



COMING UP

FOOT-e TIMES SA

ROUND 16 ISSUE

**RESULTS : AFL RESERVES SURVEY
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PLUS THE MOST COMPREHENSIVE
ROUND 16 PREVIEWS**



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**Poll closes late Tuesday July 16th
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& they will be passed onto SANFL clubs**

FOOT-e TIMES SA

Comprehensive Coverage of South Australian Football

2013 Issue 15 (Part 1) : Thursday July 11

WHAT "TWO'S" DO?

AFL RESERVES ISSUE : PART 2





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 15 EDITION

Thursday July 11th 2013

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AFL RESERVES : WHAT "TWO'S" DO?

By Phil Herden & contributors

Last week FOOT-e TIMES SA began it's special series on the AFL Reserves issue with a background article attempting to answer in a factual manner 20 questions on the matter.

This week we open up discussion to a wide range of opinions.

Again the aim is to give you, the reader, a wide range of views so you can understand the arguments being worked through.

Once finished I encourage all of you to take part in our updated readers survey which is the most detailed available on the subject.

We will be passing on results and your comments direct to the SANFL clubs so it is a great opportunity to have your say before a finals decision is made.

So onto our contributors, starting with FOOT-e TIMES SA's very own Don Cooper.

in the SANFL next season will go ahead or not, but how the underlying, long term factors are dealt with.

Where will the top up players come from?

What will happen to the Port Adelaide Magpie's zone?

How long will the season go for? What will the financial benefits be to each club?

These are all questions which will be answered in the coming weeks once SANFL boss, Chris Davies, has had time to look at the blueprints and ensure the engineering of the concept is structurally sound for the future of the SANFL.

And there could be no better person to be perusing those plans than Davies, who has been successfully involved with a club impacted by change to the competition, namely the Eagles.

While many thought it could be the beginning of the end for the SANFL when the Crows entered the AFL, we survived.

A similar fear of demise was averted when the Port Adelaide Football Club commenced their tenure with the AFL forcing a re-think of the shape of the competition, but yet again we survived.

So fear not one and all.....this new chapter is not a threat, but another step in the ongoing journey of this competition – a journey which will continue for many generations to come.

Rest assured though, the SANFL we grew up with through the '70's and '80's is not the same as the one our children watch today. And their children will more than likely see further change.

It's an ever changing world we live in and providing that the changes ..

DON COOPER

Background : Don is a former SANFL umpire, award winning writer and SANFL commentator on Life FM and RPH Adelaide.

As written in the Foot-e Times SA half-time round table discussion a few weeks ago, I certainly foresee the SANFL competition being battled out by 10 teams next season.

So for mine, it's not so much a debate about whether this format with the two AFL clubs fielding sides in

Magpies FansImages : Peter

Argent

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REDLEGS

FEATURE STORY



keep the essence of this competition, then we must be ready to embrace it.

There have been many comments relating to the integrity of the competition and if for one minute you think the Adelaide Football Club and Port Adelaide Football Club will not be endeavouring to earn a title for their respective organisations, then I believe you would be sadly mistaken!

I actually think it borders on being disrespectful to both clubs to say they would just be using the SANFL as a development tool for their AFL ambitions, but at the same time, why would they not want to have their players develop to their potential by playing in the SANFL?

There are many pros and cons to the proposal, but to dismiss it entirely on the basis that we don't want the AFL in our competition, well I'm sorry, but they already are and in a way which is more detrimental than perhaps understood.

The fact is, the SANFL is the premier State League in this great country of ours, and if by the inclusion of the "Adelaide Ravens" (refer to the aforementioned article) we make it a sustainable competition for the next generation then I'm all for it.

(Good luck with all the details Chris!)

PETER ARGENT

Background : Peter is another member of the FOOT-e TIMES SA team, award winning freelance writer and photographer.

Nick Joyce
Images Peter Argent
0411 178 444

Development is inevitable.

In 1921 the arrival of the Glenelg Football Club made the SANFL competition an eight team competition.

By 1964 when Central District and Woodville were elevated to League level, SA footy was at its zenith.

This high watermark continued through the 1970s and 1980s, although during the second half of the later decade we started to consistently lose our stars like Stephen Kernahan, John Platten, Craig Bradley, Tony McGuinness and company, who wanted to prove themselves at the very highest level.

What does this have to do with the Crow and Power AFL teams! Get your heads out of the sand! Plenty!

Football has continued to evolve and grow all the time.

Teams and competitions either grow

and prosper – or as happened before wilt and die. (Have a look at the country towns around the state who have either amalgamated or no longer have a team at all.)

While this sounds obvious – what we need to understand is the SANFL will change. It's a fact. Crows and Power Reserves teams are coming to our competition – for sure and certain – financially this is the only way it will work.

We need to learn from what happened in the VFL and make the most of it.

Embrace change!

The secret is how to make the SANFL relevant for the 10 to 15 to 20 year old, not the diehards who will still watch the game, no matter what!

These young people have grown up with the SANFL being a secondary competition.



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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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FEATURE STORY



MARCUS WILSON

Background : Marcus is a former editor of the SANFL Football Budget and currently works in the FIVEaa News Department and co-hosts the stations SANFL Show.

The reality of Port and the Crows entering sides into the SANFL is starting to sink in and it'll mean the local league will never be the same.

If the proposed changes go ahead there'll be sadness for Magpies supporters with the club losing its juniors and the senior side, as we know it, will be lost.

I think the Maggies will still receive strong support from those who also barrack for the Power but there will be a degree of emptiness when they have success in the future.

If the Power reserves side wins the SANFL premiership will the players be proud and excited about making their mark in the SANFL?

And will other clubs who love to hate Port get the same satisfaction in beating their arch rival?

But to be fair I think the new sides will add further interest to the local competition, with AFL-only supporters heading to suburban grounds to follow the young players from their respective clubs.

I'd rather have the Crows and Power linked to the SANFL in some way rather than not at all – it would be disappointing to see SA players running around in another feeder competition.

I have faith in the SANFL's power-brokers that will only bring about change if it benefits the local product.

**John Baird in VFL
(Port Melbourne)
Images Peter Argent
0411 178 444**

In a perfect world I'd love it if the existing system was maintained.

Could it be trialled for a season?

PETER HOLDEN

Background : Peter is a VFL broadcaster on 3WBC and Port Melbourne volunteer.

I read with interest on the SA Footy forums about the proposal of adding 'AFL Reserves' sides to the SANFL and felt it necessary to give a Victorian supporter's view from afar based on the VFL/VFA experience.

I'm currently involved in the VFL. Broadcasting the occasional game on 3WBC, and a volunteer with the Port Melbourne Football Club. I make clear these comments are my own.

The current situation the VFL finds itself in goes back to 1982. Prior to that year, the competition (the then VFA) had Sunday football to itself and large TV ratings to match. The comp was seen as an 'alternative' to the then VFL (now AFL).

This changed in 1982 when South Melbourne moved to Sydney and VFL/AFL games were broadcast on a Sunday. As a result TV coverage became less on Channel 10 (who did the VFA) and Sunday football on TV was lost to the comp by the end of 1986.

From there, combined with the tough economic times and the VFL growing into the AFL, the significance of the VFA evaporated, as did its clubs. The ultimate mistake made by the competition came in 1996 when it renamed itself the



West v Eagles

ROUND 15: SATURDAY 13TH JULY

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RESERVES 11:25AM | LEAGUE 2:10PM | U18'S 5:00PM

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VFL, thus confusing the competition's brand and history (the ultimate act of sabotage).

As a cost cutting measure, the AFL reserves (for Victorian clubs and Sydney) were merged into the VFL. Over the years, many clubs chopped and changed alignment partners and some stood alone.

As a Williamstown Seagulls supporter for the first 20 years of my life (and an Essendon supporter at AFL level) I turned my back on them when they aligned with Collingwood in 2001.

It was clear there were two divisions of supporters following the one team.

The traditional Williamstown supporters who loved their club and the Collingwood supporters who were just following their players.

In the ultimate insult, Magpie's fans would come to the games dressed in Black and White and make little or no effort to wear the Williamstown colours of Blue and Gold.

Time would reveal that not just supporters would not get along with each other, but also at levels higher up.

In these alignments, it would be common for an AFL side to request that it's player only play 2 or 3 quarters, restricting rotations/options of the VFL coach who wanted to win.

A classic example is that of the Casey Scorpions who are aligned with Melbourne. For many years they finished top 4, but would always go out in straight sets when the Dees would put their players 'on ice' for the season.

On the flip side, clubs like Box Hill ..

and Northern Blues are virtually puppets of their AFL partners Hawthorn and Carlton. When their AFL master says 'Jump', they ask 'How High?'.

In fact, when the Hawthorn coach rested 8 players heading into a final round game against the Gold Coast, that domino effect (combined with injuries), saw Box Hill go into a VFL elimination final having to make 13 changes!

That would have disgusted a stronger VFL club, but sadly for Box Hill, without Hawthorn they would not exist.

The claim was made that the 'AFL Reserves' would bring in larger crowds, this for the most part has been myth.

As an example, it's been common in the past for Box Hill Hawks to ask for a fixture that will see them

play at a similar time as their AFL side (Hawthorn).

I've commented many times (especially on a Saturday fixture) during the radio call of the poor crowds Box Hill have when Hawthorn are on TV at the same time... plus competing for crowd numbers against the strong Eastern Football League.

Though to be fair, on the rare occasion Box Hill have a Sunday home game and Hawthorn is not playing that day, they can pull a fairly big crowd.

I suspect a club like the Adelaide Crows would want their reserves to play at the same time (or close to) when their seniors play.

How many people would follow the 'reserves' when the 'seniors' are on at nearly the same time? Not many at all.



**Eagles Junior, Richmond
& Coburg's Matt McDonough**
Images : Peter Argent
0411 178 444



EAGLES COMMUNITY WEEK

ROUND 16 EAGLES VS CENTRALS Sat 20th July

ROUND 17 EAGLES VS STURT Sat 27th July

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

Jumping Castle & Face Painters, Community Displays & Kids Treasure Hunt
Eagles Function Centre Bar : BBQ : Canteens & Bars
Merchandise & Giveaways



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I found that when 'AFL Reserves' are playing at home, with their AFL side not playing at the same time (or in Melbourne) there would be a reasonable crowd (about 2-3,000). This could reach 5,000 when there is a novelty factor (the Hird situation early this year, Ben Cousins playing for Coburg a few years ago).

However, these 'AFL' Reserves' fans rarely travel. The VFA/VFL sides pull better crowds when playing against traditional VFA/VFL rivals.

I remember one day at North Port Oval when Port Melbourne hosted Collingwood (whose AFL side was playing at the same time). You could count 5 Magpie's supporters that day. I'm not lying... I counted just 5!

Leaving the crowds aside, are the 'AFL Reserves' sides still competitive? What I found is that they are in two minds. If your side gets the early jump and a 4-5 goal break on them, they generally don't put up a fight. However, should they be close at 3/4 time, their fitness sees them run out the game and over the top of your team.

In closing, the VFA/VFL is now just seen as a reserves comp.

No longer an alternative to the main game (AFL), and it's history despite being incredibly important is fast being swept under the carpet.

Media coverage of the comp now focuses on AFL players trying to make their way back to the top side, with no mention of ladder positions/history/rivalry mentioned.

The SANFL clubs have a very important decision ahead. Do they accept AFL reserves and resign their fate to being a 'reserves comp' (and thus struggle to win supporters in the future), or do they reject the Crows and Power and become an 'alternative' to the AFL? South Australian football has now reached it's fork in the road.

SCOTT DEVERSON "HANDS OFF THE SANFL"

Background : Scott is an Eagles fan and part of the movement "Hands Off The SANFL" which opposes the introduction of AFL reserves sides into the SANFL League. Their NO AFL IN THE SANFL banner at games has received significant coverage.

No AFL in the SANFL ...

Depending on whom you listen or speak to, this issue has the potential to either destroy or enhance our 136 year old competition.

Not since 1990 and Port Adelaide's failed bid to join the AFL, has an issue evoked so much emotion and feeling from football supporters in this state.

If we are to believe the 'Commercial Mainstream Media', then PAFC and AFC Reserves teams as part of the SANFL, are imperative to the long-term survival of Australian Rules Football in SA.

PAFC CEO Keith Thomas and Club President David Koch not only want the local Magpies to become their Reserves team, but also retain their 'development zones' (both metropolitan & country) as well as



**From the fans
Images
Peter Argent
0411 178 444**



a night at the Races

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maintaining their underage teams as part of their 'One Club' mantra. Club President David Koch has even suggested that this model be adopted by the AFC – that is, the Crows enveloping an existing SANFL Club and doing the same.

AFC Acting CEO Rob Chapman has suggested (without any statistical analysis or data to support his claims) that "a Crow's Reserves team would most likely bring an extra 3000 supporters to the SANFL each week, resulting in approx. \$40,000 of added income to each SANFL Club, over the course of a season".

Whether you agree or disagree with these inferences, the facts are that many existing SANFL supporters and Club Members, are likely to simply 'walk away' from the competition should the two AFL Clubs 'get their way' and field teams in the SANFL League competition, from 2014.

What concerns many supporters of the SANFL (Magpie supporters included) is that this decision has the potential to convert our competition into another 'feeder league' such as the newly contrived NEAFL.

Or worse, destroy the competition as we know it, as appears to have occurred to the former VFA, now the VFL – where it should be noted that when Collingwood play Essendon (the two most supported Clubs in the country), less than 1500 spectators attend these games, assumedly due to a lack of interest in a match between Reserve grade players and 'Top-Ups' from other clubs.

Yet this appears the preferred model SA's two AFL Clubs subscribe to. Rob Chapman claims that double this amount of spectators will attend games here in SA. I fear he is somewhat optimistic in this assertion.

To steal a quote from the iconic Australian Film 'The Castle'; "Tell him he's dreaming".

What many SANFL supporters question about this proposal, is;

"What will happen to the integrity of the competition?", and

"How will AFL Reserves teams in the SANFL actually benefit the existing Clubs?".

These are very pertinent questions, although I would contend that the

most important aspect to consider in this debate is; "What happens in two to five years when the AFL decide to have an AFL Reserves competition (mooted for 2016), and South Australia's two AFL teams decide they want to play in that competition, instead?"

Where does that leave the SANFL and its member Clubs?

The WAFL have not helped the situation by allowing West Coast Eagles FC to absorb East Perth FC, whilst Fremantle FC have done the same to Peel Thunder FC.

This move appears to be made due to the financial incentives offered by the two AFL Clubs in WA and has for all intents and purposes, provided traction for those in support of the AFL Reserves concept, such as Commercial Radio announcers and some former players.

What some Media Commentators and others in favour of the AFL Reserves proposal fail to recognise is that after the current 2013 season is completed, all AFL listed players aligned to other Clubs such as Subiaco, Claremont, etc. will be required to play for either East Perth or Peel. Some argue that ..



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ROUND 16

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this will sound the 'death-knell' of the 130 Year competition of the WAFL, as these two Clubs are set to dominate the competition and the integrity of the WAFL will be further compromised.

Our Club Officials have endeavoured to 'ease concerns' of their Club Members, by emailing what appears to be a deliberately contrived 'one-letter-fits-all' response. Many Club supporters respond that this is not acceptable, as it appears somewhat impersonal and dismissive of those Club Members genuinely concerned about the future of the SANFL competition, as a whole.

The wording used in this quickly contrived statement is akin to telling the Members of their Clubs that they (the Club Officials) will make the final decision regarding this

issue and we should trust them, that they will make the right decision for our individual Clubs and that the supporters have no say in the matter. Excuse my cynicism, but I think I have heard it all before, don't you?

The question for our 'League Bosses' and Club Officials is this:

Are you prepared to allow ALL the facts to be canvassed to your supporter base before making a final decision.

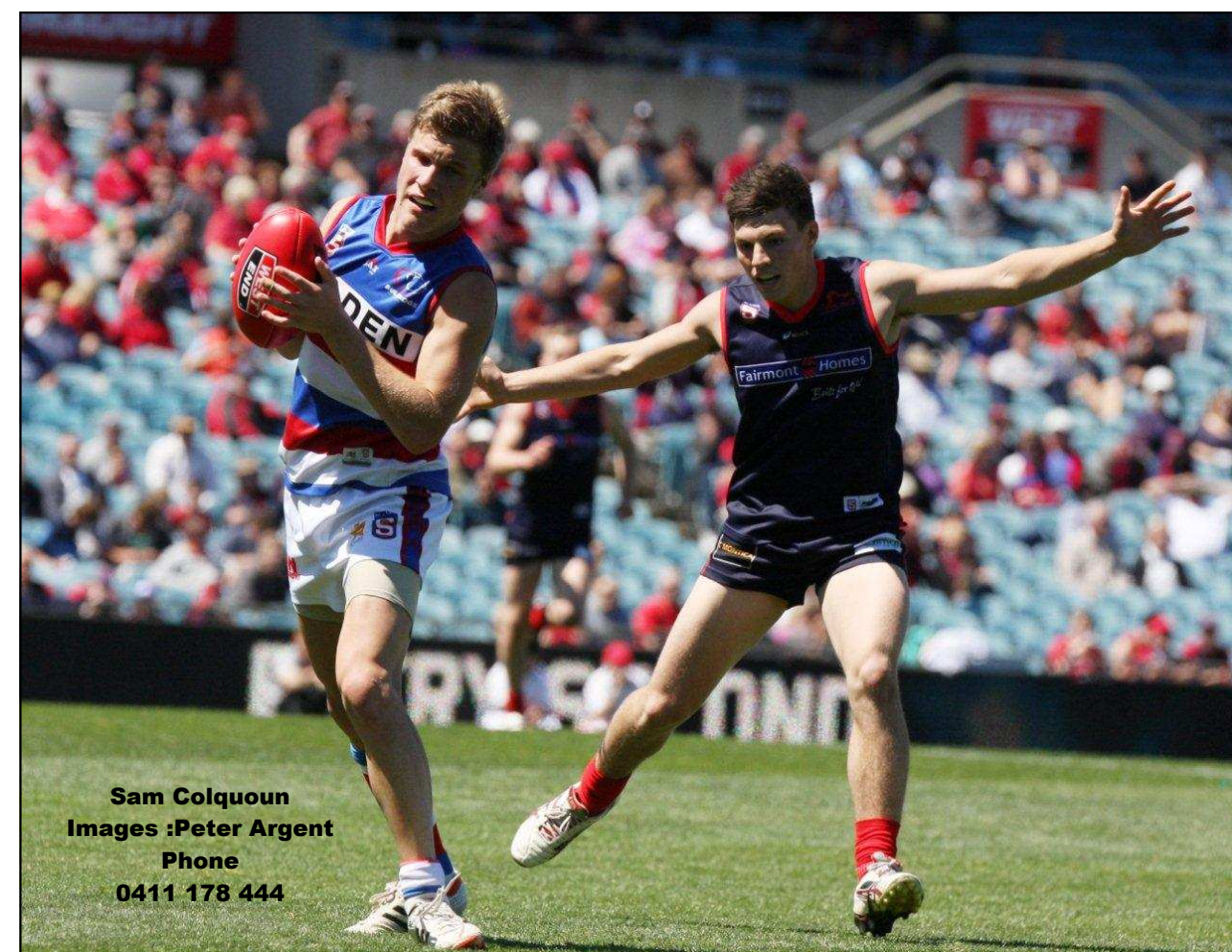
Or are you simply going to continue to disregard those of us who have contributed to both financial and physical support of our local Clubs, since the advent of the AFL, and make your decision without our concerns being aired in appropriate forums such as 'extra-ordinary meetings of your members?

The AFL has successfully 're-branded' OUR National Game, referred to around Australia as 'AFL' not Australian Rules Football, as it was conceived. They have been very clever in doing this.

The AFL has been systematic in it's desire to remove the integrity of '2nd tier competitions' such as the VFA, QAFL, NSWFL, WAFL & NTFL. Is our Football Commission, and our Club Directors and the general football loving public of this State going to allow our competition to suffer a similar fate?

To all Club Officials both SANFL and AFL alike I say; "Hands Off Our SANFL ... No AFL in the SANFL "

For more information the group has its own Facebook site "Hands Off The SANFL"



Sam Colquoun
Images :Peter Argent
Phone
0411 178 444



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v South**
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FEATURE STORY



CHRIS KENDALL

Background : Chris needs little introduction to SANFL fans. He co-hosts the ABC TV SANFL telecasts, commentates on RPH Adelaide and writes for Sportsbeat.

Last year, Chris received the FOOT-e TIMES SA Fans Favourite award for "Favourite SANFL Media Personality as voted by our readers.

Recently he wrote a two piece article for Sportsbeat which we reprint here.

It is quickly becoming one of the most emotive and divisive issues that has faced the SANFL since the entry of the Adelaide Crows in 1990.

Whether the two AFL clubs should be allowed to field teams in the SANFL competition from 2014 onwards.

What does seem a simple decision either way has plenty of pros and cons attached to it, and plenty of compelling reasons for both schools of thought.

Initially, I will assess exactly why the SANFL should NOT allow the entries and then – why the SANFL SHOULD allow the entries, and then allow you, the readers, to look over both arguments and send your thoughts to us on the issue.

So, why AFL clubs should NOT be allowed to field teams in the Senior competition.

Fielding teams in the SANFL Reserves is, for the moment, a separate issue.

1) The integrity of the SANFL will be heavily compromised:

One of the primary reasons both AFL clubs are strongly pushing to

be allowed to play in the SANFL, is that it will allow their players to all work to the same game plan/tactics, as they will see at AFL level.

As much as anything, this will mean that players may be played out of position, or in roles that are about experimenting with flexibility for the player, rather than to genuinely win the match.

What incentive, therefore, is where for the likes of Central District coach Roy Laird, to prepare his side to take a game completely seriously and risk his best 21 players for a match for which the result is not the primary factor for one of the competing teams?

Will games involving either AFL team become largely meaningless?

2) Games will become lopsided, and not in favour of the AFL clubs:

There seems some type of notion that Port, for example, would field an SANFL team including the likes of Travis Boak, Hamish Hartlett and Alipate Carlile.

Many of the players that will compete at SANFL level, however, are the likes of Ben Newton, Aaron Young and Brendon Ah Chee, many of whom have spent time in the Reserves this year.

AFL squads comprise 44 players in total, 22 of these are required on match day, including up to three emergencies, so we are already down to 19 players.

If, say, six of these are injured and



Andy Otten

**Images : Peter Argent
0411 178 444**

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driving ahead.



FEATURE STORY



unavailable for selection, then there are 13 AFL listed players available for a team needing 21 players, meaning eight more players must be sourced.

They may be underage players, or in an extreme example, SAAFL or country footballers.

Will these players form a lineup that will be competitive against hardened SANFL players?

3) Who will actually attend the matches.

In order to make the matches financially viable, at least 2500 fans will need to attend to ensure at least a breakeven point in terms of covering costs of match days.

Since the entries of both Adelaide in 1991 and Port Adelaide in 1997, attendances have slowly declined.

Given point 2 above, regarding the most likely players in the matches, where is any evidence to suggest that fans will suddenly turn up to watch players that have already been at that level for some time?

4) Will any short term financial benefit for the clubs, in terms of dividing revenue from the licence sales between the nine clubs, be sustainable long term?

Looking at Sturt, in Round 10 they fielded seven Adelaide Crow's players in their lineup against the Eagles.

If Adelaide withdrew those seven players for their own team, then Sturt now has to pay for seven League standard replacement players, just to maintain equal competitiveness in 2014.

If, for example, the mooted figure of

\$150,000 for the first year for their share of licence fee revenue was paid to Sturt, much of that would be swallowed up in player payments immediately, leaving Sturt at largely the same position they held before.

So after looking closely at why the two AFL clubs should not be allowed to enter the SANFL, it's time to consider the counter argument and consider why they SHOULD be allowed to enter the SANFL competition.

Placing aside personal feelings on the issue, there can be some reasonable arguments toward their acceptance.

1) Possible increased interest in the SANFL

When Adelaide entered in 1991, and Port Adelaide in 1997, there were notable and immediate drops in attendances at SANFL games in each period.

Fans who previously attended SANFL games most weeks suddenly had a new option to spend their footballing dollar and many have not returned since to the SANFL.

The opportunity to support their AFL sides, virtually in their own backyards, for much less cost and more flexibility to attend (albeit with vastly different lineups to their AFL counterparts) could be a major catalyst toward reigniting the passion of this "lost generation".

2) The opportunity for both AFL clubs to place something tangible back into the SANFL immediately.

In the business of football, the focus must naturally rest upon making AFL their main priority at all times. In doing so, it is fair to say that the clubs have not always focussed as strongly on the SANFL as they could, while rightly pursuing



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their AFL dreams.

If both clubs entered the SANFL, there is a chance of bringing a different level of professionalism and resources to the league, particularly in terms of support staff and the like, which can only benefit all clubs ultimately.

3) Financial benefits.

It has been mooted that, if this proposal occurs in the league competition, then the AFL clubs will make yearly payments to the SANFL clubs to assist as an incentive. One figure that has been put forward is \$150,000 per club.

In an era where top level financial sponsorship can be very hard to find – and hold on a longer term basis – having this sort of finances land at a club's doorstep could be very beneficial to those clubs currently in the red.

4) Possible increased exposure for existing sponsors.

The perception is there that the two AFL clubs could also bring a greater TV audience and thus, allow greater exposure for their sponsors at home grounds.

Signage, logos and – if SANFL returned to commercial television – naming rights to ovals – could receive a wider viewing audience to further expose the product and make sponsoring a SANFL club a more attractive proposition – further assisting the bottom line.

When looking at all of these positives, however, one thing keeps coming up, time and again, as the main benefit. Money.

In a difficult economy, it has become harder and harder for clubs to survive and ultimately, clubs cannot survive on passion and ...

Jaryd Lyons

Images : Peter Argent

0411 178 444

tradition alone. The biggest problem facing the league directors – who will be the men who votes on this decision – is not looking ahead to ten years time or fifteen years time, when making the decision in the coming weeks.

If the incorrect decision is made in either direction, there is no return.

No turning back.

No second chance.

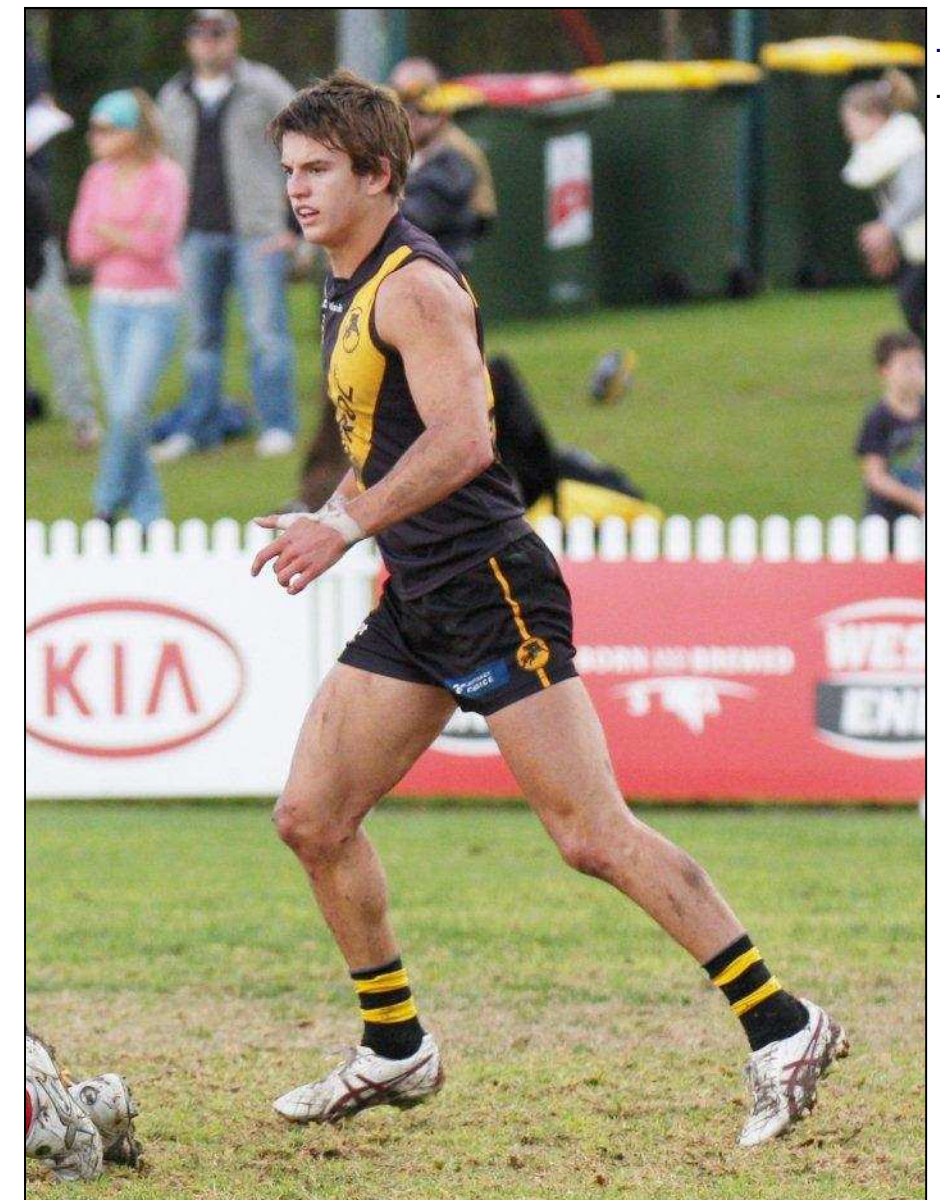
There is only ONE CHANCE to get this decision correct. If the wrong one is made, then our league will be irreparably damaged and we

could lose the fabric of a league that has grown and evolved so well since 1877.

This is why this decision cannot be rushed, forced, pressured or hurried for the sake of a short term financial benefit.

If the decision is forced the wrong way in haste, then there may be nothing left to benefit, financially or for the current and next generation of SANFL.

This needs time and patience – not pressure – for the sake of our great league.





FEATURE STORY

As part of providing the most balanced coverage of this issue we invited key stakeholders to directly address (without edit) our readers with their perspective on the issue.

Here is what came back

THE CROWS

Background: We have been regularly in touch with the Adelaide Football Club to offer them a chance to have their views represented to our readers (SANFL club members).

Whilst initially happy to provide something once they had made their submission to the SANFL clubs, since that occurred last Thursday they have now advised they have been asked by the SANFL directors not to make specific public comment on

their proposal until it has been investigated by the league.

The Adelaide Football Club has been quite public in media circles over the last year lobbying for their own reserves side.

Alas it has been agreed from last Thursday nights meeting that they not publically release details of their submission to the SANFL club directors to the general media.

Given this is the model the SANFL is now investigating it leaves a lot of supporters in the dark and the chance for rumours to run wild.

Whilst there is no public or media statement some speculated and unconfirmed ideas include;

- rebranding of the reserves or "Seconds" team as the Ravens

- offer to co-promote the SANFL games by running player clinics in the zone of the SANFL club.

- at this point no offer of a licence fee.

- top up players used on a six week rotation (from where?)

- all games to be played at the SANFL club's home ground with expected crowds of 4,000 at each game.

As the Adelaide Football Club is not allowed to make comment these elements remain unconfirmed at this point.



Aidan Riley Celebrates an AFL goal For the Crows

Images Peter Argent 0411 178 444



FEATURE STORY

THE P.A.F.C.

Background: We have also had regular contact with the Port Adelaide Football Club for a contribution and here refer to a supporters communication from CEO Keith Thomas sent shortly after last weeks SANFL League Directors meeting.

Dear Members and Supporters,

The reserves debate is hotting up.

Since my last update we have presented our full proposition to the SANFL Commission.

This was followed by a series of meetings with delegates from the other Clubs and the SANFL, as we prepared for our presentation to the ultimate decision makers on this matter, the SANFL Club Directors.

This presentation occurred on Thursday night.

I was pleased with the hearing we received from the Clubs. I believe they were genuinely respectful of our position, and interested in our proposition. We will continue to work together over the next few days to find the right solution, but make no mistake the stakes are high and there is still very considerable resistance.

The Pitch

1. PAFC has a genuine commitment to, and an important role to play at both the SANFL and AFL levels.

2. The integrity of the SANFL competition is best served with a strong, united, highly-committed Magpies in it.

Magpies entrance Images Peter Argent 0411 178 444

3. It is impossible to argue that the SANFL competition will not be diminished, if the Magpies are not in it.

The Proposal

- Power in the AFL

- Magpies in the SANFL league competition, with a mix of our overflow AFL listed players and local Magpies players.

- Reserves and junior structure retained.

- A reduced zone (to 75% of current) in recognition of the fact that less opportunities will be available at league level for local players.

- Reduced salary cap (to be confirmed) in recognition of the fact that fewer local players will need to be paid.

- No non-AFL interstate recruits for the Magpies.

- No out-of-zone recruits

- Full SANFL dividend returned to Clubs (\$600k or \$75k per Club)

- Second opinion injury assessment by SANFL doctors at finals time.

- Reviewed after two years to

ensure we are neither too strong, nor too weak.

- Long term commitment to the SANFL

Rationale

The Power needs to be able to provide *best practice player development*, which can only be achieved with full-time access to all players.

The Port Adelaide Football Club is deeply committed to the Magpies and the SANFL and is prepared to continue to invest heavily in game development.

We are prepared to do that, without cost to the SANFL.

In fact, \$75k per annum per Club will be distributed back to the other Clubs.

The Port Adelaide Magpies are entrenched in the very fabric of South Australian football.

The Magpies have ranked in the top 3 for attendances since 2005, even without on-field success.

The Magpies remain as relevant and as popular, as any other SANFL Club.





FEATURE STORY

What's at Risk ?

-The existence of the Port Adelaide Magpies.

-143 years of proud, successful contribution to the SANFL, and a deep community connection.

-3500 dedicated Magpies members. No 'Power affiliation' at all.

-This is significant.

Why?

-Why would you aim to diminish Port Adelaide, just as it is regaining momentum?

-Why does the reserves solution need to be the same, for both AFL clubs? Port Adelaide and Adelaide are not the same ... we come from vastly different origins.

-Why wouldn't an SANFL club want to maintain the great rivalries that the competition has been built on? Port v Norwood, Port v Sturt, Port v Glenelg, Port v West, Port v Centrals - these rivalries are all at risk!

Retaining the Port Adelaide Magpies provides opportunities for growth.

Removing the Magpies diminishes Port Adelaide and the SANFL competition.

There is much more to this debate, and I promise to keep you posted every step of the way.

Some of you may argue that we have already conceded too much. I understand that.

My counter argument is that every negotiation conducted in good faith requires some 'give and take'.

I think our proposition is more than fair, as it strengthens our AFL program, maintains a genuine, competitive Magpies structure and importantly strengthens the SANFL competition.

I believe it's a proposition worth fighting for.

We ARE Port Adelaide!

Keith Thomas
CEO Port Adelaide Football Club

Web Site Link
<http://www.portadelaidefc.com.au/news/2013-07-06/from-the-ceo-july-6>

THE SANFL

Background: Following is a media release issued by the SANFL after last Thursday's League Directors Meeting.

Following tonight's SANFL League Director's meeting held at AAMI Stadium, SA Football Commission Chairman John Olsen made the following comments:

"The League Directors and Commissioners heard tonight from representatives of both the Adelaide and Port Adelaide football clubs who put their respective cases forward with regard to their proposal to put teams in the SANFL competition," Mr Olsen said.

"Both clubs spent approximately an hour each giving their presentations and answering questions from the League Directors.

"At the request of the Directors, the SANFL administration team will now analyse the two presentations to provide further information for the review of the SANFL clubs.

"This is the next important step in a process which will not be rushed as we strive to reach an outcome that is in the best interests of the SANFL and the South Australian football community."

SANFL CLUBS

Background: As expected given a vote is required there has been a lot of speculation as to how each club will vote. As yet only Norwood have publically stated a view being quoted as being opposed .

Here is the public response from each club since last Thursday nights meeting as we understand it.

In addition we did offer each club the opportunity to set the record straight here if they have been misrepresented elsewhere..

Central

- No known members email
- No web site announcement
- No known survey

Glenelg

Provided the following email to members and on their web site the day after.

"Below is a media release about last nights meeting at AAMI stadium in regards to the Crows and Power having teams in the SANFL.

Once again this meeting was all about gathering information that will help the League Directors in deciding the best way forward for the SANFL competition and importantly the Glenelg Football Club which I know is the major priority for you as a member and supporter of our great club.

Whilst last night did provide an insight to how the Power and Crows would like to see this structured and implemented, there is still a lot more work to be done by the

FEATURE STORY



Sturt

The Double Blues have placed the following announcement on their web site on Monday July 8th.

"The Sturt FC board has not made a decision on this subject and is weighing up all options regarding the current proposals about the Crows and Power 'reserves' teams.

The club has been represented at all meetings facilitated by the SANFL on the issue and notably at the presentation by the two AFL clubs last Thursday.

The club is committed to maintaining the integrity of the SANFL and its present standing, but has

committed to the process of consultation with the AFL Clubs and will weigh up the pros and cons when all facts are before us.

The club was disappointed at the assertion in the weekend's media that it will effectively roll-over in support of the concept because of our challenging financial circumstances.

No decision has been made, and will be made solely on the basis of the best outcomes for the club's and league's future and not a short-term cash grab.

Rest assured the club will make no decisions on this issue until all information has been presented, including financial modeling."

SANFL administration and the clubs to enable us to be in a position to make a decision on this extremely important matter.

Once we have consolidated all the information and analysed the pro's and cons of the various options we will provide an opportunity for members to come to an information evening at the club so you can be made aware of the possible impact on our club and the competition and provide your feedback.

I do appreciate that this is a very emotive issue and understand and applaud your passion for the Glenelg Football Club, and this is why I promise you that the decision will not be rushed or made without consulting and engaging our members.

Hopefully I see you at the Parade tonight supporting the team.

Nick Chigwidden"

North

- No known members email although club has been answering member enquires on an individual basis.
- No web site announcement
- Is running a survey on their web site starting about 3 weeks ago

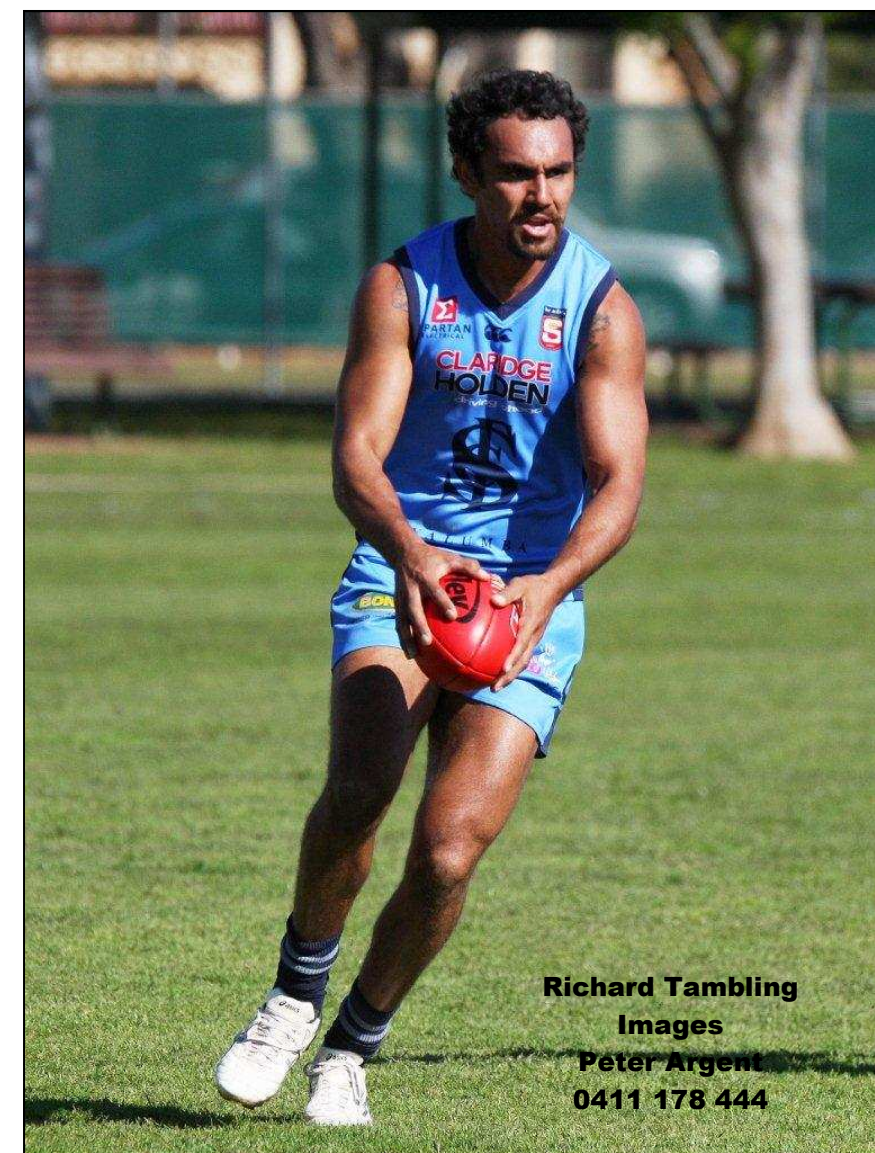
Web Site Link
<http://www.nafc.com.au/>

Norwood

- No known members email
- No web site announcement
- No known survey

South

- No known members email
- No web site announcement
- Previous survey run on club web site, now concluded.



Richard Tambling
Images
Peter Argent
0411 178 444



ROUND 15

**1.30PM SATURDAY
CENTRAL
V SOUTH**

**2.00PM SUNDAY
STURT
V PORT**

PREMIER SANFL COVERAGE

Listen Live on the Web www.rphadelaide.org.au



FEATURE STORY

West

- No known members email
- Only web site announcement was repeating the SANFL media release of last Thursday Night.
- No known survey

Eagles

Yesterday the Eagles sent out an email direct to its members and other stakeholders.

It is seeking their input into a poll that the club is running

Please note that the poll is structured so only Eagles members can vote in it.

As the email is intended for members only and not publically released on its web site we have decided not yet to advise its contents.

Suffice to say it advised that the process of making a decision has only just begun and they are seeking members input on the matter as part of the process.

Further than that **FOOT-e TIMES SA** commits to ensuring that the results of the new survey are distributed to all SANFL clubs for them to consider.

So having heard OUR SAY

If you want YOUR SAY

This is your best (& possibly last) chance to be heard.

Click here to take part
<https://www.surveymonkey.com/s/9KZX8X5>

IT IS FOR A LIMITED TIME SO VOTE NOW!!!

Closes midnight Tuesday July 16th.

THE FANS

In April we ran a comprehensive survey on this issue and almost 400 of you replied.

In lieu of recent developments we are updating the survey and once again want your views.

REDLEG WRAP

Club Web Site : www.norwoodfc.com.au

NFC Annual Gala Auction
Friday 12th July
at the Arkaba Hotel.
\$110 per person.
Contact Matthew Baynes
mbaynes@norwoodfc.com.au
or Phone 8362 6278



ROAD AHEAD

Rd 16 @ Sturt (SatA)
Rd 17 v WEST (Sat A)
Rd 18 v PORT (FriN)
Rd 19 Bye
Rd 20 @ Glenelg (Sun A)

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MILESTONES



Ruory Kirkby (Glenelg)

High-leaping Tiger, Ruory Kirkby, is now a senior player at the Glenelg Football Club and one of the competition's true "power forwards".

He made his Senior Debut at Glenelg in Round 10, 2006, and has been a consistent target with the Bays ever since.

"He (Kirkby) came to us off the Hawthorn rookie list," Bay's Football Manager Ken Applegarth said. "A potent marking forward, he is as good as we have in this (SANFL) competition".

"Ruory has been a key lead up forward since he arrived here in 2006". "He's been tried at centre half back a bit, but Ruory does his best work for us up forward".

Originally from the Echuca Bombers in the Goulburn Valley Football League, noted for his vertical leap, Kirkby is a natural athlete who received his talent from his father Ivan.

Having already played a handful of A grade games in this top rural Victorian League in the north of the state, Kirkby ventured across to the Bendigo Pioneers in 2004.

In the same season that he represented the Victorian Country, alongside talents like Jarryd Roughead, Jordan Lewis and Richmond leader Brett Deledio.

At 193cm and 92kg, Kirkby has been three-time leading goal kicker, and is noted for his strong overhead marking and being an accurate kick for goal.

Peter Argent



150
GAMES

If selected





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FRIDAY JULY 19

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CLUB CHAIRMAN & DEAN BAILEY
ADELAIDE CROWS ASSISTANT COACH &
FORMER GLENELG BEST & FAIREST**

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MILESTONES

Ty Allen (Glenelg)

Tough as nails, and hailing from the South East town of Millicent, current captain of the Bays, Ty Allen plays his 150th senior game this weekend.

While it took him a while to settle into League football at SANFL level, he is a true leader of men, noted for his tackling ability and capability to win the contested ball.

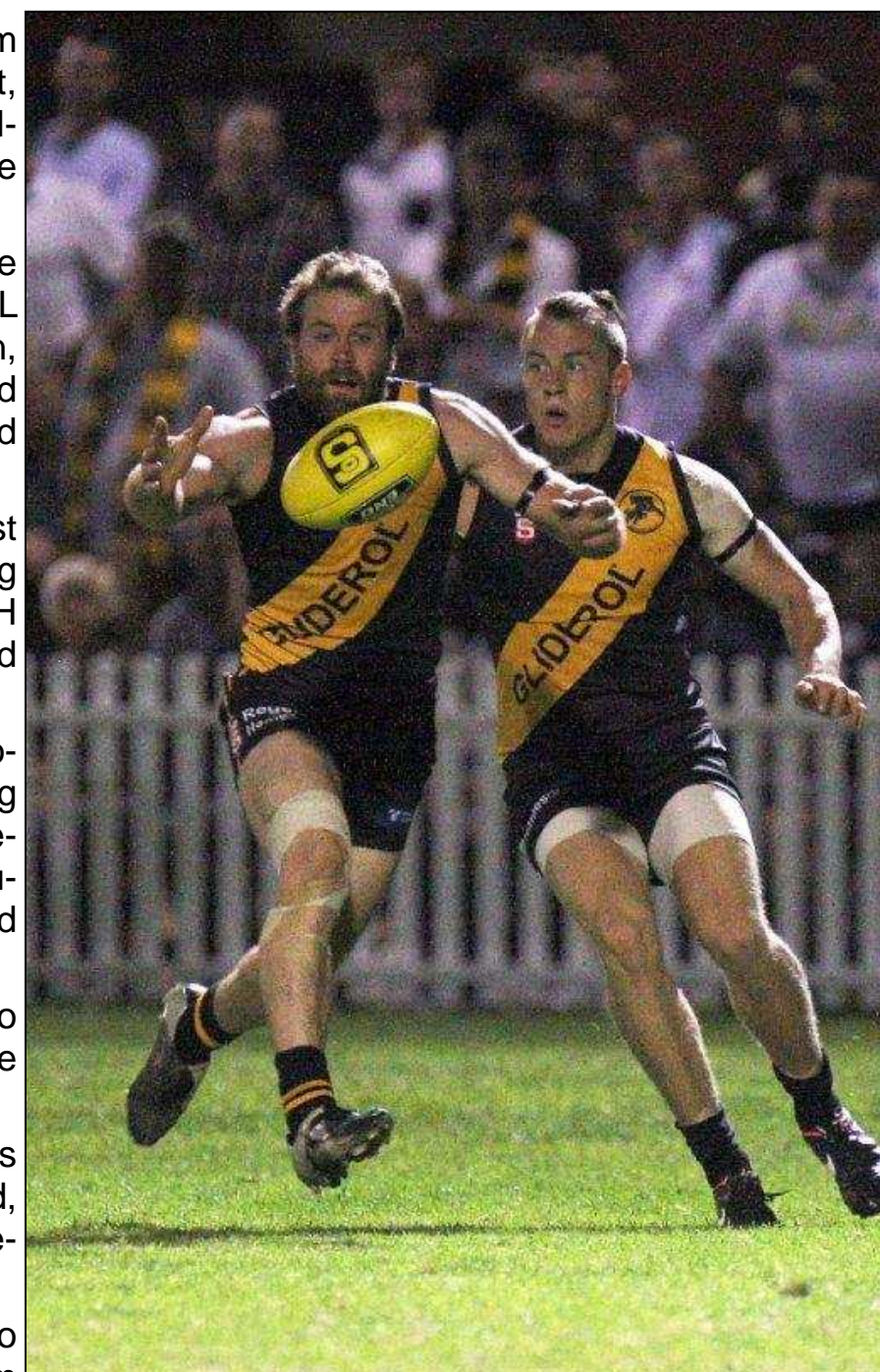
In 2012 Allen capped off his first year as captain of the Glenelg Football Club with a third "JH Ellers" Award, as the best and fairest footballer at the Bay.

This accolade adds to his victories in 2008 and 2010. Glenelg Football Manager, Ken Applegarth, called Allen fearless, courageous, consistent, tough and honest.

"He plays for keeps and tries to set a strong example for the group", Applegarth continued.

Allen, noted for his rugged looks and for many years his beard, plays with intensity and a true desire.

This is an attribute he is trying to convey to his younger team mates. His personal game has suffered a little this year, because of his commitment to the team.



Peter Argent

Images

Peter Argent

Phone 0411 178 444

150 GAMES

If selected

