



**COMING UP**

# FOOT-e TIMES SA

## ROUND 15 ISSUE

**AFL RESERVES : A FANS GUIDE PART 2**

**WHAT WE LEARNT FROM ROUND 14**

**PLUS THE MOST COMPREHENSIVE  
ROUND 15 PREVIEWS**



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# FOOT-e TIMES SA

*Comprehensive Coverage of South Australian Football*

**2013 Issue 14 (Part 1) : Thursday July 4**

## CHAMPIONS!

**SA WIN FIRST UNDER 18 TITLE**



Images Peter Argent 0411 178 444

**also...**  
**20 Questions on AFL Reserves**



## FOOT-e TIMES SA OBJECTIVES

Important issues in South Australian Football will be covered in detail.

There will be a diversity of opinions with every club perspective covered.

Reader contributions will be encouraged

We will have the most comprehensive SANFL Game Previews

We will be a one stop shop for SANFL statistics and media coverage

There will be solid coverage of football beyond just the local SANFL league competition

We will ensure there is regular recognition of our state's football history & heritage.

## THE FOOT-e TIMES SA TEAM

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## PLEASE NOTE

FOOT-e TIMES SA is NOT an official publication of the SANFL or any of its clubs and any opinions carried within this publication should not be taken as those of the SANFL or any of its clubs.

All images courtesy of Peter Argent & available for sale.

## 2013 ROUND 14 EDITION

Thursday July 4th 2013

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Sports, travel & wine writer - award winning photographer  
graphic design - book design & publishing - author



## HAIL THE ALL CONQUERING CROWEATERS!

If there is one thing that unites the SA football community it's seeing players wearing the state jumper beating the best in the country.

Yesterday, in Etihad Stadium, our Under 18 squad defeated a persistent Western Australia by 10 points to claim the National Championships our first ever at this level since it was introduced in 1996.

Our last relative underage title was the Teal Cup U17 championship in 1995, a year in which many of these players were born.

Since the SANFL moved from an Under 17/19 club grades to an Under 16/18 structure in 2009 the SA state side has always been very competitive in these championships but never able to claim the title.

John Nankivell provided a

great interview with coach Brenton Phillips a few issues back and its great to see "Sticks" reward with this long awaited success.

Well done to all concerned with the squad in achieving in this historic success on the national stage.

Phil Herden

**FOOT-e TIMES SA**



Coach Brenton Phillips & James Battersby sing the victory song post match yesterday.

Images Peter Argent 0411 178 444



## ROUND 14

7.00PM FRIDAY  
**NORWOOD  
V GLENELG**

2.00PM SUNDAY  
**EAGLES  
V NORTH**

**PREMIER  
SANFL  
COVERAGE**

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## FEATURE STORIES



### **AFL RESERVES : 20 QUESTIONS**

**By Phil Herden**

This issue begins a special two part FOOT-e TIMES SA series on the AFL reserves issue.

It starts with some background details attempting to answer 20 basic questions about what is a very complex matter.

With the factual basics in place, next week we will be seeking opinions from the key stakeholders include Adelaide and Port Adelaide Football Clubs and the NO AFL IN THE SANFL group.

In addition, VFL Broadcaster Peter Holden and other SANFL media members will give their opinions.

#### **1) What is this discussion all about & why now?**

In a nutshell this discussion is about where AFL listed players for the Adelaide and Port Adelaide Football Clubs, that are surplus to AFL game day requirements, should be playing.

Since the Crows entered in 1991 and the Power in 1997 these surplus players have been spread across all 9 SANFL clubs, playing at either SANFL League or Reserves level depending on SANFL club selection.

The debate centres around the two South Australian AFL clubs wishing to now change this arrangement, so they have these players staying together as one group as a "reserves" side, coached, managed and most importantly developed by

the AFL club coaching staff.

There are two factors as to why this debate is occurring now.

Firstly, the impending sale of the two AFL licences by the SANFL means that the annual current interchange agreement ends, and the SANFL has less say on how the Crows and Power structure themselves.

Also with the WAFL move to have host alignments from 2014, the two South Australian AFL clubs would be the only ones to have their players spread across multiple clubs.

They both see this as a decided disadvantage.

#### **2) What do the AFL clubs want & why?**

The Crows wish to have their own Reserves side, preferably as the 10th team in the SANFL League competition.

Port Adelaide wish to have all their surplus AFL listed players integrated into the Magpies, which would keep their current recruiting and promotional zone as per all other SANFL clubs.

Both clubs wish to have 100% control over their entire playing lists, and see advantages in having all their players working under the same team rules and structures rather than having to adjust and fit



**Richard Tambling**  
Images : **Peter Argent**  
0411 178 444

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## FEATURE STORY



into what occurs at their different assigned SANFL clubs.

We have asked both AFL clubs to provide their own submission to FOOT-e TIMES SA, outlining exactly what they are proposing and how they see it as beneficial.

Both clubs have acknowledged our request but have asked to finish their SANFL club presentations first.

Hopefully these proposals, direct and unedited from both clubs will be in next week's issue.

### 3) Who would play in these "Reserves" sides?

Every available player on an AFL list not selected to play in the AFL League game.

So this would include all players from those rookie listed and first year draftees straight out of underage competitions, through veterans returning from injury and those struggling to get an AFL game, through to the 23rd and 24th best available players right on the verge of selection.

As AFL lists are not large enough to cover two teams, even with no injuries, top up players would be required.

Depending on injuries these could be as low as five or as many as 18.

For Port these would come from the Magpies list in some form.

For the Crows that is an interesting question, with no clear answer yet provided.

### 4) What happens with other AFL clubs?

All Victorian AFL clubs have their surplus players participate in the VFL. Some are through stand alone teams, others through alignments such as Hawthorn and Box Hill.

There is a slow move from alignments to stand alone teams, with Essendon joining Collingwood and Geelong this year, whilst Richmond and the Western Bulldogs will have their own Reserves teams from 2014.

North of the Murray River the QAFL & ACTAFL competitions were re-badged as the NEAFL Northern and Eastern conferences in 2011.

This 19 team league includes .....

reserves sides for the Swans, Lions, Suns and Giants included along with 2 local Sydney based clubs and the NT Thunder.

Up until this year the WAFL ran with a similar system to the SANFL with players spread across the 9 clubs.

However, the West Coast Eagles and Fremantle Dockers reached hosting agreements with East Perth and Peel Thunder respectively, which was then approved by the WA Football Commission despite the opposition of the other 7 WAFL clubs.

There has been some transition to this arrangement in 2013 for those newly drafted, with all AFL listed players to be aligned from the start of the 2014 season.



**Matt Thomas**  
Images Peter Argent  
0411 178 444

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## FEATURE STORY



### 5) Having a 10 team SANFL competition gets rid of the bye, why would this be opposed?

Firstly, for most in SANFL circles the bye is not a major issue although at certain times it can require adjusting to (ie before or after a state game). It can be an issue for AFL listed players who have their SANFL byes out of alignment with the AFL club.

Opposition to these proposals mainly centers around perceived damage to the SANFL's integrity.

Introducing Reserves teams, who are mainly focussed on development, into the same competition as League teams, who exist to win premierships, would to many devalue the games and rebrand what is currently considered the best state sporting League in Australia.

Some cite the VFL as an example, where it is perceived as a Reserve's competition in all but name, where almost all media focus is on the form of the AFL players participating.

VFL broadcaster Peter Holden will share his thoughts in next week's issue.

There is also the problem of a Crows and Power (in Magpies name) takeover of the competition, especially in terms of critical SANFL media coverage.

There is concern about having SANFL developed players being drafted by the Crows or Port Adelaide and then playing against the clubs that developed them, plus a worry that with these sides in the SANFL support of the other 8 clubs will diminish.

### 6) Could the status quo continue?

Technically yes, a new interchange agreement could be reached if all parties wanted it.

However both clubs, especially Adelaide, have made it VERY clear they want 100% control of their own players, so this for them would only be the absolute last resort if they could not find a competition for their Reserves to play in.

### 7) Could the Crows take over an SANFL club?

Again the Crows could seek a host alignment similar to what happens currently with many clubs in the VFL and, from next year, East Perth / Peel Thunder in the WAFL.

However, unlike the WAFL this arrangement would also need the approval of six of the eight League directors. This is highly unlikely, as all but one would oppose special

treatment being received by one club.

Also the Crows have spoken about wanting 100% control over their players and Reserves team, something they would not totally have with a hosting arrangement.

### 8) Why doesn't the AFL have it's own Reserve's competition?

As the AFL emerged from the VFL there was a Reserve's competition involving all clubs except those in SA & WA.

This was disbanded after the 1999 season, with Victorian clubs transferring to the revamped VFL.

A relaunched AFL Reserve's competition would mean an even playing field for all 18 AFL clubs, even if it did incur extra expenses with interstate travel and contracting top up players.



**Rory Laird**  
**Images Peter Argent**  
**0411 178 444**

# West v Centrals

**ROUND 14: SATURDAY 6TH JULY**

**AT CITY MAZDA STADIUM**

**RESERVES 11:25AM | LEAGUE 2:10PM**



## Show your true colours!

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It would also by nature become the second tier of the sport behind the AFL League, relegating the SANFL and other state Leagues to a third tier ranking, a result that could only harm SANFL media coverage, sponsorship and attendances.

It is also highly unlikely that with 16 of the 18 clubs now sorted with this matter, including all the work in launching the NEAFL that the AFL would change tack and set up a National Reserve's competition, just because the South Australian stakeholders could not reach agreement.

### 9) Is the SANFL Reserves an option?

In theory, yes. It does allow for the AFL clubs to have their teams together whilst still preserving SANFL League integrity. It is low cost and the Magpies could still be an AFL free League team, taking the best from their zone in the quest to add to their 36 SANFL Premierships.

Personally I think this best meets the #1 priority of all parties; the AFL clubs having their own players all together, the SANFL remaining a League competition with all competing in it existing to win the League premiership, and the Magpies can stay a League side with players coming from its zone.

However, given all other AFL clubs have sides playing at State LEAGUE level, being relegated to Reserve grade would be unlikely to be accepted by the Crows and Power clubs, even though many current players start their AFL journey at this level, and the SANFL Reserves is probably on par with the NEAFL East where the Swans & Giants have teams.

**Jarad Redden**  
Images  
**Peter Argent**  
0411 178 444

### 10) What about the VFL, NEAFL or SAAFL as options?

The Crows have certainly suggested these are options if they cannot play in the SANFL League.

Playing in an interstate League (if the League accepts them) especially the VFL, would see them playing in a similar level of competition to that experienced by a majority of AFL clubs.

They would also have the added benefit of learning how to handle travel interstate every second game.

However, it would come at a large financial cost with regular interstate

travel, not to mention the issue of picking up the tab for those teams coming to Adelaide.

Given Port Adelaide's financial position the cost of playing in an interstate League would seem too much for them to consider.

Playing at Amateur League level is a low cost option, but would the standard be higher or lower than the SANFL Reserves?

If the Crows or Power reject the SANFL Reserves because all other AFL clubs have their surplus players participating at state League level, doesn't the same argument apply with the SAAFL?





## ROUND 14 EAGLES VS NORTH SUNDAY 7 JULY 2013

**Maughan Thiem Hyundai Oval - Oval Avenue Woodville South**

**Reserves 11:20am : League 2:10pm**

**Game Day Lunch 12:00pm – 2:00pm \$65pp**

**Bistro 5:00pm– 8:00pm**

**PRESENTATIONS FROM 6:00pm**



**Family Friendly Are : Jumping Castle & Face Painters  
Eagles Function Centre Bar : BBQ : Canteens & Bars  
Merchandise & Giveaways**

## FEATURE STORY



### 11) Can Port Adelaide balance both their proposed AFL and SANFL commitments?

Currently the Magpies have a metro zone that covers Port Adelaide, the LeFevre Peninsula and around Wingfield through Pooraka and Mawson Lakes to Salisbury. Their country zone also includes most of the southern and western Eyre Peninsula, especially around Port Lincoln.

If the Port Adelaide Football Club get their wish and the Magpie's League team becomes in essence the defacto Power Reserves side, the concern would be around the limited SANFL League spots available for those who come up from these zones.

Whilst other SANFL clubs can offer up to 21 spots for any given League game, at the Magpies it may be just a handful of locals who get a gig as top up players, those positions will be dependant on how long the Power's injury list is.

You could expect an exodus of League quality players from Alberton should this model be adopted.

Ironically many may be picked up by other SANFL clubs needing to fill gaps left by the departure of any Crows or Power listed players.

The Magpies have a proud SANFL tradition, existing to win League premierships.

Can this still be maintained within an AFL developmental environment?

Finally the finances will be interesting. Funding the Magpies as a full SANFL entity will require money to be allocated from general club funds, ie the Port Club that could

otherwise be spent on AFL operations.

Given the Power may from time to time require AFL financial assistance, as they have from the SANFL in recent years, how will this extra expense be managed?

### 12) What would happen if the Magpies were no more?

Even if Port Adelaide ended up with just the Power in the AFL league and a Reserves side for surplus players, you would suspect the second team would be branded as the Magpies regardless of the ..

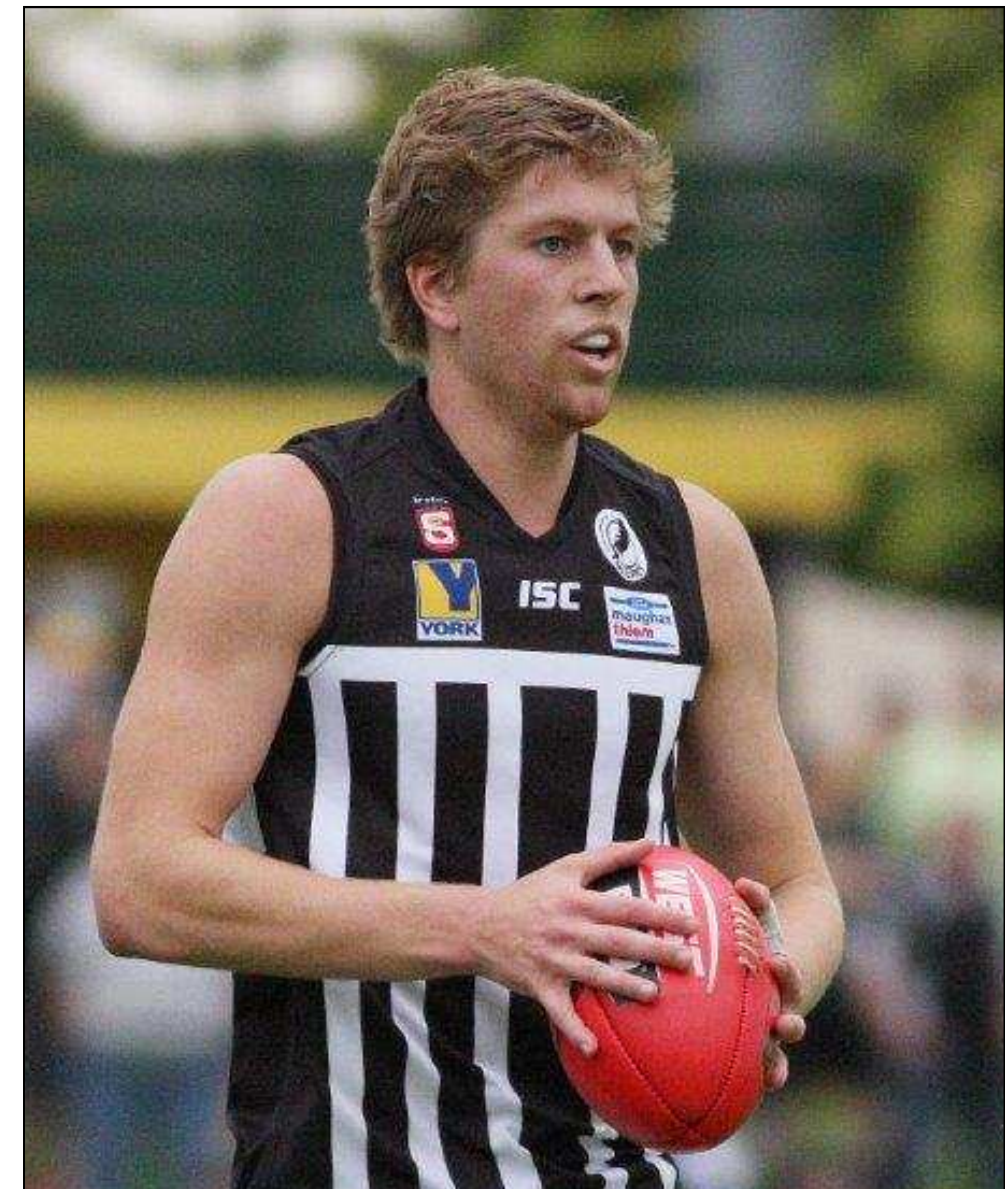
competition they played in.

The current Port zones would then be allocated to other SANFL clubs.

It is highly unlikely that any particular SANFL club will benefit from this, as a full boundary review would be conducted.

Through this, any club which received a large part of the Magpie's zone would likely lose part of their own to ensure all clubs receive an equal increase.

The Under 18's and Under 16 competition would reduce to just eight teams, as would either the SANFL League, Reserves or both.



**Aaron Young  
Images  
Peter Argent  
0411 178 444**

#### 13) Who makes the final decision on all this?

Any change to the SANFL competition requires the approval of six of the eight SANFL League directors.

Each director represents their respective SANFL club.

Port Adelaide under the "one club" model agreement no longer has a voting right at these meetings.

So for the Crows and Power to have a presence of some sort in the SANFL, it will need to negotiate an arrangement that at least six directors agree with.

For its part the South Australian Football Commission can only make a recommendation to the club directors.

Once the licences are sold and IF the Crows and Power decide to participate in another competition such as the VFL, NEAFL etc, then the SANFL League directors will have no say on this.

It will be up to the AFL clubs to reach an agreement with the respective League involved.

#### 14) What are the SANFL clubs saying?

For the most part SANFL clubs have remained publically silent on this issue.

However, after the last League directors' meeting when the issue was first formally raised most clubs issued a statement to their members.

These releases were almost identical.

The key element was the formation of four not negotiable "guiding principles"

To quote the media release;

Sam Colquhoun  
Images Peter Argent  
0411 178 444

"These guiding principles have been agreed to by all clubs and the SANFL as non negotiable elements and can be summarised as :

**1. Integrity:** Any change in competition structure must maintain or enhance the integrity of the SANFL competition;

**2. Relevance:** Any change in competition structure must maintain or enhance the relevance of the SANFL competition as the best state League in Australia;

**3. SANFL and SANFL Club Viability:** Any change to the competition structure must improve the long term strength and sustainability of the SANFL and SANFL Clubs;

**4. Game Development:** Any change to the competition structure must enhance the development of the game at all levels across South Australia"

Based on the release, these are the matters the Crows and Power must address in their submissions if their proposals are to be accepted.

#### 15) Isn't the SANFL competition already compromised?

Yes the current system does have it's issues.

SANFL clubs are affected each week with AFL listed players moving back and forth.

Sometimes these changes do come at quite late notice, and it is especially an issue around finals time if AFL listed players who have played SANFL for most of the season are made unavailable due to minor injuries.

Indeed the removal of AFL players from SANFL clubs will enable them to properly plan their list management, and have a better sense of their starting League 21 each week.

However, at the moment there is a difference between having late player changes in a team that is 100% focussed on winning, and introducing Reserves teams into the competition that by nature have other matters taking priority.





# a night at the Races

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**DATE:** Friday 2nd of August

**TIME:** 6:30pm for a 7pm Seated

**COST:** \$90

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## FEATURE STORY



The only way the SANFL League competition would be totally uncompromised is if the Crows and Power had their own Reserves sides, and they played in the SANFL Reserves, SAAFL or an interstate League.

### 16) What do the SANFL fans say?

A large majority of SANFL members also follow an AFL club, with the Crows and Port the two highest supported.

How will fans respond if their favourite AFL & SANFL clubs are playing in the same competition?

Also how many will feel the League is compromised by having Reserves teams included and lose or reduce interest in their SANFL club and competition?

To my knowledge there has been no scientific or professional market based research done on this matter to gauge the potential reaction among SANFL fans.

**FOOT-e TIMES SA** did run an extensive survey on this issue earlier in the season with 375 fans answering our questions.

The results indicated there would be a substantial drop off in support (approx 30%) if a Crows and Power Reserves team came into the SANFL league.

The biggest concern was that the most loyal SANFL fans, those with home or season tickets had the highest potential drop off rate (approx 41%)

Those who only attended a handful of games were less opposed.

Some clubs are starting to run fan surveys on their web site, the "Hands Off The SANFL" facebook group now has over 1,000 members and many members are starting to provide feedback direct to their clubs.

Despite all this I think most SANFL clubs are flying blind on this critical matter, and at this point do not have the necessary information to factor this into their decision.

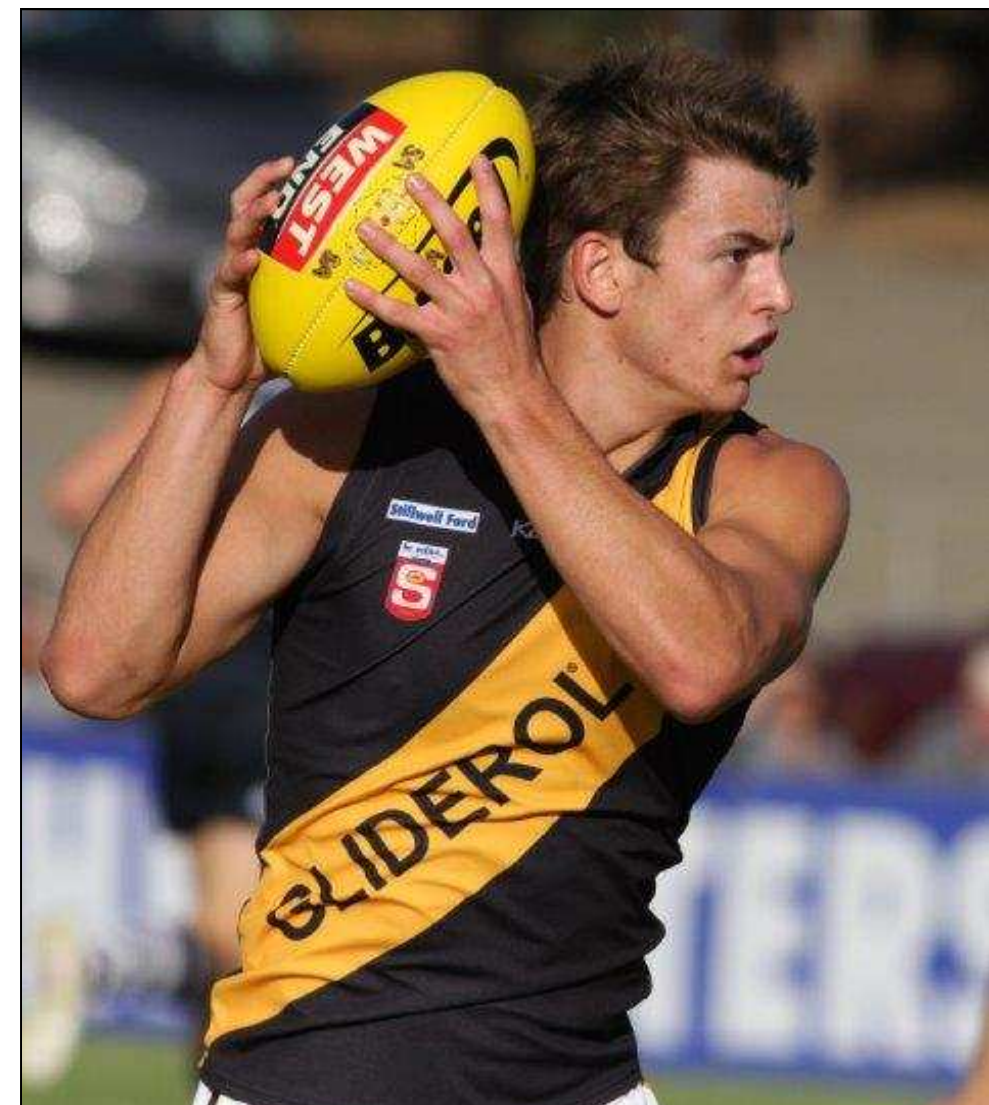
### 17) Where is the AFL in all of this?

Officially the AFL is staying out of this matter believing it is for the South Australian football community to sort out.

It is a similar position to what they took re the Western Australian situation, where it was left to the WA Football Commission to come up with a solution.

However, that doesn't stop the occasional conspiracy theory from being aired on fan forums, especially with the sale of the Crows and Power licences from the SANFL back to the AFL also being discussed at the same time.

The inclusion of "game development" as one of the four SANFL guiding principles in negotiations on this issue, also suggested the AFL has a role as they would have more say on this than the Crows and Power.



**Jaryd Lyons**  
Images  
**Peter Argent**  
0411 178 444

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## FEATURE STORY



### 18) What will be the best outcome for SANFL crowds, media coverage and sponsorship?

This is the question which will occupy the minds of the League directors the most over upcoming weeks.

The simple reply is that no one can answer with confidence.

Some cite the VFL as an example of where the League's profile is, that of a Reserve's competition with the main focus being on the form of AFL players not the result of games.

It has certainly not led to a major increase in crowds when stand alone teams like Collingwood and Essendon clash at VFL level.

However, this may not be an entirely accurate comparison as 11 of the 14 VFL clubs have links with AFL sides, whilst in the SANFL League it would be just 2 out of 10.

Peter Holden will provide a greater VFL perspective next week.

It is too early to see what affect the host club alignments will have on the WAFL competition, given it does not take full effect until 2014.

There is an argument which states, that having the Crows enter the SANFL (Port are already there in some form with the Magpies) will result in new corporate and media interest in the SANFL competition.

In other words the state League could have some of the saturation coverage given to these two AFL sides rub off on them and generate new interest in the competition.

However, will this extra focus be just on the Crows and Port teams

in the SANFL and will they dominate the current SANFL coverage & interest that already exists.

Will the focus of current coverage switch from the SANFL as a competition to the form of AFL surplus players?

Of course on the flip side if say the Crows played in the VFL suddenly there would be a whole new league that would demand coverage and given the Adelaide Football Clubs profile receive it. Would this new coverage be at the expense of that currently provided to the SANFL.

### 19) Will it come down to money?

Currently the SANFL and its member clubs do have some financial issues to address.

The League has incurred a large ...

debt in subsidising the Port Adelaide operations over recent years, some of which is owed to the AFL.

In addition SANFL clubs do not derive anywhere near enough income from memberships, sponsorships, fundraising and home matches to meet their expenses.

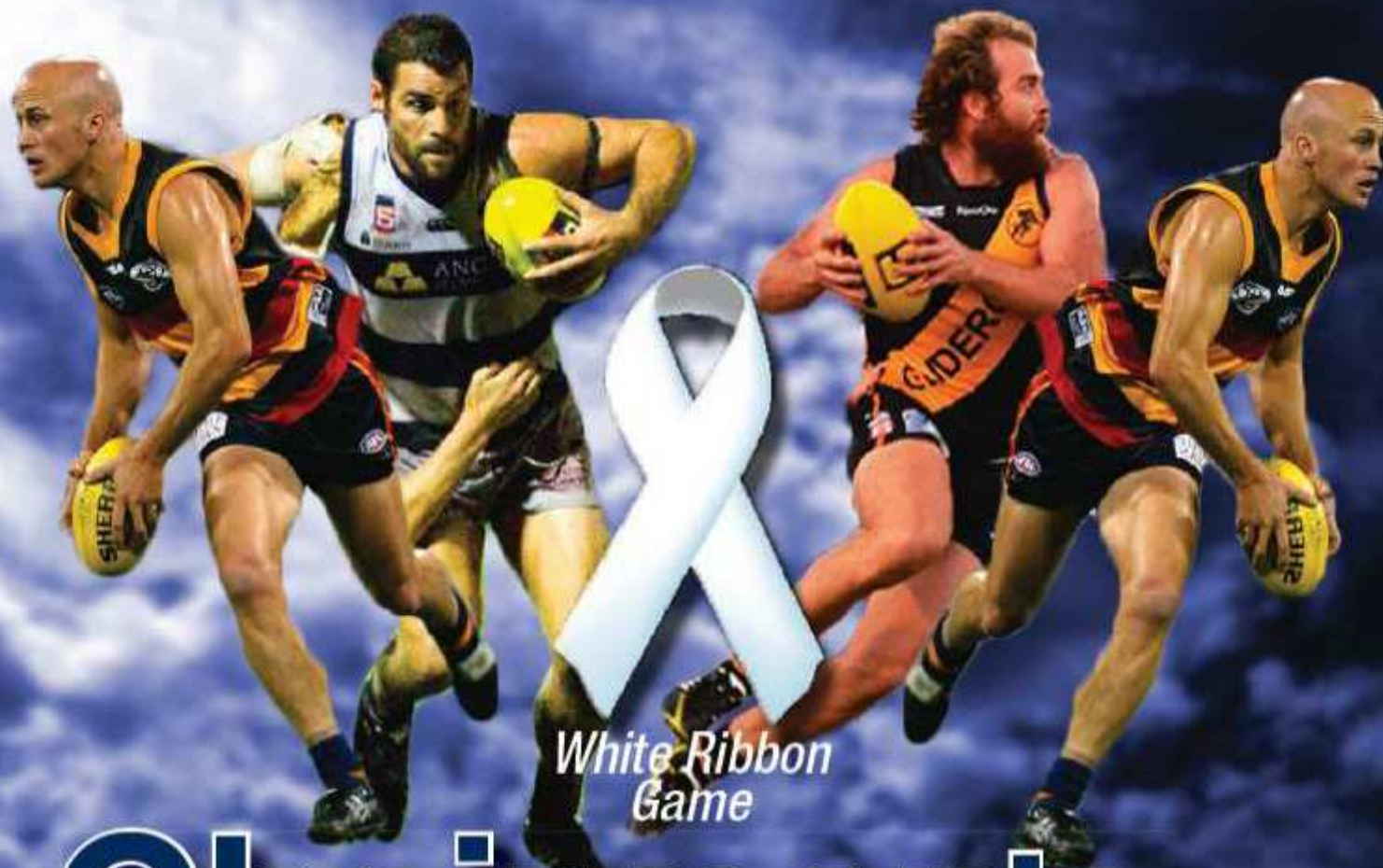
They also need a reliable revenue stream from their gaming and social facilities plus an annual dividend from the SANFL.

Last year six clubs made a trading loss, with the most substantial deficits recorded at West & Sturt.

Long term there will continue to be some income derived from the sale of the AFL licences, Adelaide Oval revenue and a planned redevelopment of the AAMI Stadium precinct at West Lakes.



Daniel Stewart  
Images  
Peter Argent  
0411 178 444



White Ribbon  
Game

# Chairman's Function

## Special Guest Nigel Smart

Our guest speaker for the day is former Adelaide Crows Champion and Past Player for The South Adelaide Football Club Nigel Smart. He is a two time Premiership Player and a three times All-Australian. Named in the Adelaide Crows Team of the decade (1991-2001). Nigel Smart is now The Chief Operating Officer at The Crows.

## ROUND 16

Saturday July 20

**South Adelaide v Glenelg**

12pm for 12.30pm seated  
Peter Darley Function Room  
at Jimmy Deane's

RSVP Friday July 12

Dress smart casual  
Cost \$65 per ticket



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## FEATURE STORY



In the WAFL the Fremantle Dockers and West Coast Eagles will each contribute \$450,000 a year to the Western Australian Football Commission, and the flow on will see the seven independent WAFL clubs receive an extra \$140,000 per year.

At state League level \$140,000 is a substantial amount that would equate close to the net sponsorship income (after costs) or net fundraising profit for an SANFL club.

It is a straight cash injection that doesn't incur the offsetting costs with sponsorship servicing and organising fundraising events.

Whilst no figure has been mentioned in SANFL negotiations, the WAFL model provides a .....

comparison for discussions to work through.

Hopefully this potential financial benefit forms just one part of the argument, and the financial state of some SANFL clubs doesn't make this the major deciding factor.

### 20) When will a decision be made?

In recent weeks the Crows and Power have visited the boards of the eight voting SANFL clubs.

The League directors meet today.

It is unlikely that there will be a vote on the matter at this point.

However, behind the scenes a lot of planning at AFL and SANFL .....

level is about to start regarding the 2014 season.

As just one small example some SANFL clubs are already planning their 2014 membership, but they do not know how many home games they will have

I expect a decision on what occurs in 2014 would need to be made by the end of September at the latest, so a smooth transition can occur.

### NEXT WEEK—PART 2

We will have submissions from

- Crows & Port (we hope!)
- NO AFL IN THE SANFL Group
- VFL broadcaster Peter Holden
- many others in SANFL media

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# "TWO OF A KIND"

The 244-page book on the Gowans Twins

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Identical twins Chris and James Gowans were a lot of things but most of all they were huge characters in Central District's record-breaking 21st century dynasty, the pair leaving an indelible imprint on the SANFL after arriving in South Australia in 2000.

Now that the identical competitors have retired, it is time to lift the lid on their journey, to be recounted in print, with the upcoming release of Two of a Kind, the story of Chris and James Gowans, to be launched at their adopted home, Playford Alive Oval, on April 13, prior to the blockbuster night match between the Bulldogs and reigning premier Norwood.

Written by Central District supporters and freelance journalists Robert Laidlaw and Steve Barrett, Two of a Kind will be a must-read for all Bulldog fans, and those from other persuasions.

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## MILESTONES



## Michael Coad (Sturt)

Current Sturt captain, and versatile utility, Michael Coad, who is capable of playing both forward or back, joins the 100 club at the Double Blues this week.

Now aged 29, Coad returned to the Sturt Football Club after getting a belated opportunity with the AFL's 17th franchise, the Gold Coast Suns, in his mid 20's. At the height of his powers Coad was regarded as one of the best players outside the AFL.

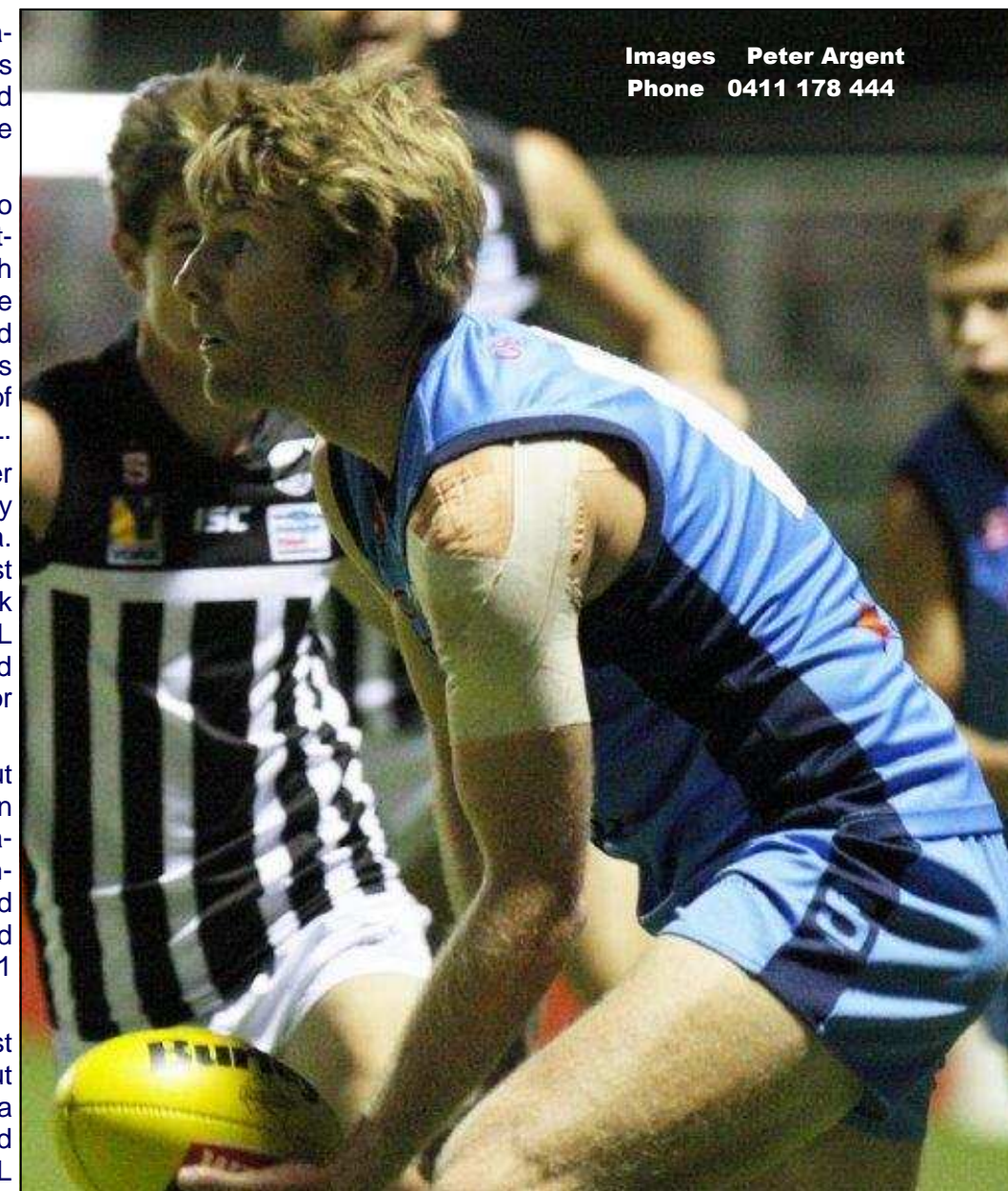
The 190cm, 86kg all rounder started his football with Tumby Bay on the Eyre Peninsula. Coad was drafted by Gold Coast as a mature age rookie, with pick number two of the 2010 AFL Rookie Draft, and was elevated to Gold Coast's senior list for their first season.

He made his senior AFL debut against Western Bulldogs in Round 3 of the 2011 season. Suffering a serious hamstring injury in just his second game for the Suns, he was ruled out for the remainder of the 2011 campaign.

He was delisted by Gold Coast at the end of the season, but then redrafted by them as a rookie for 2012. Over this period he played a total of six AFL games.

With different opportunities and better timing he could have been a 100-game AFL footballer, as he had the attributes to take the next step.

Noted as a strong mark and a player with a good skill set, Coad has been a consistent performer at Unley over the journey.  
Peter Argent



Images Peter Argent  
Phone 0411 178 444

**100  
GAMES**  
If selected





## MILESTONES

### Ryan Ferguson (West)

He may look a little unfashionable and a little bit of a throwback to the 1970s, with his socks down and all arms and legs, but Blood's skipper, Ryan Ferguson is currently the most effective key defender in SANFL football.

Able to dominate in the air, he has the ability to shut down the best key forwards in the competition and also be an offensive threat. Ferguson is equally effective pinch hitting at center half forward.

His leadership is consistently on display, and it's the reason that Andy Collins gave him the captaincy role in 2009.

He led West Adelaide to its first Grand Final appearance since 1991 last year, and is looking to go one step better this season.

Off the field Ferguson, the Victorian export, is a likable chap, starting his VFL career with the Frankston Dolphins, collected by the Demons in the 2002 National Draft, their Fifth Round selection at number 66 overall.

After he was drafted to the Melbourne Demons, he played 47 games and kicked six goals between 2003 and 2007, missing a significant amount of football through injury.

Ferguson made his SANFL debut with West Adelaide at the start of 2008, and has won West Adelaide's Best and Fairest award, the Steve Hamra Medal three times so far - in his first year, 2009 and in 2012

This year in the state League game against the NEAFL side, he was the Fos Williams Medallist for best on ground.



Peter Argent

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**100  
GAMES**

If selected



## MILESTONES

### Matthew Campbell (North)

The second oldest of four brothers from the Pioneer's Football Club in Alice Springs, Matthew Campbell is back for his second stint at North Adelaide this year and will reach his 50 SANFL game milestone this week.

His older brother, Joel, now playing with Willaston in the Barossa, Light and Gawler competition, was on the Melbourne rookie list for the 2003 season. Younger siblings, Dale and Paul, are still playing with the Pioneers in the Central Australian Football League.

"There was a little bit of luck about getting to North," Campbell explained. "With a couple of my mates, Luke Adams and Eric Campbell, we just tagged along with Joel, when he went to train at North during the pre-season".

I made my SANFL debut in Round One of the 2005 season and we played Norwood in a Thursday night game at The Parade". Andrew Jarman was my coach and I really enjoyed playing under him – he was a charismatic and passionate character."

One of the pleasures of his first tenure at Prospect, was that Matt played a good handful of games with his older brother at SANFL League level.

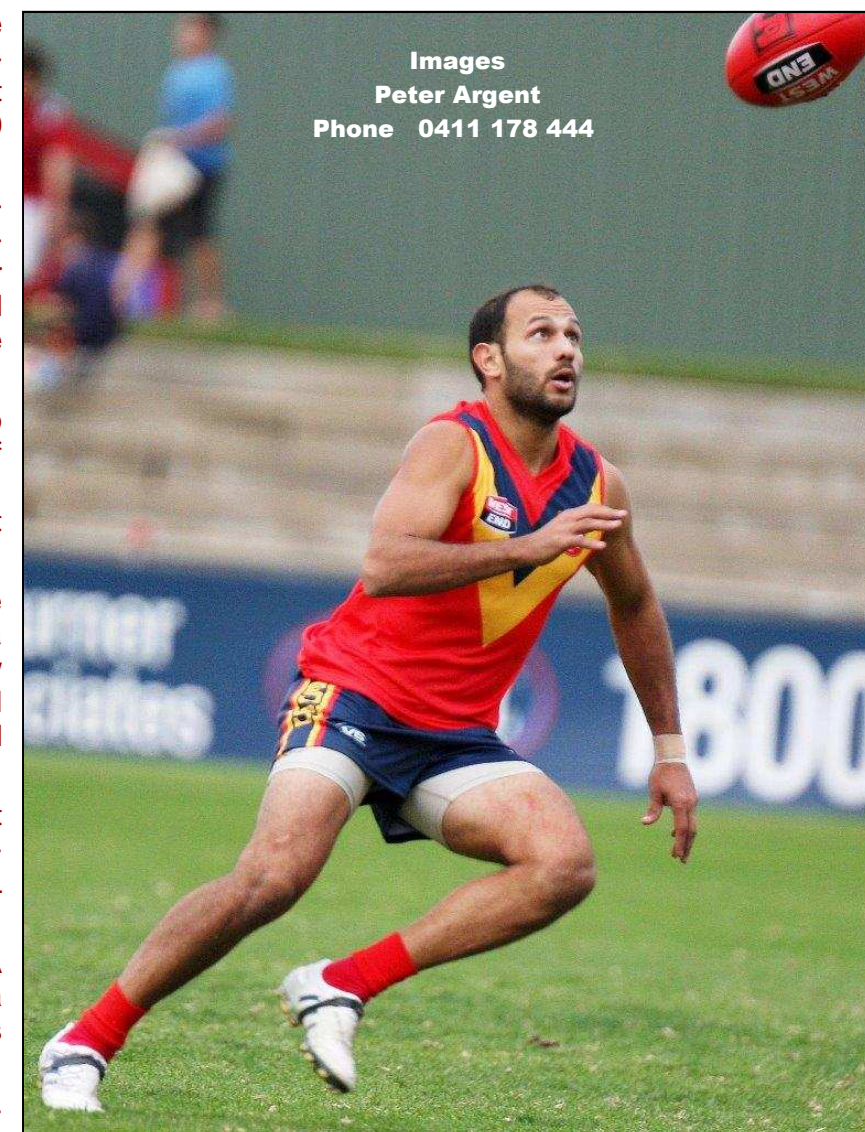
Back at home, he was already playing A grade football in Alice Springs at 15 and as a 17-year-old he'd won the Minahan Medal as the best and fairest player in that competition.

After two seasons with the Roosters and Jarman, Matt Campbell was collected in the 2006 AFL rookie draft. "I debuted in Round One, 2007 against Collingwood at the MCG," Campbell continued. "Actually my first kick was a shot at goal, but it went the wrong side of the post".

"The other thing I remember from the game was that Shannon Grant missed the potential match winner late in the game."

After six seasons and 82 games with the North Melbourne Football Club, live-wire small man Campbell returns to North Adelaide this year. He also played in the state game against the NEAFL.

Peter Argent



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**50  
GAMES**  
If  
selected

