorn captain Ben McEvoy runs on to University of Tasmania Stadium with his children for his farewell game in round 23.

### Distributions to AFL clubs

The AFL makes a number of distributions to AFL clubs. These distributions totalled \$337.5 million, an increase of \$36.5 million compared with 2021, and included the following:

- ▶ A base distribution to all clubs which totalled \$181.0 million;
- ▶ Variable distributions which totalled \$85.7 million;
- ▶ AFLW distributions which totalled \$25.7 million; and
- ▶ Other commercial distributions which totalled \$45.1 million.

#### 2022 CLUB DISTRIBUTIONS

Club	Total (\$'000)
Adelaide	15,397
Brisbane Lions	22,590
Carlton	17,918
Collingwood	15,594
Essendon	15,503
Fremantle	15,387
Geelong Cats	16,876
Gold Coast Suns	28,276
GWS Giants	27,486
Hawthorn	13,563
Melbourne	20,186
North Melbourne	21,023
Port Adelaide	17,840
Richmond	14,552
St Kilda	24,479
Sydney	18,088
West Coast	12,733
Western Bulldogs	20,032
Total	337,523

Included in the above are the following other distributions to the clubs throughout the 2022 season, including, but not limited to travel subsidies, prizemoney, AFL membership-related distributions, AFL commercial partner payments, AFL-facilitated stadium payments and licensing distributions.

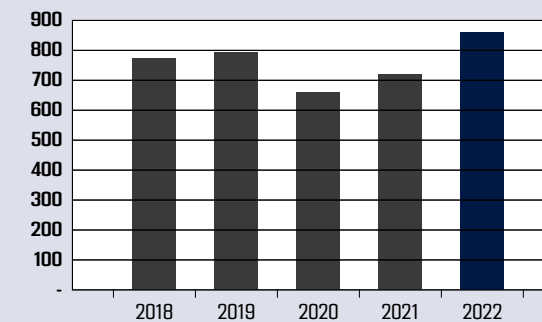


## THE AFL GROUP 2012-2022

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
<b>Profit &amp; Loss (\$ mill)</b>										
Revenue	502.699	528.230	558.674	569.856	752.622	778.596	793.939	674.816	738.137	944.370
Operating Expenses	181.978	203.853	214.311	225.985	261.064	322.293	329.934	368.402	320.571	383.612
Net Financing Income/(Expense)	(0.042)	0.596	0.564	0.378	(5.468)	(4.091)	(5.842)	(19.098)	(8.988)	(3.973)
<b>Operating Surplus</b>	<b>320.679</b>	<b>324.973</b>	<b>344.927</b>	<b>344.249</b>	<b>486.090</b>	<b>452.212</b>	<b>458.163</b>	<b>287.316</b>	<b>408.578</b>	<b>556.785</b>
Payments to Clubs	209.152	218.309	245.151	272.407	304.590	307.216	314.607	230.803	300.990	337.523
Payments to AFLPA	21.692	22.680	30.547	22.270	36.120	36.599	37.687	18.902	60.156	27.144
Game Development	46.543	45.017	44.925	53.111	59.464	56.116	58.801	31.964	52.959	60.796
Ground Improvements	6.071	6.389	6.851	7.031	20.510	9.675	11.872	9.101	16.131	10.500
AFL Foundation	0.329	0.842	1.272	1.277	1.517	1.245	1.350	2.106	0.933	0.656
Facilities Development	5.890	7.307	5.308	3.608	3.545	15.647	5.988	2.818	6.896	6.889
Strategic Partnership	1.224	1.225	0.525	-	-	-	-	-	-	-
New Markets	11.549	9.884	6.700	-	-	-	-	-	-	-
<b>Net Profit/(Loss) before Transfers (to)/from Reserves</b>	<b>18.229</b>	<b>13.320</b>	<b>3.648</b>	<b>(15.455)</b>	<b>60.344</b>	<b>25.714</b>	<b>27.858</b>	<b>(8.378)</b>	<b>(29.487)</b>	<b>113.277</b>
Facilities Development Reserve	0.190	0.990	-	-	-	-	-	-	-	-
Strategic Partnership Reserve	-	-	0.525	-	-	-	-	-	-	-
Capital Reserve	-	-	-	-	(20.000)	(20.000)	(20.000)	60.000	-	(10.000)
Future Fund Reserve	-	-	-	-	89.359	-	-	-	-	-
<b>Movement in Retained Earnings</b>	<b>18.419</b>	<b>14.310</b>	<b>4.173</b>	<b>(15.455)</b>	<b>129.703</b>	<b>5.714</b>	<b>7.858</b>	<b>51.622</b>	<b>(29.487)</b>	<b>103.277</b>
<b>Balance Sheet (\$ mill)</b>										
Total Assets	174.648	186.191	206.260	203.678	476.649	536.090	487.487	628.097	658.707	754.594
Total Liabilities	51.410	49.633	66.054	78.927	291.554	325.121	248.660	397.648	457.745	440.355
Net Assets	123.238	136.558	140.206	124.751	185.095	210.969	238.827	230.449	200.962	314.239
<b>TPP &amp; Club Distribution Statistics (\$ mill)</b>										
Total Player Payments (TPP)	164.500	173.383	181.284	186.642	224.011	226.699	229.646	163.015	217.271	257.575
TPP per Club	9.139	9.632	10.071	10.369	12.445	12.594	12.758	9.056	12.071	14.310
<b>Men's Attendance Statistics (mill)</b>										
Home & Away Season Attendance	6.368	6.385	6.352	6.306	6.733	6.895	6.951	0.820	3.794	6.106
Finals Series Attendance	0.558	0.570	0.519	0.558	0.554	0.700	0.564	0.207	0.273	0.640
Total Premiership Season Attendance	6.926	6.955	6.871	6.865	7.287	7.595	7.515	1.027	4.067	6.746
<b>Membership Statistics</b>										
Total of Club Members	756,717	804,480	836,136	875,197	907,561	1,008,494	1,057,572	992,854	1,113,441	1,190,671
No. of Clubs in the AFL	18	18	18	18	18	18	18	18	18	18
Average No. of Members per Club	42,040	44,693	46,452	48,622	50,420	56,027	58,754	52,060	61,858	66,148
Total AFL Members	56,513	56,510	54,983	54,808	55,557	56,797	58,021	55,766	56,568	57,116

## Operating Revenue

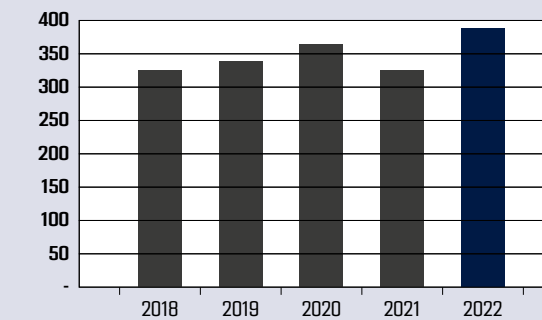
**UP 18%**  
to \$856.4 million



Operating revenue increased by \$131.7 million to \$856.4 million due to a combination of improved commercial returns from Marvel Stadium, sponsorship and broadcasting.

## Expenditure

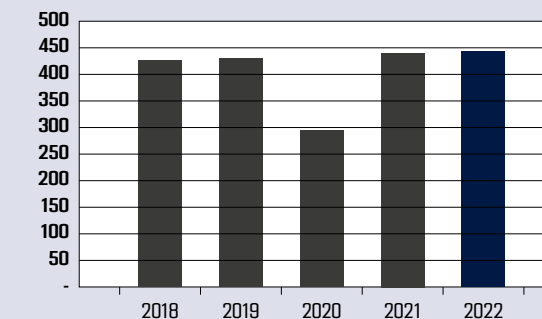
**UP 20%**  
to \$383.6 million



Expenditure increased by \$63.0 million to \$383.6 million due to a combination of revenue-related increases and the expansion of the AFLW competition, including the introduction of four new teams and completion of two AFLW home and away seasons in the 2022 financial year.

## Distributions

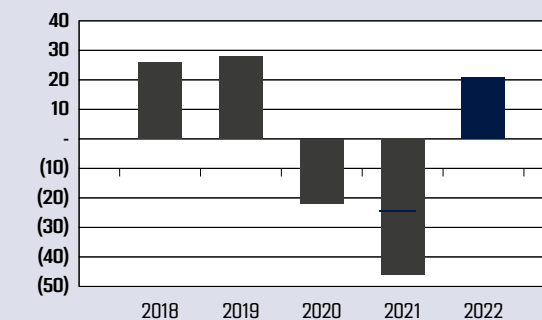
**UP 1.2%**  
to \$443.5 million



Distributions increased by \$5.4 million to \$443.5 million.

## Underlying Operating Profit

**OF \$20.7M**



The AFL's Consolidated result increased by \$66.8 million from 2021 to 2022.



CONCISE  
FINANCIAL  
REPORT

31 OCTOBER 2022

Directors’ Report

The Directors present their report together with the concise financial report of the Australian Football League (“the Company”) and Consolidated Entity, being the Company and its controlled entities, for the year ended 31 October 2022 and the auditor’s report thereon.

Directors

The Directors of the Company for the financial year are:

Mr R J Goyder, AO

**Chairman** – Appointed Commissioner 21st November 2011  
Chairman from March 2017

Chairman of Remuneration Committee  
Member of Audit and Risk Committee

**Qualifications:** Bachelor of Commerce  
(The University of Western Australia)

**Experience:** Chair, Woodside

Chair, Qantas Airways

Chair, Channel 7 Telethon Trust

Chair, West Australian Symphony Orchestra

Former Director, Wesfarmers Ltd

Former Director, Fremantle Football Club

Mr G A McLachlan

**Chief Executive Officer** – Appointed 5th June 2014

**Qualifications:** Bachelor of Laws (Hons.)  
(The University of Melbourne)

Bachelor of Commerce (The University of Adelaide)

**Experience:** AFL Deputy CEO 2012-2014

AFL Chief Operating Officer 2008-2012

AFL General Manager Broadcasting & Major Projects 2006-2008

AFL General Manager Commercial Operations 2003-2006

Patron, Children’s Cancer Foundation

Mr P M Bassat

**Non-Executive Commissioner** – Appointed 20th February 2012

Member of Remuneration Committee

**Qualifications:** Bachelor of Laws (The University of Melbourne)

Bachelor of Commerce (The University of Melbourne)

**Experience:** Co-founder and former CEO, SEEK Ltd 1997-2011

Director, Square Peg Capital Pty Ltd

Director, Peter MacCallum Cancer Foundation

Director, Zeller Holdings Pty Ltd

Advisory Board Member, Evans & Partners Global Disruption Fund

Member, Mount Scopus College Foundation

Director, Athena Financial Pty Ltd

Alternate Director, ROKT Pte Ltd

Director, HealthMatch Holdings Pty Ltd

Director, Retrain.ai Inc.

Ms S L Wilkie, AO

**Non-Executive Commissioner** – Appointed 25th March 2015

Member of Remuneration Committee

Member of Community Relief Fund Governance Committee

Member, AFL Competition Committee

Chair, AFLW Competition Committee

**Qualifications:** Bachelor of Human Resource Management  
(University of New England)

Graduate Diploma of Telecommunications Systems Management

(Swinburne University of Technology)

Graduate Diploma of Strategic Studies (Deakin University)

Master of Defence Studies (University of Canberra)

Advanced Management Program (Harvard Business School)

**Experience:** 35 years service in the Army

Director, AFL SportsReady

Member of the Defence Honours and Awards Tribunal

Director, The Beaufort Group

Senior Advisor, Boston Consulting Group

Mr P A Newbold

**Non-Executive Commissioner** – Appointed 17th March 2016

Chairman of Audit and Risk Committee

**Qualifications:** Bachelor of Laws (Monash University)

Bachelor of Economics (Monash University)

**Experience:** Chairman, Golf Australia Limited

Director, Supra Capital Limited

Chairman, Althea Group Holdings Limited

President, Hawthorn Football Club 2012-2016

Life Member, Hawthorn Football Club

Ms G M Trainor, AO

**Non-Executive Commissioner** – Appointed 17th March 2016

Member of Audit and Risk Committee

**Qualifications:** Bachelor of Laws (The University of Melbourne)

Master of Arts in Cultural & Creative Practice

(Western Sydney University)

Fellow, Australian Institute of Company Directors

**Experience:** Board Member, Major Transport

Infrastructure Authority (VIC)

Director, Built

Member Advisory Board, Gadens

Director, WAM Global Ltd

Director, Western Parkland City Authority

Member, ACT City Renewal Authority

Chair, Construction Industry Culture Taskforce

Member, Advisory Board, Sydney Review of Books

Member, National Sports Tribunal Panel Selection Committee

Trustee, The Charlie Perkins Trust

Ambassador, Business Events Sydney

Director, Western Sydney University Foundation

Member, Dean’s Advisory Board, School of Design,

Architecture & Building, UTS

Member, Executive Committee, Committee for Sydney

Mr R M Bishop

**Non-Executive Commissioner** – Appointed 21st April 2017

Member of Audit and Risk Committee

Member of Remuneration Committee

**Qualifications:** Bachelor of Laws (Hons.) (The University of Melbourne)

Bachelor of Commerce (The University of Melbourne)

Bachelor of Arts (The University of Melbourne)

**Experience:** Managing Partner and Founder, BGH Capital

Non-Executive Director, Burnet Institute

Member, Takeovers Panel

Prof H M Milroy AM

**Non-Executive Commissioner** – Appointed 14th March 2019

**Qualifications:** Bachelor of Medicine, Bachelor of Surgery

(The University of Western Australia)

FRANZCP: CATCAP

**Experience:** Stan Perron Professor Child Psychiatry,

Perth Children’s Hospital and University of Western Australia

Honourary Research Fellow, Telethon Kids Institute

Board Member, Beyond Blue

Directors’ Meetings

The number of Directors’ meetings (including meetings of committees of Directors) and number of meetings attended by each of the Directors of the Company during the financial year were:

	Meetings		Committee Meetings		Committee Meetings	
	No. of meetings attended	No. of meetings held*	No. of meetings attended	No. of meetings held*	No. of meetings attended	No. of meetings held*
Mr R J Goyder, AO	8	8	3	3	1	1
Mr G A McLachlan	8	8	3	3	1	1
Mr P M Bassat	8	8	-	-	1	1
Ms S L Wilkie, AO	7	8	-	-	1	1
Mr P A Newbold	5	8	3	3	-	-
Ms G M Trainor, AO	8	8	2	2	-	-
Mr R M Bishop	8	8	3	3	1	1
Prof H M Milroy	7	8	-	-	-	-
* Reflects the number of meetings held during the time the Director held office during the year.						

The role of the Audit and Risk Committee is to give the Commission assurance regarding the preparation and integrity of financial reports, internal controls, policies and procedures that are used to identify and manage business risks and compliance with legal and regulatory requirements. The AFL’s Integrity and Security function also reports to the Audit and Risk Committee on a periodic basis.

The role of the Remuneration Committee is to review the remuneration packages and policies applicable to Senior Executives of the Company.

As well as the above meetings, the Directors also attended numerous other meetings including meetings with the Presidents of all Australian Football League (AFL) clubs.

Principal activities

The principal activities of the Consolidated Entity during the course of the financial year have been to promote, control, manage and encourage Australian Football. The activities of the Consolidated Entity have been significantly impacted by the COVID-19 pandemic over a number of years. Season Six of AFLW was completed with teams periodically on the road due to state border restrictions. The Consolidated Entity has since adapted its processes and was able to deliver its principal activities at elite and community levels across Australia with minimal interruptions. The Consolidated Entity remains committed to delivering its principal activities safely and working closely with State and Federal Governments as health guidelines continue to change.

Objectives

The Company’s objective is to promote and encourage Australian Football throughout Australia and, to a limited extent, outside Australia.

Strategy and performance

The major strategy initiatives of the Company include:

- i To manage competitions at all levels to ensure that they remain the most exciting in Australian sport.
- ii To build a stronger relationship with the supporters at all levels of the game.
- iii To progress the game to be accessible and inclusive to all.
- iv To help ensure that AFL clubs are financially secure and competitive.
- v To provide the best possible benefits for AFL players and to drive the next generation of elite athletes to choose our game.



## Review and results of operations

The Consolidated Entity recorded an underlying operating profit of \$20.7 million, compared with an underlying operating loss of \$46.1 million in 2021. The Consolidated Entity's statutory profit includes grant income from the Victorian State Government for the redevelopment of Marvel Stadium and the surrounding precinct.

	2022 \$'000	2021 \$'000
Underlying operating profit/(loss)	20,714	(46,077)
Add back: profit from non-controlling interests	4,564	3,076
Add back: government grants for the redevelopment of Marvel Stadium	87,999	13,514
<b>Statutory operating profit/(loss)</b>	<b>113,277</b>	<b>(29,487)</b>

The result includes a profit of \$8.6 million by AFL Stadia Pty Ltd upon consolidation (2021: loss of \$13.2 million).

## State of affairs

The impacts of the COVID-19 pandemic have been significant over multiple financial years. Impacts have been disclosed throughout this report and the consolidated financial statements. The Consolidated Entity has adjusted its processes in response to the COVID-19 pandemic and was able to deliver community football nationally, as well as the Men's elite 2022 season and Season Seven of the AFLW competition, with minimal interruptions. The Consolidated Entity continues to work closely with State and Federal Governments to monitor health guidelines.

The Consolidated Entity has also changed the timing of its AFLW Season. The latest season commenced in August 2022 and was completed in November 2022. The financial year included two AFLW home and away seasons as a result of the rescheduling.

In the opinion of the Directors, there were no other significant changes in the state of affairs of the Consolidated Entity that occurred during the financial year.

The Directors have a reasonable expectation that the Consolidated Entity has adequate resources to adopt the going concern basis of accounting in preparing the financial statements.

## Events subsequent to balance date

No matter has arisen, in the interval between the end of the financial year and the date of this report, any item, transaction, or event of a material and unusual nature likely, in the opinion of the Directors of the Company, to significantly affect the operations of the Consolidated Entity, the results of those operations, or the state of affairs of the Consolidated Entity in future financial years.

## Likely developments

At the time of preparation of this financial report the Directors are not aware of any major changes in the basis of operations of the Consolidated Entity and the future results of those operations in subsequent financial years.

## Insurance premiums

Since the end of the previous financial year the Company has paid insurance premiums on insurance contracts in respect of Directors' and Officers' liability and legal expenses, which include cover for current officers, including Executive Officers of the Company. The insurance premiums in respect of the officers of the Company relate to:

- ▶ costs and expenses that may be incurred by the relevant officers in defending proceedings, whether civil or criminal and whatever their outcome; and
- ▶ other liabilities that may arise from their position, with the exception of conduct involving a wilful breach of duty or improper use of information or position to gain a personal advantage.

## Directors' benefit

Since the end of the previous financial year no Director of the Company has received or become entitled to receive any benefit (other than the fixed salary of a full-time employee of the Company or of a related body corporate) by reason of a contract made by the Company, its controlled entities, or a related body corporate with a Director or with a firm of which a Director is a member, or with an entity in which a Director has a substantial interest other than as disclosed in Notes 18 and 20 of the annual financial report.

## Lead Auditor's Independence Declaration under Section 307C of The Corporations Act 2001

The Lead Auditor's Independence Declaration is set out on page 157 and forms part of the Directors' report for the year ended 31 October 2022.

## Rounding off

The Company is of a kind referred to in ASIC Corporations (Rounding in Financial/Directors' Reports) Instrument 2016/191 and in accordance with that Instrument, amounts in the financial report and Directors' report have been rounded off to the nearest thousand dollars, unless otherwise stated.

Dated at Melbourne this 1st day of February 2023.  
Signed in accordance with a resolution of the Directors:

Mr R J Goyder, AO  
Chairman

Mr G A McLachlan  
Director

## Lead Auditor's Independence Declaration under Section 307C of the Corporations Act 2001

I declare that, to the best of my knowledge and belief, in relation to the audit of the Australian Football League for the financial year ended 31 October 2022 there have been:

- no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- no contraventions of any applicable code of professional conduct in relation to the audit.

Dean Waters  
Partner  
Melbourne  
1 February 2023

## Statements of Profit & Loss and Other Comprehensive Income

For The Year Ended 31 October 2022

	Consolidated	
	2022 \$'000	2021 \$'000
Revenue	944,370	738,137
Expenses from operating activities	(825,202)	(757,318)
Net financing expense	(3,973)	(8,988)
<b>Profit from operating activities before related income tax expense</b>	<b>115,195</b>	<b>(28,169)</b>
Income tax expense relating to operating activities	(1,918)	(1,318)
<b>Profit for the year</b>	<b>113,277</b>	<b>(29,487)</b>
Other comprehensive income for the year	-	-
<b>Total comprehensive income for the year</b>	<b>113,277</b>	<b>(29,487)</b>
<b>Profit attributable to:</b>		
Owners of the Company	110,949	(31,010)
Non-controlling interests	2,328	1,523
<b>Profit for the year</b>	<b>113,277</b>	<b>(29,487)</b>
<b>Total comprehensive income attributable to:</b>		
Owners of the Company	110,949	(31,010)
Non-controlling interests	2,328	1,523
<b>Total comprehensive income for the year</b>	<b>113,277</b>	<b>(29,487)</b>
The Statement of Profit & Loss and Other Comprehensive Income is to be read in conjunction with the notes to the financial statements set out on pages 160 to 161.		



Discussion and Analysis of the Statements of Profit and Loss and other Comprehensive Income

The underlying operating profit in 2022 was \$20.7 million which compared with a loss of \$46.1 million in 2021. The variance between the underlying operating profit of \$20.7 million and the statutory profit of \$113.3 million is due to recognition of Government grant revenue of \$88.0 million toward the redevelopment of Marvel Stadium and the surrounding precinct; and \$4.6 million in profit from non-controlling interests.

Revenue increased by \$206.2 million to \$944.4 million. The main areas of revenue which contributed to this movement were:

- ▶ an increase in Government grant revenue totalling \$74.5 million due to the ongoing redevelopment of Marvel Stadium across the 2022 financial year;
- ▶ an increase in commercial operations revenue totalling \$98.6 million, due to full-capacity events being held at Marvel Stadium, the 2022 Finals series returning to Victoria and greater returns from sponsorship; and
- ▶ an increase in broadcasting and AFL media revenue totalling \$29.9 million, largely due to contractual increases in broadcast agreements.

Expenditure increased by \$67.9 million to \$825.2 million. The main areas of expenditure which contributed to this movement were:

- ▶ an increase in distributions to the AFL clubs totalling \$36.5 million, mainly due to the increase in the AFL Players Collective Bargaining Agreement in 2022 compared with 2021 for both Men's and Women's competitions and the addition of Season Seven for AFLW;
- ▶ an increase in commercial operations expenses totalling \$27.1 million in line with respective increases in revenues;
- ▶ an increase in game development costs totalling \$7.1 million to \$54.0 million, following the \$21.6 million increase in 2021. This is due to the return of community football around the country, where all competitions successfully completed a full season for the first time since 2019. Game development costs were also impacted in 2022 by floods across the country;
- ▶ an increase in football operations expenses totalling \$20.8 million. This increase was mainly due to the addition of Season Seven of AFLW in the 2022 financial year which included the introduction of four new teams and an increase in AFLW player pay of 94%. Football operations expenses also include costs relating to the ongoing management of Covid-19 including increased travel and Covid-19 testing costs.

Statements of Financial Position

As at 31 October 2022

	Consolidated	
	2022 \$'000	2021 \$'000
<b>Assets</b>		
Cash and cash equivalents	178,214	249,313
Restricted cash	77,918	43,586
Trade and other receivables	82,099	46,339
Other assets	7,494	10,343
<b>Total current assets</b>	<b>345,725</b>	<b>349,581</b>
Trade and other receivables	23,418	28,567
Property, plant and equipment	366,373	258,053
Intangible assets	11,822	15,450
Other assets	7,256	7,056
<b>Total non-current assets</b>	<b>408,869</b>	<b>309,126</b>
<b>Total assets</b>	<b>754,594</b>	<b>658,707</b>
<b>Liabilities</b>		
Trade and other payables	170,616	121,727
Deferred income	127,293	98,615
Provisions	29,759	27,562
Interest-bearing loans and borrowings	5,630	5,216
<b>Total current liabilities</b>	<b>333,298</b>	<b>253,120</b>
Deferred income	13,470	22,072
Provisions	22,479	17,766
Interest-bearing loans and borrowings	71,108	164,787
<b>Total non-current liabilities</b>	<b>107,057</b>	<b>204,625</b>
<b>Total liabilities</b>	<b>440,355</b>	<b>457,745</b>
<b>Net assets</b>	<b>314,239</b>	<b>200,962</b>
<b>Equity</b>		
Reserves	10,000	-
Retained earnings	293,337	192,388
<b>Total equity attributable to equity holders of the Company</b>	<b>303,337</b>	<b>192,388</b>
Non-controlling interest	10,902	8,574
<b>Total equity</b>	<b>314,239</b>	<b>200,962</b>

The Statement of Financial Position is to be read in conjunction with the notes to the financial statements set out on pages 160 to 161.

Discussion and Analysis of the Statements of Financial Position

The consolidated entity's total assets increased by \$95.9 million to \$754.6 million.

The movement in total assets principally comprised:

- ▶ an increase in property, plant and equipment of \$108.3 million due to the ongoing redevelopment of Marvel Stadium;
- ▶ an increase in trade and other receivables totalling \$30.6 million in line with increased revenue in the 2022 financial year;
- ▶ an increase in cash held in suspense totalling \$34.3 million due to receipt of funds from the Victorian State Government to be spent on the upgrade of Marvel Stadium; partially offset by
- ▶ a decrease in cash and cash equivalents totalling \$71.1 million, following the repayment of \$90.0 million in external borrowings.

The consolidated entity's total liabilities decreased by \$17.4 million to \$440.4 million.

The movement in total liabilities principally comprised:

- ▶ a decrease in interest-bearing loans and borrowings of \$93.3 million primarily due to the repayment of external borrowings; partially offset by
- ▶ an increase in deferred income totalling \$20.1 million, representing the difference between the amount received from the Victorian Government to be spent on the upgrade of Marvel Stadium and the total spent for the financial year;
- ▶ an increase in trade and other payables totalling \$48.9 million.

Statements of Changes in Equity

As at 31 October 2022

	Consolidated		
	RETAINED EARNINGS \$'000	RESERVES \$'000	TOTAL EQUITY \$'000
<b>Balance at 1 November 2020</b>	230,449	-	230,449
<b>Total comprehensive income</b>			
Loss for the period	(29,487)	-	(29,487)
<b>Total comprehensive income for the period</b>	<b>(29,487)</b>	<b>-</b>	<b>(29,487)</b>
<b>Balance at 31 Oct 2021</b>	<b>200,962</b>	<b>-</b>	<b>200,962</b>
<b>Total comprehensive income</b>			
Profit for the period	113,227	-	113,227
<b>Total comprehensive income for the period</b>	<b>113,227</b>	<b>-</b>	<b>113,227</b>
<b>Transactions with owners of the Company</b>			
Transfers to reserves	(10,000)	10,000	-
<b>Total transactions with owners of the Company</b>			
<b>Balance at 31 Oct 2022</b>	<b>304,239</b>	<b>10,000</b>	<b>314,239</b>

The Statement of Changes in Equity is to be read in conjunction with the notes to the financial statements set out on pages 160 to 161.

Statements of Cash Flows

For the year ended 31 October 2022

	Consolidated	
	2022 \$'000	2021 \$'000
<b>Cash flows from operating activities</b>		
Cash receipts in the course of operations	875,314	835,113
Cash payments in the course of operations	(826,486)	(738,286)
<b>Net cash from operating activities</b>	<b>48,828</b>	<b>96,827</b>
<b>Cash flows from investing activities</b>		
Interest received	1,482	1,256
Proceeds from Stadium Redevelopment grants	122,954	43,075
Payments for property, plant and equipment	(105,300)	(27,346)
<b>Net cash used in investing activities</b>	<b>19,136</b>	<b>16,985</b>
<b>Cash flows from financing activities</b>		
Interest paid	(5,455)	(10,244)
Drawdown of external borrowings	-	90,000
Repayments of external borrowings	(90,000)	(116,800)
Payment of finance lease liabilities	(9,276)	(7,352)
<b>Net cash used in financing activities</b>	<b>(104,731)</b>	<b>(44,382)</b>
Net increase in cash and cash equivalents	(36,767)	69,430
Cash and cash equivalents at the beginning of the financial year	292,899	223,469
<b>Cash and cash equivalents at the end of the financial year</b>	<b>256,132</b>	<b>292,899</b>

The Statement of Cash Flows is to be read in conjunction with the notes to the financial statements set out on pages 160 to 161.



Discussion and Analysis of  
the Statements of Cash Flows

There was a net decrease in cash holdings of the consolidated entity during the year totalling \$36.8 million.

The major movements in cash during the year included the following:

- ▶ repayment of external borrowings of \$90.0 million.
- ▶ funds provided by the operating activities for the year totalling \$48.8 million. The variance between this and the group's underlying operating profit of \$20.7 million is largely due to non-cash movements such as depreciation and amortisation.
- ▶ proceeds for the redevelopment of Marvel Stadium of \$123.0 million. The consolidated entity received the majority of the \$225 million grant from the Victorian Government in 2022; the remainder is expected to be received in the 2023 financial year.
- ▶ purchases of property, plant and equipment totalling \$105.3 million, largely relating to the ongoing redevelopment of Marvel Stadium.

Notes to the Financial Statements

For the year ended 31 October 2022

1. Basis of Preparation of the Concise Financial Report

The concise financial report has been prepared in accordance with the Corporations Act 2001 and Accounting Standard AASB 1039 Concise Financial Reports. The financial statements and specific disclosures required by AASB 1039 have been derived from the consolidated entity's full financial report for the financial year. Other information included in the concise financial report is consistent with the consolidated entity's full financial report. The concise financial report does not, and cannot be expected to, provide as full an understanding of the financial performance, financial position and financing and investing activities of the consolidated entity as the full financial report, which is available upon request.

It has been prepared on the basis of historical costs and except where stated, does not take into account changing money values or fair values of non-current assets.

The accounting policies have been consistently applied by each entity in the consolidated entity and, except where there is a change in accounting policy (refer Note 2 for Revenue), are consistent with those of the previous year.

A full description of the accounting policies adopted by the consolidated entity may be found in the consolidated entity's full financial report.

The concise financial report is presented in Australian dollars.

2. Revenue

Consolidated		
	2022 \$'000	2021 \$'000
Revenue from operating activities		
Broadcasting and AFL media	396,543	366,647
Commercial operations	350,652	252,036
Football operations	15,075	15,041
Game development	28,752	35,121
Stadium redevelopment grants	87,999	13,514
Other revenue	49,349	30,431
Revenue from JobKeeper Payment scheme	-	9,347
Contra advertising revenue	16,000	16,000
	944,370	738,137

3. Parent entity disclosures

As at, and throughout, the financial year ended 31 October 2022 the parent entity of the group was Australian Football League.

Consolidated		
	2022 \$'000	2021 \$'000
Result of the parent entity		
Revenue for the period	838,667	655,217
Net financing expense	1,241	(3,611)
Expenses from operating activities	(731,739)	(655,355)
Profit/(loss) for the period	108,169	(3,749)
Other comprehensive income	-	-
Total comprehensive income/ (loss)	108,169	(3,749)
Financial position of the parent entity at year end		
Current assets	278,790	304,389
Total assets	758,719	671,695
Current liabilities	281,804	206,662
Total liabilities	375,412	396,599
Total equity of the parent entity		
Retained earnings	373,307	275,136
Reserves	10,000	-
Parent entity contingent liabilities		
Refer to Note 4 for a full list of contingent liabilities held by the parent entity.		

4. Contingent liabilities

The Company has entered into an agreement with the AFL Players' Association Inc. for a period of six years from 1 November 2016 to 31 October 2022 whereby the Company has an obligation to assume liability for all amounts due to players of a club where the club has lost its licence to compete in the AFL Competition and is suspended from or loses its right to representation in the League. The amounts payable in these circumstances will be offset by any amounts payable to the players in respect of future employment as a player. The Company and the AFL Players' Association are working through an extension of this agreement and the obligations under the previous agreement are still in place as at the date of signing the accounts.

Bank Guarantees

The Company has entered into a number of agreements with banks, whereby the Company guarantees the financial obligations of AFL clubs. As at 31 October 2022, the Company has provided guarantees as follows:

Borrower	Bank	Amount	Expiry
Essendon Football Club	NAB	\$4.0m	30 Nov 2023
GCFC Limited	NAB	\$1.19m	30 April 2023
Western Sydney Football Club Limited	NAB	\$1.57m	30 April 2023
Sydney Swans Limited	NAB	\$1.71m	30 April 2023
Carlton Football Club	Westpac	\$3.0m	31 Jan 2024
North Melbourne Football Club	Westpac	\$3.0m	31 Jan 2024
St Kilda Football Club	Westpac	\$6.75m	31 Jan 2024
Footscray Football Club	Westpac	\$1.50m	31 Jan 2024
Brisbane Bears-Fitzroy Football Club	Westpac	\$8.0m	31 Jan 2024
Port Adelaide Football Club	Bank SA	\$5.0m	31 Oct 2024

5. Events subsequent to balance date

There has not arisen in the interval between the end of the financial year and the date of this report any item, transaction, or event of a material and unusual nature likely, in the opinion of the Directors of the Company, to affect significantly the operations of the Consolidated Entity, the results of those operations, or the state of affairs of the Consolidated Entity in future financial years.

Directors' Declaration

1. In the opinion of the Directors of the Australian Football League:
  - a. The Consolidated Entity's financial statements and notes, set out on pages 157 to 161 are drawn up in accordance with the Corporations Act 2001, including:
    - i giving a true and fair view of the Company's and Consolidated Entity's financial position as at 31 October 2022 and of their performance, for the financial year ended on that date; and
    - ii complying with Australian Accounting Standards AASB 1039 Concise Financial Reports and the Corporations Regulations 2001;
  - b. there are reasonable grounds to believe that the Company and the Consolidated Entities will be able to pay its debts as and when they become due and payable.

Dated at Melbourne this 1st day of February 2023.

Signed in accordance with a resolution of the Directors:

Mr R J Goyder, AO  
Chairman

Mr G A McLachlan  
Director



# Independent Auditor’s Report To the members of the Australian Football League

## Report on the audit of the Concise Financial Report

### Opinion

We have audited the Concise Financial Report of the Australian Football League (the Company) and its controlled entities (the Consolidated Entity) as at 31 October 2022 and for the year ended on that date. The financial statements and related notes in the Concise Financial Report are derived from the audited financial report of the Company as at and for the year ended 31 October 2022 (the Audited Financial Report).

In our opinion, the accompanying Concise Financial Report, including the discussion and analysis of the Company, complies with Australian Accounting Standard 1039 Concise Financial Reports. The Concise Financial Report comprises:

- ▶ Consolidated statement of financial position as at 31 October 2022
- ▶ Consolidated statement of profit or loss and other comprehensive income, Consolidated statement of changes in equity, and Consolidated statement of cash flows for the year then ended
- ▶ Discussion and analysis
- ▶ Related notes
- ▶ The Group consists of the Company and the entities it controlled at the year-end or from time to time during the financial year.

The **Consolidated Entity** consists of the Company and the entities it controlled at the year-end or from time to time during the financial year.

### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Our responsibilities under those standards are further described in the Auditor’s responsibilities for the audit of the Concise Financial Report section of our report.

We are independent of the Consolidated Entity in accordance with the Corporations Act 2001 and the ethical requirements of the Accounting Professional and Ethical Standards Board’s APES 110 Code of Ethics for Professional Accountants (including Independence Standards) (the Code) that are relevant to our audit of the Concise Financial Report in Australia. We have fulfilled our other ethical responsibilities in accordance with the Code.

### Scope of the Concise Financial Report

The Concise Financial Report does not contain all the disclosures required by Australian Accounting Standards in the preparation of the Audited Financial Report. Reading the Concise Financial Report and this Auditor’s Report thereon, therefore, is not a substitute for reading the Audited Financial Report and our auditor’s report thereon.

The Audited Financial Report and our auditor’s report thereon

We expressed an unmodified audit opinion on the Audited Financial Report in our auditor’s report dated 1 February 2023.

### Other Information

Other Information is financial and non-financial information in the Australian Football League’s Annual Report which is provided in addition to the Concise Financial Report and this Auditor’s Report. The Directors are responsible for the Other Information.

Our opinion on the Concise Financial Report does not cover the Other Information and, accordingly, we do not express an audit opinion or any form of assurance conclusion thereon.

In connection with our audit of the Concise Financial Report, our responsibility is to read the Other Information. In doing so, we consider whether the Other Information is materially inconsistent with the Financial Report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

We are required to report if we conclude that there is a material misstatement of this Other Information, and based on the work we have performed on the Other Information that we obtained prior to the date of this Auditor’s Report we have nothing to report.

### Responsibilities of the Directors for the Concise Financial Report

The Directors are responsible for:

- ▶ preparing the Concise Financial Report in accordance with Australian Accounting Standards AASB 1039 Concise Financial Reports and the Corporations Act 2001
- ▶ implementing necessary internal control to enable the preparation of the Concise Financial Report that is free from material misstatement, whether due to fraud or error.

### Auditor’s responsibilities for the audit of the Concise Financial Report

Our responsibility is to express an opinion on whether the Concise Financial Report, including the discussion and analysis, in all material respects, complies with Australian Accounting Standards AASB 1039 Concise Financial Reports based on our procedures, which were conducted in accordance with Australian Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

KPMG

KPMG

Dean Waters

Partner

Melbourne

1 February 2023

## AFL Committees

### Commissioners – 2022

Richard Goyder (chair), Gillon McLachlan (CEO), Paul Bassat, Robin Bishop, Prof Helen Milroy, Andrew Newbold, Gabrielle Trainor, Simone Wilkie.

### AFL All-Australian and NAB AFL Rising Star Selectors

Gillon McLachlan(chair), Jude Bolton, Nathan Buckley, Kane Cornes, Andrew Dillon, Gerard Healy, Glen Jakovich, Chris Johnson, Cameron Ling, Nick Riewoldt, Brad Scott, Kevin Sheehan (NAB AFL Rising Star only).

### AFLW All-Australian and NAB AFLW Rising Star Selectors

Nicole Livingstone (chair), Sarah Black, Andrew Dillon, Tim Harrington, Laura Kane, Brad Scott, Narelle Smith, Kelli Underwood, Sam Virgo, Megan Waters.

### AFL Audit and Risk Committee

Andrew Newbold (chair), Robin Bishop, Richard Goyder AO, Gabrielle Trainor (from May 2022).

### AFL Competition Committee

Andrew Dillon (chair), Stephen Coniglio, Patrick Dangerfield, Chris Davies, Chris Fagan, Simon Garlick, Andrew Ireland, Laura Kane, Rob Kerr, Nicole Livingstone, Josh Mahoney, Brett Murphy, Peggy O’Neal, Brett Ratten, Justin Reeves, Alan Richardson, Kylie Rogers, Brett Rosebury, Brad Scott (until Oct 2022), Kylie Watson-Wheeler, Simone Wilkie.

### AFLW Competition Committee

Simone Wilkie (chair), Breanna Brock, Jess Burger, Trent Cooper, Michelle Cowan, Andrew Dillon, Alicia Eva, Brendon Gale, Bec Goddard, Laura Kane, Nicole Livingstone, Brett Murphy, Chelsea Randall, Kate Roffey, Diana Taylor.

### Australian Football Hall of Fame Selection Committee

Richard Goyder AO (chair), Tania Armstrong, Graham Cornes, Ross Glendinning, Karen Lyon, Paul Marsh, Alister Nicholson, Michael O’Loughlin, David Parkin, Patrick Keane (secretary).

### AFL Indigenous Advisory Council

Paul Briggs (co-chair), Helen Milroy (co-chair), Shaun Burgoyne, Xavier Clarke, Tanya Hosch, Alicia Janz, Dr Joe Morrison, Gabrielle Trainor AO, Pat Turner, Paul Vandenberg. Patrick Keane (secretary).

### AFL Investment Committee

Richard Goyder AO (chair), Travis Auld, Robin Bishop, Matthew Chun, Craig Drummond, Walter Lee, Gillon McLachlan, Peggy O’Neal, Andrew Pridham.

### AFL Life Members’ Nominations Committee

Gillon McLachlan (chair), Glenn McFarlane, David Parkin. Patrick Keane (secretary).

### AFL Medical Director

Dr Michael Makdissi

### AFL Remuneration Committee

Richard Goyder, Paul Bassat, Robin Bishop, Sarah Fair, Gillon McLachlan, Simone Wilkie.

### AFL SportsReady Ltd Board

Steve Drummy (chair), Josh Cubillo, Rod Jackson, James Montgomery, Madeleine Penny, Colin Pidd, Ben Smith, Sandra Sweeney, Simone Wilkie.

### AFL and AFLW Tribunals/Appeals Board

- ▶ Tribunal chair: Jeffrey Gleeson KC.
- ▶ Tribunal deputy chair: Renee Enbom KC.
- ▶ Tribunal Jury Members: Michelle Dench, Wayne Henwood, Jason Johnson, Stephen Jurica, Richard Loveridge, Stewart Loewe, Shannon McFerran, David Neitz, Paul Williams, Shane Wakelin.
- ▶ Appeal Board chairs: Murray Kellam KC, John Middleton.
- ▶ Appeal Board Panel members: Wayne Henwood, Stephen Jurica, Richard Loveridge
- ▶ AFL Tribunal Counsel: Georgina Coghlan KC, Nick Pane KC, Andrew Woods
- ▶ Tribunal Secretary: Matthew Whitaker
- ▶ Match Review Officer: Michael Christian
- ▶ Match Review Secretary: Hamish Anderson

### Jim Stynes Community Award Selection Panel

Trisha Squires (chair), Luke Darcy, Andrew Dillon, Jude Donnelly, Sarah Fair, Sam Ludbey-Stynes, Neil Mitchell, Brett Murphy, Jennifer Watt, Kim Williams.





More than 7000 fans  
flocked to Brighton Homes  
Arena to see Melbourne  
claim its first AFLW  
premiership with a thrilling  
Grand Final win over the  
Brisbane Lions.





THIS IS *US*

