



Year Book 2004

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Year Book 2004

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Another year goes by for the Fremantle Football Club with the completion of season 2004, and whilst there were certainly some disappointing aspects with respect to our finish to the final few rounds, we can still be satisfied that the club is within sight of its on field objectives.

THE 2004 YEAR has been a pivotal one in terms of Fremantle Football Club's performance as a business unit, and the financial performance which will be announced in the new year, will provide further evidence that the club is well on track to its objective of being a consistent provider of healthy profits for the good of the club, as well as the contribution to WA football that those funds ensure.

The Strategic Plan that was developed by your Board and Management in 2002, has been followed diligently, as a document for our future, by all concerned with the administration of the club, and has provided a useful yardstick as to how the club's business activities were performing. Suffice to say that the revenue drivers such as membership, match day attendances, sponsorship and merchandise, have been beyond our expectations, and have added significantly to the success of your club.

I think we have all long had the belief that the Fremantle Football Club has enormous potential to develop as one of the most powerful and potent football clubs within the AFL. That it is now starting to reveal some of that potential is rewarding to all of us.

Our off field performances only go to strengthen the position of the football side of the club, and a strong administration and Club performance will underpin the efforts of our Football development.

The next phase of our development is to ensure a competitive and strong football team, which will regularly perform in finals, and place the club in position to aim for the Holy Grail – our very first AFL Premiership, which after all is the ultimate reason that we are all involved in this most wonderful of sports and competition.

The Fremantle Football Club will continue to develop as a club, and continue to provide entertainment and excitement to our members and stakeholders, and it will continue to develop because of the unique support it receives from its members and stakeholders.

We have a special culture at Fremantle – and we have it because none of our members will ever wane from the ultimate objective of the club, one which is embraced by all of the club's players, administration, and management. The Fremantle Football Club needs the unique culture and ethos that says – we never say die, and we never give in. We will support our Football Club, in our unique way, and we will ensure that it will be the most powerful and strongest club in Western Australia.

Thank you to all for your support throughout 2004. I would also like to acknowledge the outstanding efforts of our CEO, Cameron Schwab and his management team, as well as all of the Board of Directors, and the playing and coaching staff, who have all worked to provide the impetus for the future success of the Fremantle Football Club.

Please enjoy the Festive Season, have a wonderful and prosperous New Year, and above all look forward to season 2005 with excitement.



Rick Hart
President



I have long come to the conclusion that more people involved in AFL football dare to dream of winning an AFL Premiership, but few have the fortitude to dare to plan.

IT IS EASY to sell dreams, build expectations to create what is most likely false hope rather than commit your club and yourself, to a particular course of action to achieve the best possible outcome, which in our game and our competition, is a Premiership.

At Fremantle we have committed to a plan, and remain truly positive that we are on track to achieve our intended outcome. To our way of thinking, we have no other choice. To do otherwise would be simply being dishonest to the many people whose emotions are invested in the Club.

Along the way, do we get everything right? Clearly not. It is a game which does not give up its rewards easily. It throws up many situations and often unexpected and unpredictable outcomes. It relies on behaviours from many who often find themselves in situations that they never experience before. Mistakes are made.

That is why it is very rare for clubs to go from the bottom to the top without experiencing at least a degree of hardship. Setbacks add

to the understanding of the environment, provided we are prepared to learn from them and respond with greater resolve.

This season Fremantle experienced its most disappointing season. If we were measuring it simply in wins and losses it is hard to justify this statement, after all, it was our second most successful year in our ten year history; and we finished just one game out of the finals.

It was so disappointing because we all expected so much more. Perhaps our expectations were out of line with reality, but so what, it all feels the same when we spend September watching teams that we beat during the Season, including two of the top four, both convincingly.

So how do we respond to all of this? Do we focus on the dream and start pushing out excuses, or do we focus on reasons in the context of the plan that we have committed to. Clearly it is the latter. From our perspective we have no choice.

This is because our faith has not been broken. We believe in the players and the people who are in place at this club – at all levels. Some may chose to criticise and knock and let their disappointment affect their judgement, we just get on with it. Analyse the year at all levels, the people and their performance, the processes and their application, and where necessary make adjustments.

Included in this are the opportunities to improve the list and we were very happy

with the drafting and trading period. We remained consistent with our own beliefs despite some criticisms, but in the end performance will be the judge.

We have assessed our structures and again made some changes, the impact of which will be gauged over time, but once again, we believe we have added quality to what we believe is a very strong off-field team.

All associated with the club recognise it is now time for us to grow up a little – at all levels. Whilst there is still enormous amount of development with the team (and the club), it is more about the now and less about the future. Our window is opening up.

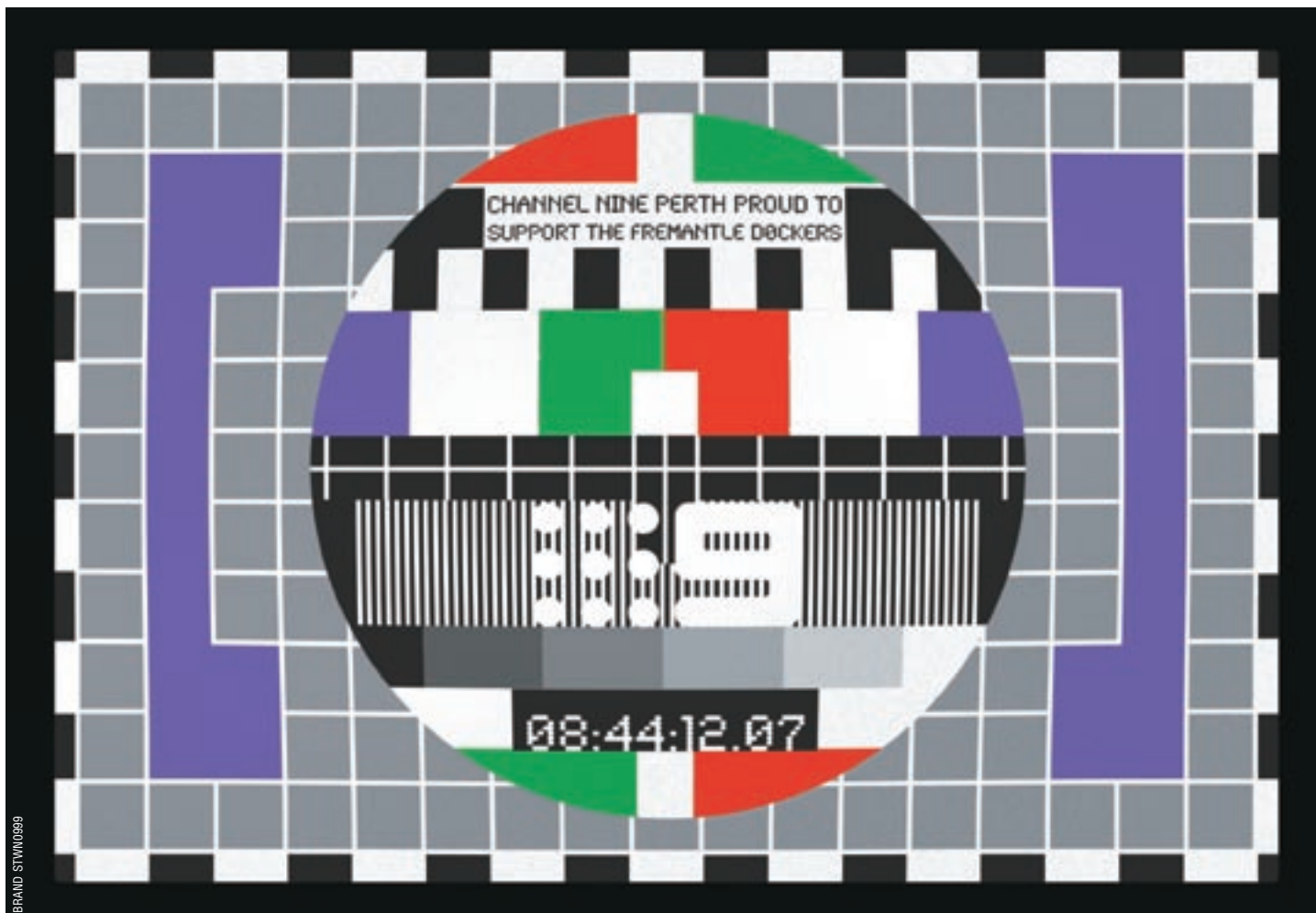
All of this won't mean much to the doomsdayers and the naysayers questioning all that they can about everything they can; that won't worry us at all.

As I have stated from the outset, we are creating a new order at Fremantle. We believe it is an order which will deliver the success on a long term basis across all areas that count, including of course a Premiership.

Fremantle will have its day – let there be no doubt.



Cameron Schwab
Chief Executive Officer





AFL

AFL

Alinta

The 2004 objective was to maintain our position in the top eight and experience finals football once again. However eleven wins left us one game short – a bitter disappointment. Particularly after our good start to the season and excellent away record of five wins. Missed opportunities at Subiaco Oval really came back to haunt us. We must entrench the ‘Subiaco factor’ back in the AFL next season.

OUR OBJECTIVE has always been to build towards a premiership and we believe we remain firmly on track. We are building the team around our core group including Robert Haddrill, Luke McPharlin, Des Headland, Justin Longmuir, Paul Hasleby, Paul Medhurst and Matthew Pavlich. They are moving into the 24 year old age bracket next season and many have 100 games under their belt. The maturation and leadership from this group is critical for success.

The continued development and games experience of Aaron Sandilands, Byron Schammer, Graham Polak, Andrew Browne and Scott Thornton has given them a clear understanding of the commitment required to succeed at AFL level.

Peter Bell displayed his courage when carrying an injury throughout the season and not letting it affect his consistency and leadership.

Our list management team including Steven Icke, Cameron Schwab, Phil Smart, Phil Warren, Rick Hart, David Rawlinson and Tony Buhagiar have done a wonderful job building our squad with the challenge of continually strengthening and retaining our team. The addition of experienced quality midfielders in Josh Carr and Heath Black has given everyone at the club a great shot of confidence moving forward.

Our squad now boasts 13 players with 100 plus games. James Walker and Matthew Carr have gathered a wealth of experience in recent years. Shane Parker, Shaun McManus, Troy Cook and Jeff Farmer are desperate for finals games as they experience the latter half of their careers. Experience has always been a major component of successful teams and driven confidence and stability within those teams.

Our 2003 drafted players, Ryan Murphy, Ryley Dunn, David Mundy, Adam Campbell, Michael Johnson and Brett Peake all displayed enough last season to suggest that if they continue to improve they can stake their claim in the senior team.

One of the true highlights was to see Luke Webster return to the senior team after fighting through adversity with serious injuries.

Antoni Grover, Dion Woods, Roger Hayden, Daniel Gilmore, Andrew Siegert and Dylan Smith made solid contributions and are determined to establish themselves in the senior team.

Depth and talent within the playing squad is not enough. It will require a total commitment to the team goals and team mates that will drive our team forward. I believe we have enough players now who have established themselves as AFL players and will now only gain respect as good AFL players by being part of a successful team.

After three years of sorting through the playing list we are ready to settle players into roles with clear objectives. This will enable players to build chemistry in key areas of the ground. As a team our brand of football must develop a harder edge to win disputed balls and an aggressive approach to scoring.

I would like to take this opportunity to thank my assistants Chris Waterman, Kelly O'Donnell, Steve Malaxos, Simon Eastaugh and Kevin Ball for their tireless work. Also Steven Icke and his management team, Phil Smart and his recruiting team and Ken Withers and Jeff Boyle and the medical team. An AFL club is made of many hundreds of people who are great servants of the club and I thank them for their support.

We welcome to the coaching team for 2005 Michael Broadbridge (Assistant Coach), Ben Tarbox (Strength and Conditioning Coach) and Russell Mathanda (Running Co-ordinator) and a special mention to Adam Larcom for his commitment over three seasons.

The Fremantle Football Club has never been placed better to attack a football season and I am confident 2005 will be the most rewarding and exciting year in the club's history.



Chris Connolly
Senior Coach





There is no hiding the fact that ultimately 2004 was a disappointing season. It is a sign of the higher expectations within the football community that a 9th place finish was seen as under achievement and rightly so.

TO LOSE THE last four games and give up a spot in the final eight in the last week of the season was bitterly disappointing for all concerned. It is fair to say that the playing group lost focus and did not display the consistent efforts that were a hallmark of our play earlier in the season.

There were a number of positives to come out of the season. We managed to win a number of away games including our first ever victories at Optus Oval and also in Adelaide against the Crows. Winning on the road no longer represents the daunting task it once did. On numerous occasions it was demonstrated that our best football is competitive against the best teams in the league, and it is now the challenge to produce our best individually and collectively more often.

It was heartening to see the development of players such as Byron Schammer and Scott Thornton who produced some terrific football and also Ryley Dunn and Ryan Murphy who played League football in their first season, a huge effort considering both were in a new state. The impetus for 2005 needs to come from our middle tier players who have now played enough football to be making their mark on the competition.

Our football department deserves a lot of credit on bringing Josh Carr and Heath Black to the football club. Josh's record speaks for itself, he was an integral part of Port Adelaide's premiership and we are thrilled to have gained his competitiveness and hard nosed professionalism. Heath of course is well known to Fremantle followers and returns home with a reputation as a big game player for St Kilda and we look forward to seeing his raking left foot set up scoring opportunities.

Pre-Season training has seen a terrific attitude and an anticipation of the season to come. As a team we are very determined to make up the ground we lost at the end of the 2004. A lot of people have written us off but we look forward to proving them wrong. 2005 will be the best yet for the Fremantle Football Club and I invite you all to get on board and enjoy the ride!



Peter Bell
Captain



Doig Medallist – Peter Bell

The club captain capped off another outstanding year winning the 2004 Doig Medal before a capacity audience of 1,000 Fremantle faithful at the Burswood International Resort Casino on Friday, October 1. Peter became the first ever consecutive winner of the award and the only player to have received the award three times (2001, 2003, and 2004). He was also runner-up in 2002.

THE INSPIRATIONAL leader's achievement in 2004 was even more momentous as he played for the majority of the season under the duress of an ongoing injury that finally took its toll when he was forced out of the final game of the home and away season, the first game he has missed in three seasons. Peter played his 200th AFL game in round 11 this year and has played a total of 87 games for Fremantle.

Since returning to the club from the Kangaroos four years ago, Peter has won the Doig Medal on three out of four seasons, was runner up in 2002 and has become the club's longest serving captain. He has also amassed 54 Brownlow Medal votes to be the highest vote winner in the club's history.

His outstanding performance and leadership in 2004 was further recognised with his selection in the WA State of Origin Side as Captain for the second consecutive

year and even after missing one game this season, he averaged more than 23 possessions per game and finished in the club's top five for goals, kicks, disposals, handballs and frees for.

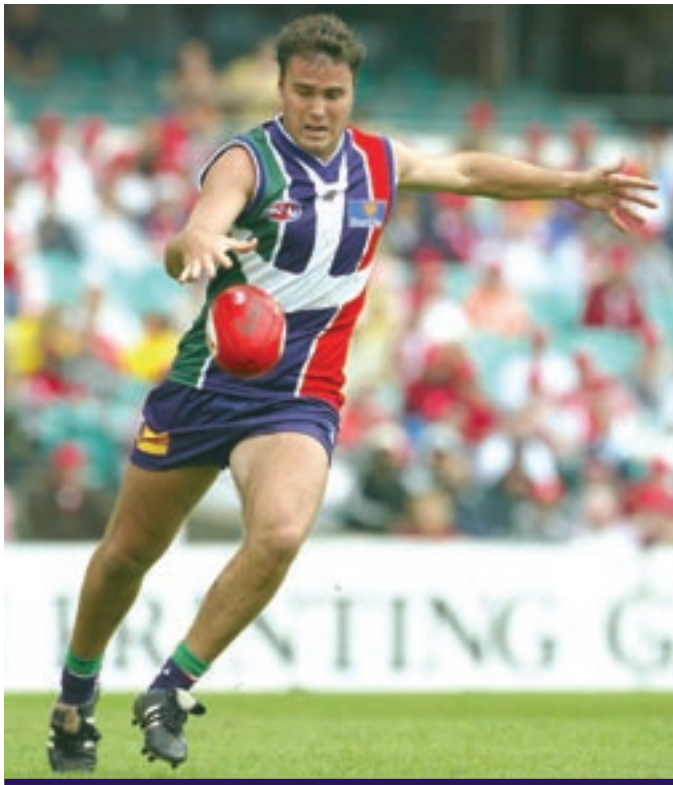
Peter was the first player signed by the Fremantle Football Club in 1995 and took the field in the Club's debut game against Richmond on 1 April 1995. He went on to play two games in 1995 and kick two goals before continuing his career at the Kangaroos until 2000.

During his 123 games with the Kangaroos, Peter was an AFL Rising Star nominee in 1996, played in two premierships in 1996 and 1999, a pre-season premiership in 1998, won the Kangaroos Best and Fairest award in 2000, was runner-up in 1999 and placed third in 1997. He won All Australian selection in 1999 and played in the International Rules Series that year.



DOIG MEDAL TOP 10 VOTES

Peter Bell	36
Paul Hasleby	34
Matthew Pavlich	33
Justin Longmuir	28
Luke McPharlin	27
Shane Parker	27
Robert Hadrill	26
Jeff Farmer	23
Paul Medhurst	22
Troy Simmonds	21



Runner up – Paul Hasleby

PAUL PRODUCED arguably his best season since debuting for the club in 2000, the year he won the AFL Rising Star Award, was runner-up in the Doig Medal and won the club's Beacon Award. Paul finished just two votes behind Captain Peter Bell in the 2004 Doig Medal and has finished in the Doig Medal top five since his debut.

Appointed Deputy Vice Captain in 2004, Paul played all 22 games of the home and away season and led the club's overall disposals with 538 (295 kicks and 243 handballs), placing him fourth overall in the AFL. He also polled in the club's top five for tackles and frees for and was Fremantle's leading vote getter at the 2004 Brownlow Medal with 13 votes, taking his career tally to 39, second highest Brownlow tally for the club.

Third in last year's Doig Medal, Paul's outstanding season was rewarded with his third consecutive selection in the WA State of Origin team. He played his 100th AFL game in round 14 this year and mid-season Paul extended his contract that will see him continue with the club through until the end of the 2007 season.



Third Place – Matthew Pavlich

MATTHEW PAVLICH continues to show the form and leadership in season 2004 that has seen him poll in the top three in the Doig Medal in the last three seasons, winning in 2002 and being runner-up in 2003. Matthew played all 22 games this year, the season highlighted by his 100th AFL game in Round 16 and finish the year with his games tally at 106 AFL matches during which he has kicked 109 goals. He was joint leading goal kicker in 2001 with Justin Longmuir.

The club's first All Australian player in 2002, an honour he was again awarded in 2003, Matthew has represented Australia in the successful International Rules Series against Ireland both home and abroad in 2002 and 2003. Matthew had another outstanding year finishing in the club's top five of kicks, marks disposals, handballs and tackles for the third consecutive year.

Appointed Vice Captain in 2003 and in his fifth season with the club, Matthew re-signed with the club during the year that will see him remain at Fremantle until the end of the 2007 season.



Fourth Place – Justin Longmuir

NOW IN HIS sixth season with the club after being selected number two overall at the 1998 National Draft, Justin enjoyed his most successful season which saw his role change within the team to include more time operating in the ruck as well as playing forward when required.

His outstanding performances this year were recognised with his first ever selection in the WA State of Origin team,

and his first ever top five placing in the Doig Medal. The club's equal leading goal kicker in 2001 (with Matthew Pavlich), Justin has gone on to kick 132 goals in his career that now stands at 100 AFL games, a milestone he passed in Round 22.

Justin played 21 games in 2004, averaging over five marks and 10 hit outs per game, and kicking 26 goals to be fourth on the club's 2004 goal kicking ladder.

Fifth Place – Luke McPharlin and Shane Parker



Shane Parker

THE CLUB'S all-time games record holder (184 games) and Vice Captain, veteran Shane Parker continues to show his leadership on the field with another consistent and valuable season for the team.

Playing all 22 games this season, his tenth with the club, Shane committed mid-season to play on in 2005 which will provide him with the opportunity to become the first Fremantle player to play 200 games with the club.

The steady hand in the team's defensive structure, often asked to play on taller, quicker or stronger opponents, Shane never fails to give 100 per cent and his performances in 2004 were rewarded with selection in the 2004 WA State of Origin team.

Shane was runner-up in the 1997 Doig Medal and third in 2002.

Beacon Medal Winner

Andrew Browne

THE ANNUAL Beacon Award is presented to the club's best new talent. To be eligible, a player must be under the age of 21 years on or before 31 December of the previous year and have played less than 10 games at the start of the season.

This year's Beacon Award winner is Andrew Browne who, after being selected by the club in the 2001 National Draft, made his debut for the club in round one of season 2003 and went on to play four games that year. In 2004, Andrew's performances continued to improve and making the most of his opportunities played 14 games.

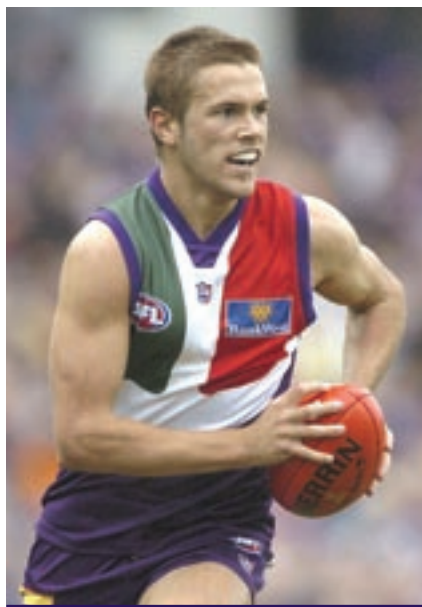


Luke McPharlin

AFTER COMPLETING his first full pre-season since returning from Hawthorn at the end of the 2001 season, Luke McPharlin enjoyed an outstanding start to the season before sustaining a broken collarbone in round 15, his 50th game for the club, that saw him miss six games before returning in round 22.

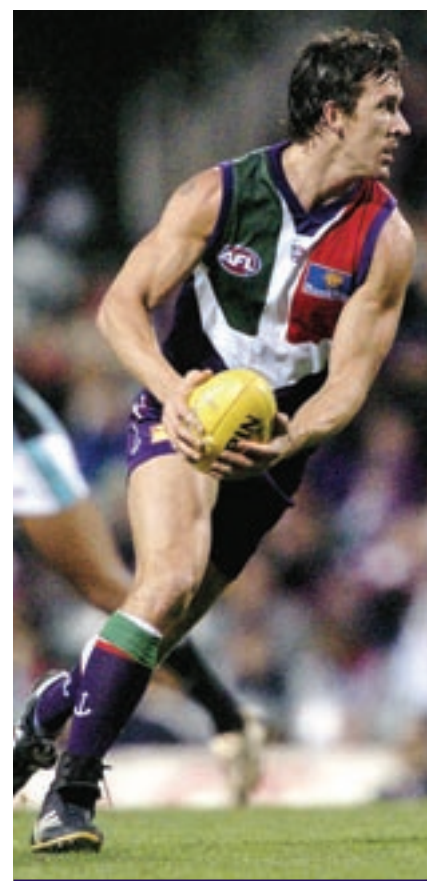
His outstanding early season form was enough for Luke to be rewarded with his selection in the 2004 WA State of Origin team. Despite missing six weeks of the season, Luke finished second in marks at the club with 106 for the season, 12 behind leader Matthew Pavlich.

Luke signed his new contract with the club in the latter part of the season that will see him remain at Fremantle until the end of the 2007 season.



PREVIOUS DOIG MEDALLISTS

- 2003 Peter Bell
- 2002 Matthew Pavlich
- 2001 Peter Bell
- 2000 Troy Cook
- 1999..... Adrian Fletcher
- 1998 Jason Norrish
- 1997..... Dale Kickett
- 1996 Stephen O'Reilly
- 1995..... Peter Mann



Best Clubman

Matthew Carr

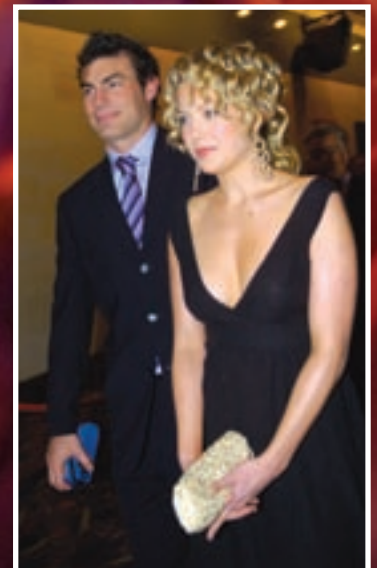
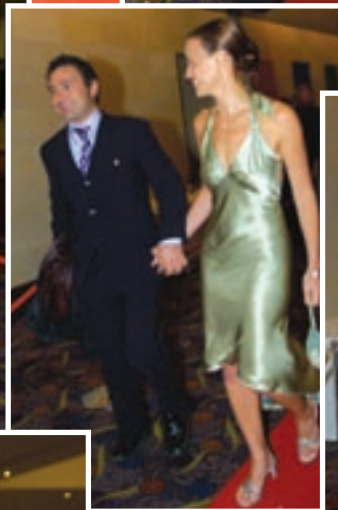
AFTER PLAYING 28 games with St Kilda from 1999 to 2000, Matthew returned home in 2001 and has established himself as a one of the key players for the future of the club. An enthusiastic trainer and a player who never fails to give 100 per cent on the field, Matthew played in the 2003 International Rules Series against Ireland and was appointed Deputy Vice Captain in 2004. He has played a total of 75 games for Fremantle kicking 43 goals and despite missing several games through ankle surgery Matthew was awarded the Best Clubman Award in 2004.



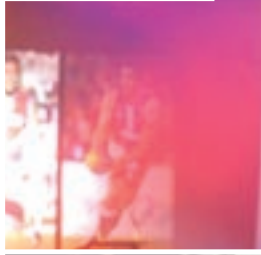
IN 2003, the Club Champion Award was named the Doig Medal, honouring the deep football heritage of Fremantle represented by the many members of the Doig family who have represented either East or South Fremantle since 1898.

At this year's gala event, celebrating the club's tenth anniversary season, the Grand Ballroom at the Burswood International Resort Casino hosted over 1,000 Fremantle supporters to witness past Club Champion winners presented with Doig Medals. Also presented were second and third placegetters and the Beacon Award winner in each year from 1995 to 2002. Past award winners who attended the evening included Ben Allan, Peter Mann, Dale Kickett, Stephen O'Reilly, Adrian Fletcher and Jason Norrish.

Players were not the only centre of attention on the evening as Special Certificates were presented to staff recognising ten years of valuable service for the club.







LEADER BOARD	
Peter Bell	36
Paul Hasleby	34
Matthew Pavlich	33
Justin Longmuir	28
Luke McPharlin	27
Shane Parker	27
Robert Haddrill	26
Jeff Farmer	23
Paul Medhurst	22
Troy Simmonds	21





As the season closed on the club's tenth anniversary season, it provides an opportunity to reflect and appreciate what has been achieved in the club's short history and to look forward with confidence as a solid foundation has been established for the future.

THE LAST three years have been critical ones for the Fremantle Football Club.

At the end of the 2001 season the club found itself at the crossroads. Not only was the Fremantle Football Club the least competitive club in the AFL, winning only two games for the season, it had accumulated debts of over \$8 million and posted a trading loss for the year of \$2.54 million. Clearly on and off-field trends could not continue.

In July 2002, the club committed to a three year strategic plan to provide the blueprint to build a successful organisation, both on and off the field.

The plan established direction, accountability and responsibility. It was ambitious yet the achievement of its objectives was fundamental to the welfare of the Fremantle Football Club.

Two years into the plan and many of the objectives have not only been achieved but substantially bettered.

Revenues have increased significantly, with the key drivers of that growth being club-sourced revenue streams, while at the same time real cost reductions have been achieved. The club also eliminated debt via a focused debt management strategy.

This has been achieved without compromising the club's football objectives of building a team that will be a consistent finals contender and remain on track to win the club's first premiership.

The commitment to the plan has never wavered over the last two years despite challenges that have arisen at various times. However, it was always understood that it was a plan that would need to evolve.

The club is now preparing its new strategic plan to 2007 to establish the direction and outcomes for the start of its second decade in the AFL.

THE BOARD OF DIRECTORS

This year represented the first full year of the new structure for the Board of Directors resulting from the changes to the club's constitution in 2003. These changes provided for the election of two Board representatives by members of the club.

The first elections, conducted by the Western Australian Electoral Commission, concluded in November 2003 with Mr David Garic and Mr Les Everett appointed to the Board taking up their positions on 1 December 2003. Mr Garic was appointed for a period of two years as a result of polling the most votes in the 2003 elections and Mr Everett for a period of one year.

Each year members elect one Board representative who will assume their position on 1 December for a period of two years. Mr Everett, initially appointed for a one year term in 2003, retired under the terms of the constitution on 30 November 2004 and re-nominated in the 2004 election. The election was conducted by the Western Australian Electoral Commission and completed on 30 November 2004.

The results of the 2004 election were announced at a meeting of members held on 30 November at Fremantle Oval. Mr Les Everett was re-elected to the club's Board of Directors for a period of two years commencing 1 December 2004.

Mr Everett joins President Mr Rick Hart, Deputy President Mr Len Hitchen, and fellow board members Mr Mel Ashton, Mr Gary Berrell, Mr Tony Buhagiar, Mr David Garic, Mr David Rawlinson, and Mr Greg Wall. All members of the board assume their roles and responsibilities voluntarily.



FREMANTLE
FOOTBALL CLUB

KEY ACHIEVEMENTS SINCE 2001:

- Profitability turnaround of over \$4 million
- Sponsorship revenues increased 71%
- Merchandise revenues up 1,400%
- Membership at record levels, the sixth highest in the AFL
- Corporate Revenues from Private Boxes and Suites up 27.5%
- Events revenues increased 15%
- Attendances at record levels, averaging over 36,000 per home game
- Match Day corporate function room revenues up 88%
- On-Field winning ratio 50.8% over three years
- Interstate winning ratio 50% in 2004, 0% in 2002

FINANCE

The club has achieved a financial turnaround of more than \$4 million over the last three years. After posting a trading loss of \$2.54 million in 2001, a profit of \$711,000 was delivered in 2003 and will be followed by another substantial profit estimated to exceed \$1.2 million for 2004 when the club's accounts are audited and finalised in early 2005. This year's result will be the highest recorded profit by the club since 1996 when a one-off abnormal income item resulted in a profit of \$1.374 million for that year.

The stringent management of the club's cost structures from 2002 into 2003 that delivered over \$1 million in cost savings set the basis for the financial turnaround together with significant increases in club revenues. Over \$600,000 was delivered through reductions in operational expenditures and payroll costs. Increases in administration costs have since been held to CPI levels.

Football costs were ranked 13th in the AFL in 2003 satisfying the objective of the club operating in the bottom quartile in football costs in the competition. The club had the highest finish of any club relative to its football costs.

In addition to the stringent management of costs, the club embarked on an aggressive reduction of debt that, in early 2002, amounted to \$8.1 million. Through increased profitability and other business initiatives (together with reduced working capital and discounting and interest saving), the club will be debt free in early 2005 well ahead of schedule.

Club revenues have increased by 60.4 per cent over the last three years rising from \$10.92 million to \$17.51 million annually with significant increases achieved in all areas. Sales have been achieved with improved margins delivering far greater returns than previously achieved.

The club's financial objective of the 2003-2005 Strategic Plan "to turn Fremantle into a profitable, financially stable football club by building net revenues, judiciously managing costs and reducing debt" is now well advanced and will be completed well within the time set by the plan. The financial position of the club now provides the foundation for the future.

SPONSORSHIP

The 2004 financial year was an exceptional one for the club when, for the first time in the club's history, all sponsorship properties were sold for the season.

As a result, sponsorship revenues increased 71 per cent in 2004 compared to 2002. Revenue has been achieved at improved margins and new sponsorship properties have been created through the course of the year.

The club welcomed Western Australia's own BankWest as the club's Major Sponsor for the 2004 and 2005 seasons with the BankWest name appearing proudly throughout the club and on the playing uniforms, apparel, all club materials and merchandise.

The club extends its thanks and gratitude to all its sponsors for the loyal support, especially its Premier Sponsors with Alinta continuing their long-term sponsorship that began in 1995 with sponsorship of the match day ball, mobile phone reseller Allphones who secured the sponsorship of the team's playing shorts, Carlton and United Beverages, Coke and Mitsubishi Motors Australia.

SPONSORS, THE CLUB AND THE COMMUNITY

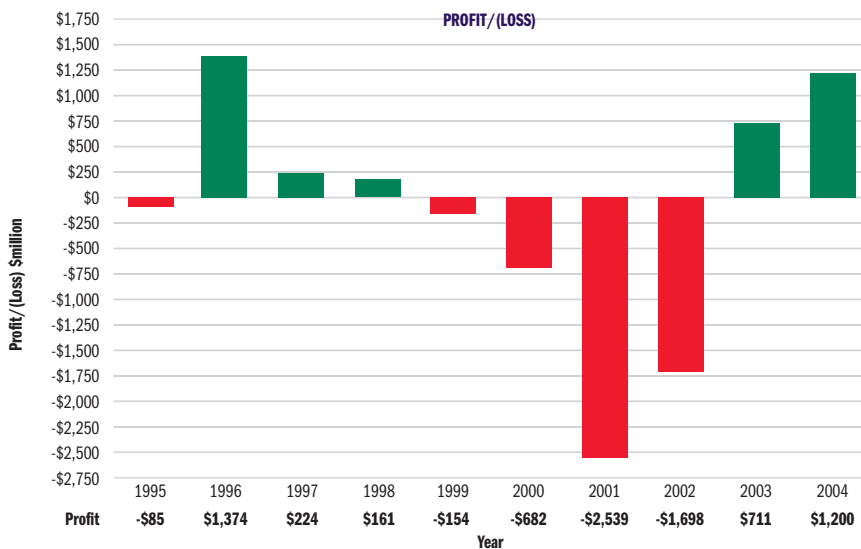
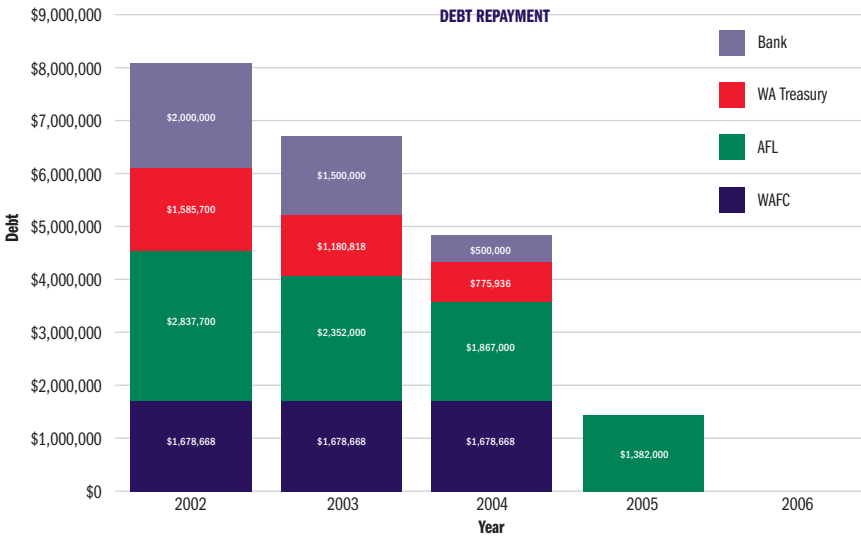
The club, staff and players are proud of the contributions made each year to the community, with the club and players supporting charities, visiting schools, hospitals and aged care groups, and attending charity and community fundraising activities.

The club has also joined with club sponsors during the year to extend this support to selected charities in special match day activities and events.

In round 7, Premier Sponsor Alinta's support for the Salvation Army and the generosity of the club's supporters on the day raised \$7,468 for the Salvos, an increase of almost \$4,000 on last year's efforts.

Paterson's, The Australian Stockbroker joined with the club for round 9 to raise funds for the Association for the Blind WA. The Patersons/Guide Dogs Game was able to raise over \$7,500 to assist the training of guide dogs in Western Australia.

The Purple Haze game, first introduced with the support of Phillips Fox in 2002, helps raise awareness and support for the Starlight Children's Foundation through the unique partnership between the club, Phillips Fox and the Starlight Children's Foundation. This year's game was in round 15 and this unique game day partnership again proved not only to be a popular match day experience but members and supporters donated over \$26,000 on game day and, with the donation of a spa from club sponsor Jadan Spas and the players donating proceeds from the sale of the player calendar, the total money raised for the Foundation was in excess of \$35,000. These much needed funds were used to purchase a new Fun Centre at Fremantle Hospital and granting three wishes to seriously ill children.



MEMBERSHIP

After experiencing a growth in membership during the 2003 season of over 3,500, no one could have predicted or expected the exceptional growth in 2004. Nearly 10,000 new members joined the club, placing enormous strain accommodating the number of membership enquiries. The result was a record level of 32,259 members, representing an increase of over 27 per cent for the season, the highest growth in the AFL and placing the club sixth in the AFL.

The support of members in 2004 also saw the club's home game attendances at Subiaco reach a record home crowd average of 36,258 including two sell-out games, and the club's first ever non-derby sell-out against Collingwood. For each home game in 2004, a record crowd was set against each team at Subiaco Oval.

A dramatic growth occurred in the club's regional and interstate membership in 2004, especially in Victoria. The team enjoyed support at interstate venues this year as never experienced before and certainly contributed to the team's much improved performance away from Subiaco Oval.

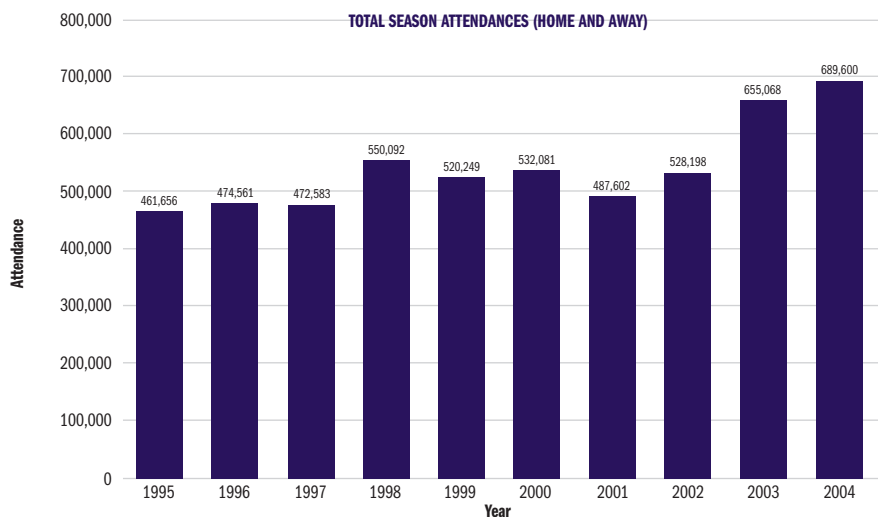
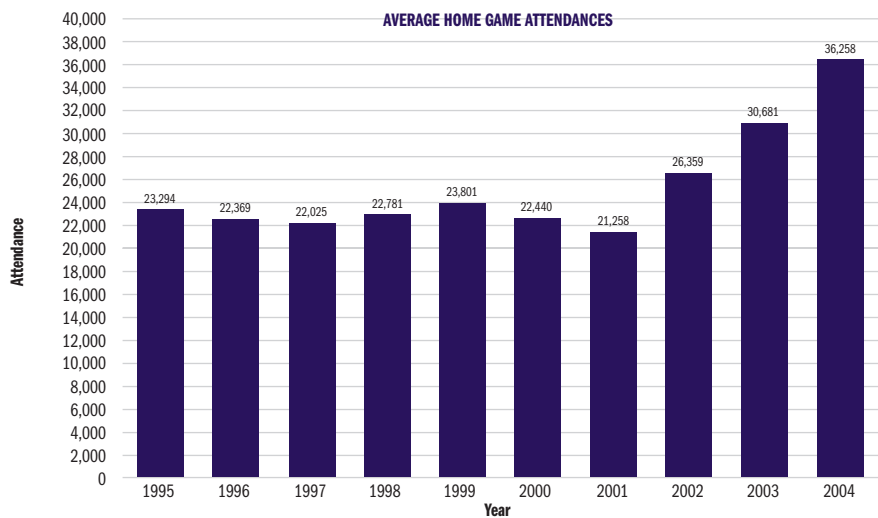
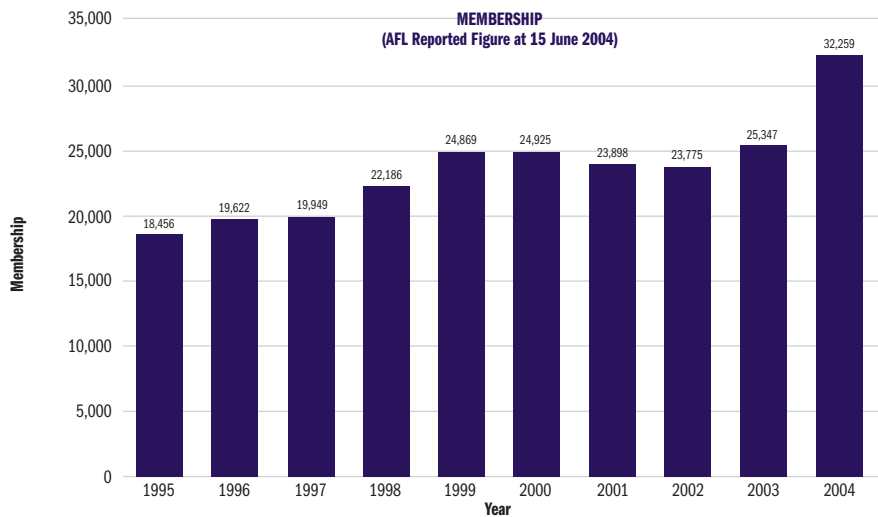


The club is grateful to members of the Western Australian and Victorian Cheer Squads and Banner Teams for their continued support. A special thanks to Maria Giglia in leading the Western Australian Banner Team, Sally Bostwick and the Western Australian Cheer Squad and Beverley-Ann Hambling and the tireless efforts of the Victorian Cheer Squad not



only for their support in Melbourne but also at Geelong, Sydney and Adelaide during the year. A special thanks also to our Harbour Masters, Derby Club, and the newly formed A.J. Diamond Club who have made a valuable contribution to the club in 2004.

For the coming season, the club has implemented a new membership call centre with eight staff available to assist the processing of membership renewals and assisting new member enquiries. In addition, the club has introduced a range of new member benefits and initiatives for the coming season including discounts for renewing adult members, a Member Loyalty Program offering a range of club and other discounts during the season, the introduction of a new alcohol-free family block at Subiaco Oval, and more flexible family membership options, as well as a number of member events.



COMMUNITY DEVELOPMENT

In 2003 the club established its Supporter Development division and in February this year launched its Community Development Programme (CDP), the first integrated community programme of its kind in the AFL. Fremantle committed more than \$200,000 to the delivery of over 50 key initiatives embracing all areas of the community from primary and secondary students, junior football clubs, charities and special community groups.

The core activities of the programme included the AFL Community Camp, Johnny the Docker Motor Skills Programme, AFL Experience Clinics, the Freo Long Bomb competition, the Tuesday School of the Week, Team Banner Competition and the FFC Youth Leagues for metropolitan 17s and regional 16 year olds involving over 100 junior clubs and 3,000 footballers. The FFC Youth Leagues will be expanded to Esperance and the Mid West to build on the foundations laid in 2004.



The CDP has been an outstanding success in 2004 and special thanks is extended to Coca-Cola, the WA Ministry of Education and Notre Dame University for their support of the programme.

MERCHANDISE

The Fremantle Team Store was launched in December 2003 and the support of the Team Store in 2004 has been sensational. Members and supporters could purchase their unique supporter wear, giftware and memorabilia from the club at Fremantle Oval knowing that they are directly assisting the club. The online merchandise store also allows those who cannot make it to Fremantle Oval to be able to access the full range of items available from the store. An exciting new range of products and apparel will be launched in 2005.



CORPORATE HOSPITALITY

Over 20,000 corporate guests attended home games in 2004 enjoying the many hospitality options on offer including the four revamped dining rooms around the ground. The support for corporate suites and boxes was outstanding throughout the year with all facilities selling out for a number of games in 2004. The demand for corporate facilities for the coming season is exceeding expectation demonstrating the success of corporate hospitality at Fremantle home games.



EVENTS

To begin the 2004 season, the annual Family Fun Day and team Jumper Presentation at Fremantle Oval was attended by over 3,000 people and over 400 corporate guests attended the Corporate Season Launch held at the Esplanade Hotel with special guest Robert DiPerdomenico and musical entertainment provided by Cosima De Vito.

The club's annual Carlton Mid Banquet Auction was held mid-year and proved to be the biggest fundraising event in the club's history. The annual Banquet Auction raised in excess of \$125,000 for the club's Community Development Programme thanks to the generous donations of goods and services by our corporate partners. Ten special 10-year memorabilia pieces were auctioned on the night together with game milestone playing jumpers worn by Clive Waterhouse, Shaun McManus, Peter Bell, Matthew Pavlich, Paul Hasleby and James Walker.

The Carlton Mid Derby Luncheon held prior to the Carlton Mid Derby in round 21 under a giant marquee on Kitchener Park with corporate guests of both clubs attending the event with special guest speaker Wayne Carey providing an interesting insight into his football career.

The year's activities were capped off with the club's night of nights, the Doig Medal Presentation Dinner, held at the Burswood Grand Ballroom in October. Nearly 1,000 guests attended the gala event. In a special evening celebrating the club's tenth anniversary season, retrospective Doig Medals were awarded to all past club champions including Peter Mann, Dale Kickett, Stephen O'Reilly, Troy Cook and Matthew Pavlich together with special certificates recognising staff who had given ten years service to the club. The evening culminated in inspirational captain Peter Bell being awarded his third Doig Medal.

FOOTBALL

The football team continued its development in season 2004 and, while missing out on September action was disappointing, the team's performances continued to provide endorsement that the club's plans are progressing well. While it is easy to focus on the short-term results of on-field wins and losses, it remains the objective of the football department to continue the development of the playing squad for the long term.

The club's Total Player Payments (salary cap) operated at 97 per cent for the season ended, continuing to demonstrate the club's increased professionalism in the management of the club's playing list under the guidance of the List Management Committee. The long-term plans and player management frameworks established by the committee have enabled the club to retain players and recruit quality players, both through the annual player trade and through National and Pre-Season Drafts.

Throughout the year the club has secured extended playing contracts for Matthew Pavlich, Paul Hasleby, Matthew Carr, and Des Headland and new playing contracts for Byron Schammer, Luke McPharlin, and Graham Polak. Veteran Shane Parker agreed to terms for another year and fellow inaugural player Shaun McManus will continue for another two years. Rookie Listed players Steven Dodd and Dylan Smith were promoted to the senior list at season end after grasping their senior playing opportunities during the latter part of the season as long term injury replacements.

The annual player trade period this year allowed the club to secure the services of 2004 premiership player Josh Carr and former Fremantle player Heath Black to the club to further bolster the playing squad for 2005 and beyond. Regretfully, Troy Simmonds and Troy Longmuir left the club to continue their careers at Richmond and Carlton respectively. Both players have made valuable contributions to the development of the club over the last three years.

This season, the second most successful season for the club, delivered an improved performance away from Subiaco including first time victories against Adelaide at AAMI Stadium, Carlton at Optus Oval, and Richmond at the MCG. However, the performances at home disappointed, particularly as the team was in winning positions on several occasions.

Over the last two seasons, the club's winning ratio has improved to 50.8 per cent and although missing the finals series in 2004 was disappointing, by season end the club had been positioned inside the final eight for 37 of the last 38 weeks of home and away games played over 2003 and 2004. The club's defensive record in 2004 was the best in the club's history.

The club's achievements have been delivered against a backdrop where the club was ranked in the lowest quartile

in the AFL for football costs and the club positioned 13th in the AFL for expenditure in football operations. This is an exceptional result for the club and was essential as the club was improving its financial position over the last three years.

Individually, players continued their personal development throughout the year and there were many solid performances on the field. Peter Bell led the team inspirationally with the support of his leadership group of Vice Captains Matthew Pavlich and Shane Parker, and Deputy Vice Captains Paul Hasleby, Matthew Carr and Troy Simmonds.

Special recognition needs to be given to Robert Hadrill who has continued to demonstrate his growing stature in the defence and was rewarded with selection in the Australian side which played in

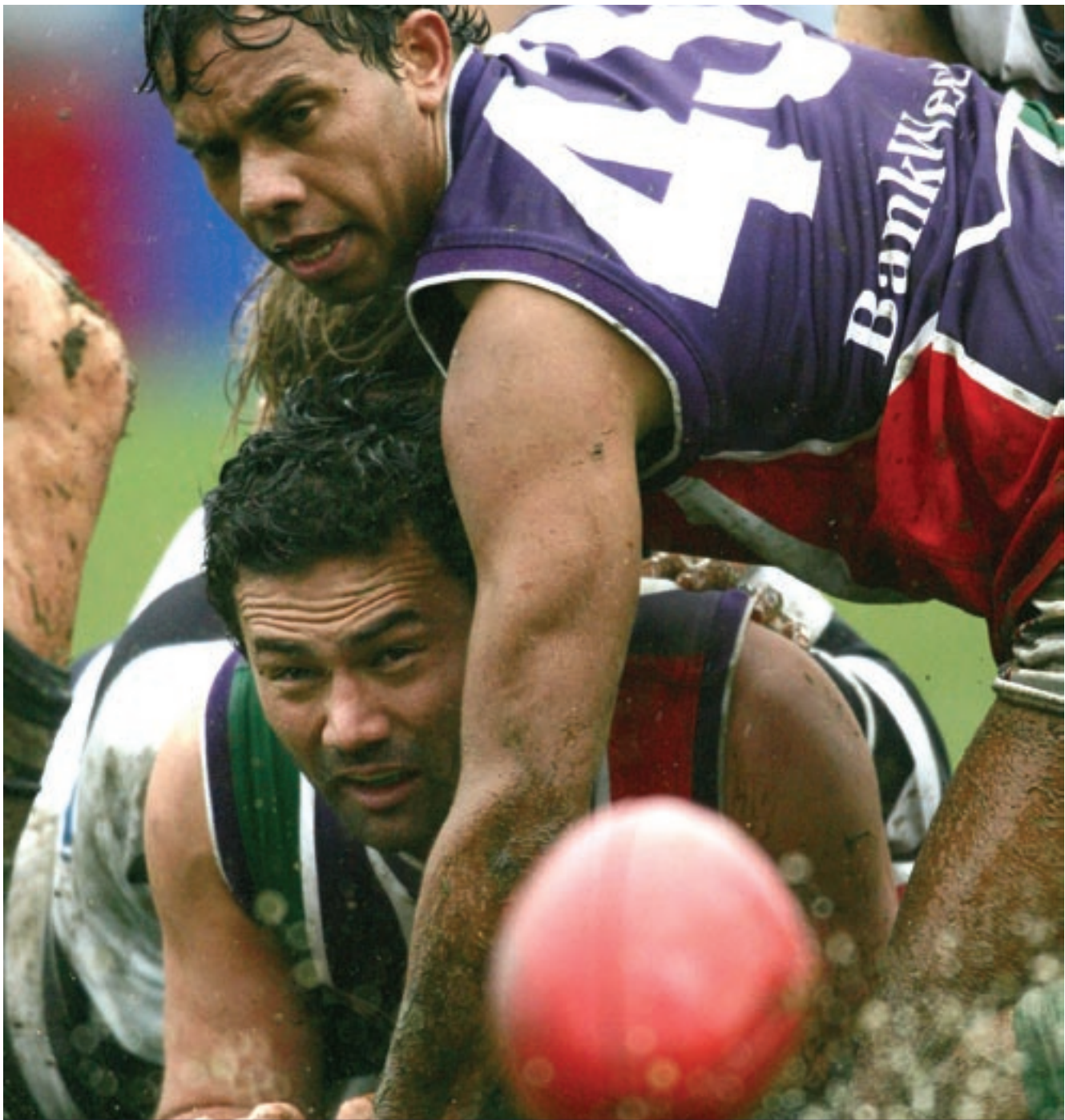
the International Rules Series in Ireland. Also, congratulations to Assistant Coach Chris Waterman who coached the Western Australian side mid-season in a close defeat against South Australia.

As is the case every year, the football department completed its season review over two days in September to review and analyse all components of football operations, identify key areas of improvement and development for the coming year and to establish its plans and programmes for the 2005 season. The club will increase its investment in the football operations in 2005 to provide the additional resources and improved facilities identified to take the club to the next level.

Michael Broadbridge has joined the coaching staff as Assistant Coach after

five years with Collingwood joining fellow Assistant Coaches Chris Waterman, Kelly O'Donnell and Steve Malaxos. The medical and fitness resources have been bolstered with the appointment of Ben Tarbox as Strength and Conditioning Coach from WAIS, replacing Adam Larcom, and Russell Mathanda as Running Co-ordinator. The club would like to acknowledge the contribution of Adam Larcom over the previous three years.

Pre-season training commenced in late October and the new programmes and initiatives have been successfully introduced for the pre-season. The club's long-term plans have been reinforced with the appointment of additional experienced coaching staff, the increased investment in resources and facilities and the continued development of both players and the style of play.





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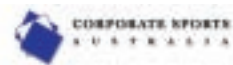
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 Troy Longmuir
 – Health Insurance Fund of WA (HIF)
 Shaun McManus – Carlton & United Beverages

Luke McPharlin – Sterling Accountants
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 David Mundy – Zentner Shipping
 Matthew Pavlich – Euroz Securities Ltd
 Graham Polak – Offshore Marine Services Pty Ltd
 Aaron Sandilands – Scott Park Homes
 Byron Schammer – StateWest Credit Society
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 Luke Webster – Fremantle Derby Club
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 – Ricciardi Seafoods & Cold Stores
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 – Ricciardi Seafoods & Cold Stores
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In February this year the club launched its Community Development Programme (CDP), the first integrated programme of its kind in the AFL, committing more than \$200,000 in 2004 to the delivery of over 50 key initiatives embracing all areas of the wider community from primary and secondary students, junior football clubs, charities and special community groups.



THE CLUB'S new Supporter Development division, established at the end of 2003 and a key initiative of the club's Strategic Plan, was responsible for the delivery of the programme's core activities which included the AFL Community Camp, the Johnny the Docker Motor Skills Programme, AFL Experience Clinics at Fremantle Oval, the Freo Long Bomb Competition, the primary schools Tuesday School of the Week, Team Banner Competition and the FFC Youth Leagues.

The CDP has completed an amazing first year with over 100,000 children between the ages of 6 and 17 being involved in the AFL's first truly integrated community programme. The CDP has been embraced by all stakeholder group involved in the programme, with amazing support generated in particular from junior football clubs, schools and regional communities.

Fremantle captain Peter Bell was the programme's ambassador and with the enthusiastic support of all the players the programme was able to achieve all its objectives.

TUESDAY NIGHT TRAINING – SCHOOL OF THE WEEK

The School of the Week programme gave children from more than 40 schools the opportunity to attend 'People's Night' training each Tuesday afternoon during the home and away season. Schools were selected from nomination forms received by the club before the season starting and during the course of the year more than 3,500 children were subsequently given the opportunity to have a tour of the Fremantle facilities, a video presentation about the Fremantle Football Club and witness team training first hand from a reserved area and the opportunity to meet the players after training for autographs and for a class photo with a Fremantle player.



AFL EXPERIENCE CLINICS

The AFL Experience Clinics, conducted by the Fremantle players at Fremantle Oval, are designed to provide primary school children an environment whereby they can participate in clinics, undertake a tour of the Fremantle headquarters and training facilities, watch a video presentation about AFL football, receive presentations from the players on nutrition and the importance of physical activity.

Sponsored by the Coke's Active Factor, almost 3000 children participated in the clinics throughout terms two and three of the school year and it is expected that number will further increase in 2005.



FREO LONG BOMB

The Freo Long Bomb was a state-wide long kicking program which saw more than 14,000 children from more than 200 primary schools throughout Western Australia participate in learning to kick. Catering for both boys and girls the programme was based on maximum participation, fun and skill development and was aimed at building school spirit in an enjoyable environment. Generously supported by The Active Factor, the Freo Long Bomb took place in June with a Grand Final held at Fremantle Oval and winners providing a competition display before the Fremantle v Sydney game at Subiaco Oval.



AFL COMMUNITY CAMP TO GERALDTON

The 2004 Community Camp to Geraldton was held from Wednesday 4th to Friday 6th February. The three day camp was an outstanding opportunity for the players to meet with the local communities in the region and their many supporters.

The camp included a Civic Reception, visits to primary and secondary schools, retirement villages, hospitals, an Auskick Super Clinic and visits to the outlying communities including Three Springs, Mullewa, Dongara, and Northampton. The team will visit the Pilbara region for the 2005 AFL Community Camp in February next year.



TEAM BANNER COMPETITION

In the state-wide Team Banner Competition primary schools were invited to design a Fremantle Football Club team banner for a selected Fremantle home game. More than 100 schools and 10,000 participants created colourful pieces with Queen of Apostles Primary School eventually winning the opportunity for their banner to be shown at the Port Adelaide game in round 13.



FREMANTLE FOOTBALL CLUB YOUTH LEAGUE

The flagship initiative of the Community Development Programme, the Youth Leagues have proven to be a fantastic addition to the junior football landscape by providing enhanced levels of resources, support and expertise to all the junior competitions involved in the league. The Fremantle Football Club Youth League encompassed all metropolitan 17's competitions in the new metropolitan WAFL districts while the under 16's expands across the Bunbury and Districts Junior Football Association and the Peel 16's Competition. A key feature of the Youth Leagues were the games played at Fremantle Oval following Tuesday night training and the games played as curtain raisers at Subiaco Oval before a Fremantle home game. Further expansions are planned for the Youth League in 2005 to include Esperance and the Mid-West.



JOHNNY THE DOCKER MOTOR SKILLS PROGRAMME

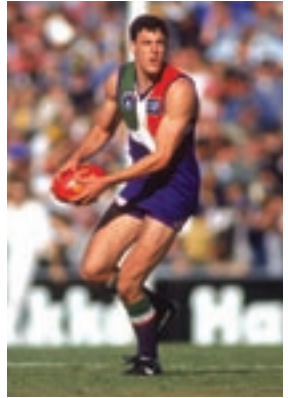
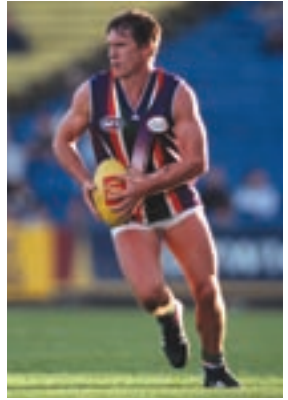
The Johnny the Docker Motor Skills Programme, developed in conjunction with Notre Dame University, is an age specific motor skills programme designed to initiate and stimulate hand-eye co-ordination and was conducted in pre-primary school centres throughout the metropolitan area by Johnny the Docker and selected players during the third term of the school year. Almost 500 children participated in the first year of the programme and it will continue to deliver outstanding outcomes in a range of areas in the future.













LUKE WEBSTER
 Deputy Vice-Captain
 Date of Birth:.....25/05/82
 Height:.....185.5cm
 Weight:.....94.3kg
 Games for FFC:.....6
 AFL Games Total:.....6
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....1
 AFL Goals Total:.....1
 Debut for FFC:.....2003



TROY SIMMONDS
 Deputy Vice-Captain
 Date of Birth:.....13/07/78
 Height:.....197cm
 Weight:.....102.4kg
 Games for FFC:.....64
 AFL Games Total:.....104
 Games for other clubs:.....40
 Finals Games:.....4
 Goals for FFC:.....59
 AFL Goals Total:.....66
 Debut for FFC:.....2002



BYRON SCHAMMER
 Deputy Vice-Captain
 Date of Birth:.....21/06/84
 Height:.....175cm
 Weight:.....78.1kg
 Games for FFC:.....37
 AFL Games Total:.....37
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....12
 AFL Goals Total:.....12
 Debut for FFC:.....2003



PAUL HASLEBY
 Deputy Vice-Captain
 Date of Birth:.....12/06/81
 Height:.....181.5cm
 Weight:.....83.3kg
 Games for FFC:.....108
 AFL Games Total:.....108
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....64
 AFL Goals Total:.....64
 Debut for FFC:.....2000



RYLEY DUNN
 Deputy Vice-Captain
 Date of Birth:.....07/10/1985
 Height:.....183cm
 Weight:.....88kg
 Games for FFC:.....2
 AFL Games Total:.....2
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....0
 AFL Goals Total:.....0
 Debut for FFC:.....2004



DES HEADLAND
 Date of Birth:.....21/01/81
 Height:.....186cm
 Weight:.....86.2kg
 Games for FFC:.....42
 AFL Games Total:.....94
 Games for other clubs:.....52
 Finals Games:.....6
 Goals for FFC:.....35
 AFL Goals Total:.....87
 Debut for FFC:.....2003



GRAHAM POLAK
 Date of Birth:.....16/06/84
 Height:.....193cm
 Weight:.....90kg
 Games for FFC:.....48
 AFL Games Total:.....48
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....3
 AFL Goals Total:.....3
 Debut for FFC:.....2002



DYLAN SMITH
 Date of Birth:.....18/07/82
 Height:.....176cm
 Weight:.....77.1kg
 Games for FFC:.....4
 AFL Games Total:.....15
 Games for other clubs:.....11
 Finals Games:.....0
 Goals for FFC:.....2
 AFL Goals Total:.....3
 Debut for FFC:.....2004



ANTONI GROVER
 Date of Birth:.....11/03/80
 Height:.....188.5cm
 Weight:.....93.4kg
 Games for FFC:.....75
 AFL Games Total:.....75
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....10
 AFL Goals Total:.....10
 Debut for FFC:.....1999



RYAN CROWLEY
 Date of Birth:.....05/03/84
 Height:.....189cm
 Weight:.....87.3kg
 Recruited From:Calder Cannons
 WAFL Club:.....Subiaco



TROY LONGMUIR
 Date of Birth:.....27/05/79
 Height:.....183cm
 Weight:.....83.5kg
 Games for FFC:.....55
 AFL Games Total:.....72
 Games for other clubs:.....17
 Finals Games:.....1
 Goals for FFC:.....36
 AFL Goals Total:.....39
 Debut for FFC:.....2000



SCOTT THORNTON
 Date of Birth:.....11/09/82
 Height:.....192cm
 Weight:.....83kg
 Games for FFC:.....15
 AFL Games Total:.....15
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....0
 AFL Goals Total:.....0
 Debut for FFC:.....2002



SHANE PARKER
 Vice-Captain
 Date of Birth:.....18/02/73
 Height:.....188.5cm
 Weight:.....95kg
 Games for FFC:.....184
 AFL Games Total:.....184
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....12
 AFL Goals Total:.....12
 Debut for FFC:.....1995



ADAM CAMPBELL
 Date of Birth:.....20/1/1985
 Height:.....191.5cm
 Weight:.....73.3kg
 Recruited From:Ballarat Rebels
 WAFL Club:.....West Perth



STEVEN DODD
 Date of Birth:.....20/06/83
 Height:.....190cm
 Weight:.....82.5kg
 Games for FFC:.....2
 AFL Games Total:.....2
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....0
 AFL Goals Total:.....0
 Debut for FFC:.....2004



AARON SANDILANDS
 Date of Birth:.....06/12/82
 Height:.....211.5cm
 Weight:.....120.6kg
 Games for FFC:.....39
 AFL Games Total:.....39
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....8
 AFL Goals Total:.....8
 Debut for FFC:.....2003



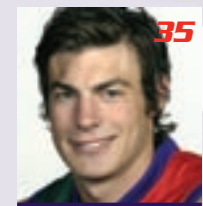
PETER BELL
 Captain
 Date of Birth:.....01/03/76
 Height:.....174cm
 Weight:.....81.9kg
 Games for FFC:.....87
 AFL Games Total:.....210
 Games for other clubs:.....123
 Finals Games:.....16
 Goals for FFC:.....69
 AFL Goals Total:.....189
 Debut for FFC:.....1995



JEFF FARMER
 Date of Birth:.....24/06/77
 Height:.....175.5cm
 Weight:.....75.1kg
 Games for FFC:.....62
 AFL Games Total:.....180
 Games for other clubs:.....118
 Finals Games:.....7
 Goals for FFC:.....92
 AFL Goals Total:.....351
 Debut for FFC:.....2002



PAUL MEDHURST
 Date of Birth:.....11/12/81
 Height:.....179.5cm
 Weight:.....90.6kg
 Games for FFC:.....65
 AFL Games Total:.....65
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....127
 AFL Goals Total:.....127
 Debut for FFC:.....2002



ANDREW SIEGERT
 Date of Birth:.....18/01/82
 Height:.....187.5cm
 Weight:.....93.9kg
 Games for FFC:.....31
 AFL Games Total:.....31
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....3
 AFL Goals Total:.....3
 Debut for FFC:.....2002



PAUL DUFFIELD
 Date of Birth:.....05/02/85
 Height:.....187cm
 Weight:.....82.1kg
 Recruited From:South Fremantle
 WAFL Club:.....South Fremantle



ROBERT HADRILL
 Date of Birth:.....23/01/81
 Height:.....187.5cm
 Weight:.....98.6kg
 Games for FFC:.....53
 AFL Games Total:.....53
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....0
 AFL Goals Total:.....0
 Debut for FFC:.....2001

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6

DION WOODS

Date of Birth:.....25/01/82
 Height:.....191cm
 Weight:.....89.1kg
 Games for FFC:.....55
 AFL Games Total:.....55
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....5
 AFL Goals Total:.....5
 Debut for FFC:.....2001



7

BRETT PEAKE

Date of Birth:.....05/07/83
 Height:.....184.5cm
 Weight:.....76.5kg
 Recruited From:.....East Fremantle



8

SHAUN MCMANUS

Date of Birth:.....09/02/76
 Height:.....179.5cm
 Weight:.....82.3kg
 Games for FFC:.....166
 AFL Games Total:.....166
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....74
 AFL Goals Total:.....74
 Debut for FFC:.....1995



9

MATTHEW CARR

Deputy Vice-Captain
 Date of Birth:.....29/12/78
 Height:.....190cm
 Weight:.....92.4kg
 Games for FFC:.....75
 AFL Games Total:.....103
 Games for other clubs:.....28
 Finals Games:.....1
 Goals for FFC:.....43
 AFL Goals Total:.....45
 Debut for FFC:.....2001



10

TROY COOK

Date of Birth:.....12/08/76
 Height:.....178.5cm
 Weight:.....83.2kg
 Games for FFC:.....106
 AFL Games Total:.....149
 Games for other clubs:.....43
 Finals Games:.....2
 Pre-Season Games:.....13
 Goals for FFC:.....50
 AFL Goals Total:.....61
 Debut for FFC:.....2000



16

DAVID MUNDY

Date of Birth:.....20/07/85
 Height:.....190cm
 Weight:.....85.3kg
 Recruited From:.....Murray Bushrangers
 WAFL Club:.....Subiaco



17

GREG EDGCUMBE

Date of Birth:.....01/05/84
 Height:.....185.5cm
 Weight:.....83kg
 Recruited From:.....Eastern Ranges
 WAFL Club:.....Peel Thunder



18

LUKE MCPHARLIN

Date of Birth:.....01/12/81
 Height:.....192cm
 Weight:.....91.4kg
 Games for FFC:.....39
 AFL Games Total:.....51
 Games for other clubs:.....12
 Finals Games:.....1
 Goals for FFC:.....11
 AFL Goals Total:.....14
 Debut for FFC:.....2002



19

JAMES WALKER

Date of Birth:.....15/01/79
 Height:.....179.5cm
 Weight:.....81kg
 Games for FFC:.....120
 AFL Games Total:.....120
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....13
 AFL Goals Total:.....13
 Debut for FFC:.....1998



20

JUSTIN LONGMUIR

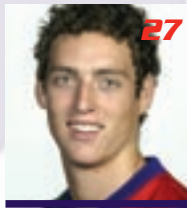
Date of Birth:.....21/01/81
 Height:.....197.5cm
 Weight:.....100.4kg
 Games for FFC:.....100
 AFL Games Total:.....100
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....132
 AFL Goals Total:.....132
 Debut for FFC:.....1999



26

CLIVE WATERHOUSE

Date of Birth:.....23/06/74
 Height:.....184cm
 Weight:.....92.4kg
 Games for FFC:.....106
 AFL Games Total:.....106
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....178
 AFL Goals Total:.....178
 Debut for FFC:.....1996



27

DANIEL GILMORE

Date of Birth:.....02/03/83
 Height:.....189.5cm
 Weight:.....91.7kg
 Games for FFC:.....8
 AFL Games Total:.....8
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....0
 AFL Goals Total:.....0
 Debut for FFC:.....2004



28

RYAN MURPHY

Date of Birth:.....24/05/85
 Height:.....192cm
 Weight:.....86.3kg
 Games for FFC:.....2
 AFL Games Total:.....2
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....0
 AFL Goals Total:.....0
 Debut for FFC:.....2004



29

MATTHEW PAVLICH

Vice-Captain
 Date of Birth:.....31/12/81
 Height:.....192.5cm
 Weight:.....98.1kg
 Games for FFC:.....106
 AFL Games Total:.....106
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....109
 AFL Goals Total:.....109
 Debut for FFC:.....2000



30

BRETT DOSWELL

Date of Birth:.....14/01/84
 Height:.....185cm
 Weight:.....79.6kg
 Recruited From:.....NSW/ACT Rams
 WAFL Club:.....South Fremantle



36

ANDREW BROWNE

Date of Birth:.....14/05/84
 Height:.....193.5cm
 Weight:.....78.3kg
 Games for FFC:.....18
 AFL Games Total:.....18
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....6
 AFL Goals Total:.....6
 Debut for FFC:.....2002



37

MICHAEL JOHNSON

Date of Birth:.....20/10/84
 Height:.....193.5cm
 Weight:.....98.8kg
 Recruited From:.....Perth Football Club
 WAFL Club:.....Perth Football Club



38

BEN CUNNINGHAM

Date of Birth:.....22/11/81
 Height:.....178.5cm
 Weight:.....84.3kg
 Games for FFC:.....33
 AFL Games Total:.....33
 Games for other clubs:.....0
 Finals Games:.....0
 Goals for FFC:.....20
 AFL Goals Total:.....20
 Debut for FFC:.....2000



39

DANIEL HAINES

Date of Birth:.....11/04/81
 Height:.....181.5cm
 Weight:.....81.3kg
 Games for FFC:.....16
 AFL Games Total:.....16
 Games for other clubs:.....0
 Finals Games:.....0
 Pre-Season Games:.....3
 Goals for FFC:.....4
 AFL Goals Total:.....4
 Debut for FFC:.....2002



40

BEN COLREAVY

Date of Birth:.....29/01/82
 Height:.....180.5cm
 Weight:.....83.1kg
 Recruited From:.....Claremont
 WAFL Club:.....Claremont



43

ROGER HAYDEN

Date of Birth:.....09/12/80
 Height:.....180cm
 Weight:.....80.1kg
 Games for FFC:.....42
 AFL Games Total:.....42
 Games for other clubs:.....0
 Finals Games:.....1
 Goals for FFC:.....3
 AFL Goals Total:.....3
 Debut for FFC:.....2002



44

MICHAEL WARREN

Date of Birth:.....20/03/82
 Height:.....195cm
 Weight:.....88.3kg
 Recruited From:.....Claremont
 WAFL Club:.....Claremont

BankWest
 Proud Major Sponsor







Back Row: Simon Eastaugh (Development Coach/Rehabilitation Co-ordinator), Daniel Haines, Ryan Crowley, Adam Campbell, Steven Dodd, Scott Thornton, Ryan Murphy, Michael Warren, Luke McPharlin, Antoni Grover, Des Headland, Greg Edgcumbe, Paul Duffield

Third Row: Adam Larcom (Strength and Conditioning Coach), Stephen Malaxos (Assistant Coach), Luke Webster, Clive Waterhouse, Robert Hadrill, Michael Johnson, Graham Polak, Troy Simmonds (Deputy Vice Captain), Aaron Sandilands, Justin Longmuir, Dion Woods, Daniel Gilmore, David Mundy, Andrew Siegert, Jeff Boyle (Physiotherapist), Kelly O'Donnell (Assistant Coach)

Seated: Kevin Ball (Skills Coach/Biomechanist) Shaun McManus, Ben Cunningham, Roger Hayden, James Walker, Shane Parker (Vice Captain), Peter Bell (Captain), Chris Connolly (Senior Coach), Matthew Pavlich (Vice Captain), Troy Longmuir, Paul Medhurst, Paul Hasleby (Deputy Vice Captain), Troy Cook, Chris Waterman (Assistant Coach)

Front Row: Matthew Carr (Deputy Vice Captain), Ryley Dunn, Dylan Smith, Brett Peake, Ben Colreavy, Andrew Browne, Byron Schammer, Brett Doswell, Jeff Farmer

Ladder Position:	9th	Average Score For:	85.5 points	Most wins away from home – 5
Weeks in the Eight:	21	Average Score Against:	85.0 points	Highest ever non derby crowd of 40,901 in round 19, v Collingwood
Wins:	11	2004 highest score in Round 9 v Brisbane 20.17 (137)		Highest home derby crowd of 41,907 in round 21
Losses:	11	2004 highest score away from home in Round 14 v Western Bulldogs 18.9 (117)		Best defensive year – 1870 points
Average Winning Margin:	29.4 points			
Average Losing Margin:	28 points			

PREMIERSHIP LADDER 2004

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

2005 FIXTURES

RND	Club	Date	Venue
1	Port Adelaide	Saturday 26th March	Subiaco Oval (N)
2	St Kilda	Sunday 3rd April	Aurora Stadium
3	West Coast*	Saturday 9th April	Subiaco Oval (N)
4	Richmond	Sunday 17th April	MCG
5	Carlton	Saturday 23rd April	Subiaco
6	Melbourne	Saturday 30th April	MCG
7	Collingwood	Sunday 8th May	Subiaco
8	Essendon	Sunday 15th May	Telstra Dome
9	Hawthorn	Sunday 22nd May	Subiaco
10	Geelong	Saturday 28th May	Skilled Stadium
11	Brisbane	Saturday 4th June	Subiaco (N)
12	Sydney	Sunday 12th June	SCG
13	Kangaroos	Sunday 19th June	Subiaco
14	Adelaide	Sunday 3rd July	AAMI Stadium
15	Western Bulldogs	Sunday 10th July	Subiaco
16	Carlton	Sunday 17th July	MCG
17	Melbourne	Sunday 24th July	Subiaco
18	Collingwood	Sunday 31st July	MCG
19	Richmond	Saturday 6th August	Subiaco (N)
20	West Coast	Friday 12th August	Subiaco (N)
21	St Kilda	Friday 19th August	Subiaco (N)
22	Port Adelaide	Saturday 27th August	AAMI (N)

* Fremantle Home Game (N) night game

ROUND ONE v CARLTON

Saturday 27 March, Subiaco Oval

Fremantle 5.3 9.9 13.12 15.17 (107)

Carlton 3.3 5.6 8.9 8.12 (60)

Goals: Medhurst 4, Farmer 3, Schammer 2, Bell 2, Hasleby 1, Carr 1, Pavlich 1, Browne 1

Kicks: Bell 20

Marks: McPharlin 12

Handballs: Bell 18

Disposals: Bell 38

Milestones: Clive Waterhouse 100 FFC/AFL games

Debut: Daniel Gilmore, Ryley Dunn

Brownlow Votes: Bell 3, Schammer 2, Sandilands 1

Crowd: 34,177

ROUND TWO v SYDNEY

Sunday 4 April, SCG

Sydney 5.1 7.6 12.9 15.12 (102)

Fremantle 3.2 5.6 8.9 10.11 (71)

Goals: Pavlich 3, J Longmuir 2, Simmonds 2, Waterhouse 2, Farmer 1

Kicks: Pavlich 16, Bell 16

Marks: Pavlich 6

Handballs: Hasleby 14

Disposals: Hasleby 28

Milestones: James Walker 100 FFC/AFL games

Crowd: 21,366

ROUND THREE v ADELAIDE

Sunday 11 April, Subiaco Oval

Fremantle 2.2 3.4 7.8 10.13 (73)

Adelaide 2.3 4.10 6.12 8.16 (64)

Goals: T Longmuir 4, Simmonds 1, Grover 1, Hasleby 1, Waterhouse 1, Bell 1, Medhurst 1

Kicks: Hasleby 21

Marks: Haddrill 12

Handballs: Pavlich 14

Disposals: Pavlich 32

Brownlow Votes: Hasleby 3, McManus 2

Crowd: 32,575

ROUND FOUR v COLLINGWOOD

Sunday 18 April, Telstra Dome

Fremantle 3.3 7.10 10.12 12.16 (88)

Collingwood 2.3 3.4 5.7 7.12 (54)

Goals: Medhurst 3, Cunningham 2, T Longmuir 2, Simmonds 2, Pavlich 1, J Longmuir 1, Farmer 1

Kicks: McPharlin 18

Marks: McPharlin 13

Handballs: Walker 12

Disposals: Hasleby 26

Milestones: Shaun McManus 150 FFC/AFL games

Brownlow Votes: McManus 3, Hasleby 2, Parker 1

Crowd: 34,416

ROUND FIVE v GEELONG

Sunday 25 April, Subiaco Oval

Fremantle 7.0 11.2 14.7 18.9 (117)

Geelong 4.1 8.3 11.5 14.7 (91)

Goals: Simmonds 5, Schammer 3, Farmer 3, Headland 2, Medhurst 2, Sandilands 1, Pavlich 1, J Longmuir 1

Kicks: Pavlich 17

Marks: J Longmuir 7

Handballs: Hasleby 14

Disposals: Pavlich 29

Brownlow Votes: Schammer 3, McPharlin 1

Crowd: 35,021

ROUND SIX v WEST COAST

Saturday 1 May, Subiaco Oval

Fremantle 4.1 7.3 11.8 12.11 (83)

West Coast 3.2 7.5 9.5 11.7 (73)

Goals: Farmer 3, Hasleby 2, Simmonds 1, Polak 1, Medhurst 1, Walker 1, J Longmuir 1, Grover 1, Bell 1

Kicks: Bell 15

Marks: Bell 8

Handballs: Bell 18

Disposals: Bell 33

Brownlow Votes: Bell 3, Hasleby 2

Crowd: 42,135

ROUND SEVEN v ST KILDA

Saturday 8 May, Subiaco Oval

St Kilda 4.0 8.4 12.7 14.11 (95)

Fremantle 1.4 1.4 6.5 11.6 (72)

Goals: J Longmuir 3, Medhurst 2, Simmonds 2, Pavlich 1, McManus 1, T Longmuir 1, Farmer 1

Kicks: Bell 21

Marks: Hayden 10

Handballs: Cook 13

Disposals: Bell 30

Milestones: Troy Longmuir 50 FFC games

Brownlow Votes: Hasleby 2

Crowd: 39,931

ROUND EIGHT v HAWTHORN

Sunday 16 May, York Park, Launceston

Hawthorn 2.5 6.7 8.9 10.10 (70)

Fremantle 3.1 4.6 6.8 8.13 (61)

Goals: Bell 2, Simmonds 2, Pavlich 1, T Longmuir 1, J Longmuir 1, Farmer 1

Kicks: Bell 17, McManus 17

Marks: Pavlich 10

Handballs: Hasleby 14

Disposals: Bell 26

Milestones: Troy Simmonds 50 FFC games, Paul Medhurst 50 AFL/FFC games

Brownlow Votes: Pavlich 1

Crowd: 14,554

ROUND NINE v BRISBANE

Saturday 22 May, Subiaco Oval

Fremantle 5.6 10.8 15.14 20.17 (137)

Brisbane 3.4 8.5 9.7 11.12 (78)

Goals: Medhurst 9, Farmer 3, Bell 2, Waterhouse 2, Pavlich, J Longmuir 1, Polak 1, Hasleby 1

Kicks: Medhurst 16

Marks: Medhurst 8

Handballs: Hasleby 19

Disposals: Hasleby 31

Brownlow Votes: Medhurst 3, Hasleby 2

Crowd: 32,575

ROUND TEN v ESSENDON

Friday 28 May, Telstra Dome

Essendon 4.8 11.11 14.12 17.13 (115)

Fremantle 2.2 3.5 7.9 12.13 (85)

Goals: Simmonds 2, Walker 2, J Longmuir 2, Waterhouse 2, Headland 1, Polak 1, Pavlich 1, Hayden 1

Kicks: Pavlich 18

Marks: Grover 9

Handballs: Hasleby 16

Disposals: Hasleby 26, Pavlich 26

Milestones: Jeff Farmer 50 FFC games

Brownlow Votes: Pavlich 1

Crowd: 38,411

ROUND ELEVEN v MELBOURNE

Sunday 6 June, Subiaco Oval

Melbourne 4.3 6.7 7.8 13.15 (93)

Fremantle 2.2 4.5 9.8 9.8 (62)

Goals: McPharlin 3, Medhurst 2, Pavlich 2, Farmer 1, Simmonds 1

Kicks: Pavlich 17

Marks: Parker 6, Sandilands 6

Handballs: Grover 11

Disposals: Bell 25

Milestones: Peter Bell 200 AFL games, Matthew Carr 100 AFL games

Brownlow Votes: Pavlich 1

Crowd: 33,125



ROUND TWELVE v RICHMOND

Sunday 13 June, MCG

Fremantle 0.0 3.4 7.5 12.9 (81)

Richmond 3.3 7.6 9.9 10.11 (71)

Goals: Simmonds 4, Schammer 2, J Longmuir 2, Carr 1, Headland 1, Browne 1, Farmer 1

Kicks: Hasleby 21

Marks: J Longmuir 10

Handballs: J Longmuir 12

Disposals: Hasleby 32

Brownlow Votes: Schammer 3, Hasleby 2

Crowd: 18,666

ROUND THIRTEEN v PORT ADELAIDE

Saturday 19 June, Subiaco Oval

Port Adelaide 2.4 9.7 14.9 17.10 (112)

Fremantle 4.3 7.3 12.3 16.3 (102)

Goals: Bell 3, Medhurst 3, Carr 2, Farmer 2, Simmonds 1, Woods 1, Headland 1, Grover 1, Pavlich 1, Browne 1

Kicks: Carr 18

Marks: Carr 7, Hadrill 7

Handballs: Bell 14

Disposals: Bell 28

Brownlow Votes: Bell 3

Crowd: 36,507

ROUND 14 v WESTERN BULLDOGS

Sunday 4 July 2004, Telstra Dome

Fremantle 4.1 8.4 14.6 18.9 (117)

W Bulldogs 3.4 6.9 6.12 10.16 (76)

Goals: Simmonds 4, Medhurst 4

Kicks: Bell 17, Carr 17

Marks: Carr 11

Handballs: Hasleby 12

Disposals: Carr 24

Milestones: Troy Cook 100 FFC games, Paul Hasleby 100 AFL/FFC games

Brownlow Votes: Pavlich 2, McPharlin 1

Crowd: 18,734

ROUND 15 v KANGAROOS

Saturday 10 July 2004, Subiaco Oval

Kangaroos: 4.2 7.5 9.9 14.12 (96)

Fremantle: 6.2 9.4 11.5 12.7 (79)

Goals: Farmer 2, Bell 2, Pavlich 2, Headland 2, McManus 2

Kicks: Headland 17, Schammer 17

Marks: Schammer 6, J Longmuir 6, Parker 6, Bell 6

Handballs: Bell 15

Disposals: Schammer 30, Bell 30

Milestones: Luke McPharlin 50 AFL games

Brownlow Votes: Schammer 2

Crowd: 37,077

ROUND 16 v ADELAIDE

Saturday 17 July 2004, AAMI Stadium

Fremantle 2.2 7.2 10.8 14.8 (92)

Adelaide 2.3 6.3 8.5 12.8 (80)

Goals: Simmonds 2, Headland 2, Pavlich 2, Medhurst 2

Kicks: Schammer 22

Marks: Polak 9

Handballs: Hasleby 13

Disposals: Schammer 29

Debut: Ryan Murphy

Milestone: Matthew Pavlich 100 AFL/FFC Games

Brownlow Votes: Schammer 2, Thornton 1

Crowd: 34,855



ROUND 17 v SYDNEY

Saturday 24 July 2004, Subiaco Oval

Fremantle 6.5 11.7 16.8 18.10 (118)

Sydney 3.1 5.2 10.3 14.7 (91)

Goals: Farmer 5

Kicks: Hasleby 17

Marks: Bell 8, Hasleby 8

Handballs: Bell 11

Disposals: Bell 27

Brownlow Votes: Headland 3, Farmer 1

Crowd: 35,037

ROUND 18 v CARLTON

Saturday 31 July 2004, Optus Oval

Fremantle 4.4 6.7 9.12 16.15 (111)

Carlton 3.3 5.8 8.8 9.9 (63)

Goals: Medhurst 2, Farmer 2, Bell 2, J Longmuir 2, Headland 2

Kicks: Pavlich 16

Marks: Hadrill 11

Handballs: Bell 13

Disposals: Pavlich 25

Milestones: Troy Simmonds 100 AFL games

Brownlow Votes: Pavlich 3, Headland 2

Crowd: 17,092

ROUND 19 v COLLINGWOOD

Friday 6 August 2004, Subiaco Oval

Fremantle: 2.1 2.5 7.7 11.7 (73)

Collingwood: 3.9 4.14 10.17 14.22 (106)

Goals: Browne 2, Medhurst 2, Farmer 2, Simmonds 2

Kicks: Pavlich 15

Marks: Medhurst 7, Polak 7

Handballs: Pavlich 8

Disposals: Pavlich 23

Milestones: Robert Hadrill 50 AFL/FFC games

Crowd: 40,901

ROUND 20 v GEELONG

Saturday 14 August 2004, Skilled Stadium

Fremantle 0.1 3.2 3.4 3.7 (25)

Geelong 1.9 3.11 8.15 9.21 (75)

Goals: Bell 1, Farmer 1, Medhurst 1

Kicks: Smith 19

Marks: Thornton 6

Handballs: J Longmuir 8

Disposals: Smith 24

Debut: Steven Dodd

Crowd: 15,209

ROUND 21 v WEST COAST

Sunday 22 August 2004, Subiaco Oval

Fremantle 2.2 3.4 5.8 6.9 (45)

West Coast 5.1 7.10 9.14 13.15 (93)

Goals: Simmonds 1, McManus 1, Headland 1, J Longmuir 1, Bell 1, Farmer 1

Kicks: Bell 17

Marks: Headland 6

Handballs: McManus 8

Disposals: McManus 24, Bell 24

Crowd: 41,907

ROUND 22 v ST KILDA

Saturday 28 August 2004, Telstra Dome

Fremantle 3.3 5.6 8.9 12.11 (83)

St Kilda 4.1 9.5 12.7 17.10 (112)

Goals: Farmer 2, T Longmuir 2

Kicks: Hasleby 21

Marks: Pavlich 11

Handballs: Dodd 10

Disposals: Hasleby 29

Milestones: Justin Longmuir 100 AFL/FFC games

Crowd: 35,329



2004 GAMES PLAYED

Peter Bell.....	21
Andrew Browne.....	14
Adam Campbell.....	0
Matthew Carr.....	11
Ben Colreavy.....	0
Troy Cook.....	18
Ryan Crowley.....	0
Ben Cunningham.....	6
Steven Dodd.....	2
Brett Doswell.....	0
Paul Duffield.....	0
Ryley Dunn.....	2
Greg Edgcumbe.....	0
Jeff Farmer.....	22
Daniel Gilmore.....	8
Antoni Grover.....	18
Robert Hadrill.....	22
Daniel Haines.....	0
Paul Hasleby.....	22
Roger Hayden.....	17
Des Headland.....	20
Michael Johnson.....	0
Justin Longmuir.....	21
Troy Longmuir.....	9
Shaun McManus.....	20
Luke McPharlin.....	16
Paul Medhurst.....	22
David Mundy.....	0
Ryan Murphy.....	2
Shane Parker.....	22
Matthew Pavlich.....	22
Brett Peake.....	0
Graham Polak.....	20
Aaron Sandilands.....	20
Byron Schammer.....	20
Andrew Siegert.....	6
Troy Simmonds.....	22
Dylan Smith.....	4
Scott Thornton.....	9
James Walker.....	22
Michael Warren.....	0
Clive Waterhouse.....	7
Luke Webster.....	2
Dion Woods.....	16

LEADING GOAL KICKERS

Paul Medhurst.....	41
Jeff Farmer.....	36
Troy Simmonds.....	35
Justin Longmuir.....	26
Peter Bell.....	22

TOTAL DISPOSALS

Paul Hasleby.....	538
Peter Bell.....	494
Matthew Pavlich.....	466
James Walker.....	338
Des Headland.....	337

GENERAL KICKS

Matthew Pavlich.....	306
Paul Hasleby.....	295
Peter Bell.....	279
Des Headland.....	232
Shaun McManus.....	207

MARKS

Matthew Pavlich.....	118
Justin Longmuir.....	106
Luke McPharlin.....	106
Troy Simmonds.....	96
Graham Polak.....	92
Shane Parker.....	92
James Walker.....	92
Robert Hadrill.....	92

HANDBALLS

Paul Hasleby.....	243
Peter Bell.....	215
Matthew Pavlich.....	160
James Walker.....	142
Troy Cook.....	132

TACKLES

Paul Hasleby.....	97
Des Headland.....	73
Shaun McManus.....	69
Matthew Pavlich.....	67
Troy Cook.....	65

HIT OUTS

Aaron Sandilands.....	473
Justin Longmuir.....	219
Troy Simmonds.....	101

FREES FOR

Peter Bell.....	29
Paul Hasleby.....	21
Aaron Sandilands.....	20
Graham Polak.....	19
Jeff Farmer.....	19

HANDBALLS RECEIVED

Peter Bell.....	178
Paul Hasleby.....	171
Matthew Pavlich.....	142
Byron Schammer.....	123
Troy Cook.....	112

REBOUND 50s

Robert Hadrill.....	91
Shane Parker.....	88
Scott Thornton.....	61
Luke McPharlin.....	60
Peter Bell.....	55

INTO 50s

Paul Hasleby.....	99
Matthew Pavlich.....	96
Des Headland.....	83
Shaun McManus.....	77
Jeff Farmer.....	49
Peter Bell.....	49

HARD BALL GETS

Paul Hasleby.....	68
Matthew Pavlich.....	66
Peter Bell.....	58
Justin Longmuir.....	58
Des Headland.....	40

LOOSE BALL GETS

Paul Hasleby.....	132
Peter Bell.....	127
Matthew Pavlich.....	112
James Walker.....	96
Shaun McManus.....	94

LONG KICKS

Matthew Pavlich.....	160
Paul Hasleby.....	132
Des Headland.....	116
Shaun McManus.....	84
Luke McPharlin.....	78

SHORT KICKS

Peter Bell.....	188
Paul Hasleby.....	153
Matthew Pavlich.....	143
Shane Parker.....	125
Byron Schammer.....	123

CONTESTED MARKS

Graham Polak.....	36
Justin Longmuir.....	30
Matthew Pavlich.....	24
Luke McPharlin.....	23
Troy Simmonds.....	20



1995

Chairman Ross Kelly
 Coach Gerard Neesham
 Captain Ben Allan
 Champion Peter Mann
 Beacon Award Scott Chisholm
 Goal Scorer Peter Mann (33)

1996

Chairman Ross Kelly
 Coach Gerard Neesham
 Captain Ben Allan
 Champion Stephen O'Reilly
 Beacon Award Gavin Mitchell
 Goal Scorer Kingsley Hunter (33)

1997

Chairman Ross Kelly
 Coach Gerard Neesham
 Captain Peter Mann
 Champion Dale Kickett
 Beacon Award Mark Gale
 Goal Scorer Kingsley Hunter (32)

1998

Chairman .. Ross Kelly/Ross McLean
 Coach Gerard Neesham
 Captain Peter Mann
 Champion Jason Norrish
 Beacon Award Brad Dodd
 Goal Scorer .. Clive Waterhouse (30)

1999

Chairman Ross McLean
 Coach Damian Drum
 Captain Chris Bond
 Champion Adrian Fletcher
 Beacon Award Clem Michael
 Goal Scorer Tony Modra (71)

2000

Chairman Ross McLean
 Coach Damian Drum
 Captain Adrian Fletcher and
 Shaun McManus
 Champion Troy Cook
 Beacon Award Paul Hasleby
 Goal Scorer .. Clive Waterhouse (53)

2001

Chairman Ross McLean
 Coach Damian Drum/Ben Allan
 Captain Adrian Fletcher and
 Shaun McManus
 Champion Peter Bell
 Beacon Award Dion Woods
 Goal Scorer Matthew Pavlich
 and Justin Longmuir (28)

2002

Chairman Rick Hart
 Coach Chris Connolly
 Captain Peter Bell
 Champion Matthew Pavlich
 Beacon Award Paul Medhurst
 Goal Scorer Trent Croad (42)

2003

Chairman Rick Hart
 Coach Chris Connolly
 Captain Peter Bell
 Doig Medallist Peter Bell
 Beacon Award Graham Polak
 Goal Scorer Paul Medhurst (50)

2004

President Rick Hart
 Coach Chris Connolly
 Captain Peter Bell
 Doig Medallist Peter Bell
 Beacon Award Andrew Browne
 Goal Scorer Paul Medhurst (41)

CLUB RECORDS

Games
 184: Shane Parker (1995-)
Consecutive Games
 88: Troy Cook
 (Round 1, 2000-Round 22, 2003)
Goals (overall)
 171: Clive Waterhouse
 (1996-2004)
Goals in a season
 71: Tony Modra (1999)
Goals in a game
 10: Tony Modra (Round 10, 1999)

AFL RISING STAR

Paul Hasleby – 2000

AFL ALL AUSTRALIAN

Matthew Pavlich, 2002, 2003
 Peter Bell, 2003
 Paul Hasleby, 2003

BEST CLUBMAN

2004 – Matthew Carr
 2003 – Troy Longmuir
 2002 – Shaun McManus
 2001 – Leigh Brown
 2000 – John Rankin
 1999 – Ashley Prescott
 1998 – Chris Bond and
 Jason Norrish

2004 SEASON HONOURS

WA STATE OF ORIGIN

Peter Bell (Captain)
 Paul Hasleby
 Robert Hadrill
 Luke McPharlin
 Paul Medhurst
 Justin Longmuir
 Shane Parker

2004 INTERNATIONAL RULES

SERIES V IRELAND
 Game 1, Sunday 17th October,
 2004 and Game 2, Sunday 24th
 October, 2004 at Croke Park,
 Ireland – Robert Hadrill

2004 MILESTONES

AFL DEBUT

Ryley Dunn
 – v Carlton at Subiaco Oval,
 Round 1, 27 March 2004
Daniel Gilmore
 – v Carlton at Subiaco Oval,
 Round 1, 27 March 2004
Ryan Murphy
 – v Adelaide at AAMI Stadium,
 Round 16, 17 July 2004
Steven Dodd
 – v Geelong at Skilled Stadium,
 Round 20, 14 August 2004

FFC DEBUT

Dylan Smith
 – v Carlton at Optus Oval,
 Round 18, 31 July 2004

GAMES

200 AFL Games
 – Peter Bell v Melbourne,
 Subiaco Oval, Round 11,
 Sunday 6 June 2004
150 AFL/FFC Games
 – Shaun McManus v Collingwood,
 Telstra Dome, Round 4,
 Sunday 18 April 2004
100 AFL/FFC Games
 – Clive Waterhouse, v Carlton,
 Subiaco Oval, Round 1,
 27 March 2004
100 AFL/FFC Games
 – James Walker, v Sydney,
 SCG, Round 2, 4 April 2004

GAMES (CONTINUED)

100 FFC Games
 – Troy Cook, v Western Bulldogs,
 Telstra Dome, Round 14,
 Sunday 4 July 2004
100 AFL/FFC Games
 – Paul Hasleby v Western Bulldogs,
 Telstra Dome, Round 14,
 Sunday 4 July 2004
100 AFL/FFC Games
 – Matthew Pavlich, AAMI Stadium,
 Round 16, Saturday 17 July 2004
100 AFL Games
 – Troy Simmonds v Carlton,
 Optus Oval, Round 18,
 Saturday 31 July 2004
100 AFL/FFC Games
 – Justin Longmuir v St Kilda,
 Telstra Dome, Round 22,
 Saturday 28 August 2004
100 AFL Game
 – Matthew Carr v Melbourne,
 Subiaco Oval, Round 11,
 Sunday 6 June 2004
50 FFC Games
 – Troy Longmuir v St Kilda,
 Subiaco Oval, Round 7,
 Saturday 8 May 2004
50 AFL Games
 – Luke McPharlin v Kangaroos,
 Subiaco Oval, Round 15,
 Saturday 10 July 2004
50 AFL/FFC Games
 – Robert Hadrill v Collingwood,
 Subiaco Oval, Round 19,
 Friday 6 August 2004
50 AFL/FFC Games
 – Paul Medhurst v Hawthorn,
 York Park, Round 8,
 Sunday 16 May 2004
50 FFC Games
 – Troy Simmonds v Hawthorn,
 York Park, Round 8,
 Sunday 16 May 2004
50 FFC Games
 – Jeff Farmer v Essendon,
 Telstra Dome, Round 10,
 Friday 28 May 2004
50 FFC/AFL Games
 – Dion Woods v Western Bulldogs,
 Telstra Dome, Round 14,
 Sunday 4 July 2004

GOALS

100 AFL Goals
 – Paul Medhurst v Brisbane,
 Subiaco Oval, Round 9,
 Saturday 22 May 2004
100 AFL Goals
 – Matthew Pavlich v Melbourne,
 Subiaco Oval, Round 11,
 Sunday 6 June 2004

CLUB RECORDS

The Club played its 100th AFL game at Subiaco Oval against Sydney in Round 17
 FFC played its 200th home and away game against Sydney in Round 2
 FFC played its 200th AFL game against Carlton in Round 1
 The Club had its best ever defensive year conceding only 1870 points
 Consecutive derby wins, Round 6 2004 and Round 22 2003
 First time wins against Adelaide at AAMI Stadium, Richmond at the MCG, Carlton at Optus Oval

TOP 20 PLAYERS WITH 50 GAMES

OR MORE FOR FREMANTLE
 Shane Parker* 184
 Shaun McManus* 166
 Dale Kickett 135
 Jason Norrish 128
 James Walker* 120
 Paul Hasleby* 108
 Clive Waterhouse 106
 Daniel Bandy 105
 Troy Cook* 106
 Matthew Pavlich* 106
 Justin Longmuir* 100
 Stephen O'Reilly 98
 Craig Callaghan 95
 Peter Bell* 87
 James Clement 84
 Anthony Jones 82
 Adrian Fletcher 79
 Andrew Wills 79
 Steven Koops 78
 Peter Mann 77
 * Denotes a current player

50 GOALS OR MORE WITH

FREMANTLE
 Clive Waterhouse 178
 Tony Modra 148
 Justin Longmuir* 132
 Paul Medhurst* 127
 Matthew Pavlich* 109
 Jeff Farmer* 92
 Peter Mann 88
 Kingsley Hunter 86
 Daniel Bandy 79
 Andrew Wills 77
 Shaun McManus* 74
 Peter Bell* 69
 Craig Callaghan 69
 Paul Hasleby* 64
 Trent Croad 60
 Troy Simmonds 59
 Winston Abraham 55
 Steven Koops 50
 Troy Cook 50
 * Denotes a current player



SHAUN MCMANUS

Inaugural player Shaun McManus became only the second player to play 150 games for the club in Round 4, against Collingwood at Telstra Dome. Shaun led the way to a stirring 34 point win, which kick started the team's best ever away season..

Making his debut in Round 5, 1995 against Footscray, and earning an AFL Rising Star nomination in the same year, Shaun has established himself as a hard working and dedicated clubman. Despite suffering two serious knee injuries that required reconstructions in the late 1990's Shaun went on to captain the club with Adrian Fletcher in 2000 and 2001.

Shaun now joins Shane Parker as the only players to have earned Life Membership with the Fremantle Football Club.

ALL FREMANTLE SENIOR LISTED PLAYERS 1995-2004 WITH TOTAL GAMES

Winston Abraham.....	38
Ben Allan	47
Stuart Anderson.....	9
Daniel Bandy	105
Peter Bell.....	87
Heath Black.....	69
Darren Bolton	2
Chris Bond.....	41
Brad Bootsma.....	23
Leigh Brown.....	63
Michael Brown.....	22
Andrew Browne.....	18
Craig Burrows	20
Jay Burton.....	2
Matthew Burton	70
Adam Butler.....	0
Craig Callaghan.....	95
Adam Campbell.....	0
Darren Capewell.....	0
Matthew Carr.....	75
Trent Carroll.....	33
Brad Cassidy	0
Scott Chisholm	63
Ashley Clancy	0
Michael Clark.....	1
James Clement	84
Matthew Clucas.....	11
Troy Cook	106
Trent Croad.....	38
Ryan Crowley	0
Ben Cunningham.....	33
Tony Delaney	28
Gary Dhurrkay.....	51
Brad Dodd.....	50
Steven Dodd.....	2
Brett Doswell.....	0
Ryley Dunn	2
Simon Eastaugh.....	12
Greg Edgcumbe.....	0
Travis Edmonds.....	1
Ben Edwards.....	0
Scott Edwards	15
Jeff Farmer	62
Brendon Feddema.....	3
Brendon Fewster.....	37
Adrian Fletcher	79
Mark Gale.....	71
Phil Gilbert.....	14
Daniel Gilmore	8
Tony Godden.....	11
Scott Gooch.....	0
Dean Grainger.....	0
Chris Groom.....	7
Antoni Grover.....	75
Robert Hadrill	53
Daniel Haines.....	16
Greg Harding.....	69
Daniel Hargraves.....	3
Paul Hasleby.....	108
Roger Hayden.....	42
Des Headland.....	42
Brodie Holland	36
Kingsley Hunter.....	41
John Hutton.....	13
David Hynes.....	13
Michael Johnson	0
Troy Johnson.....	0
Anthony Jones	82
Dale Kickett.....	135
Steven Koops.....	78
Brendan Krummel	1
Quenton Leach.....	56
Antony Ljubic	0
Justin Longmuir.....	100
Troy Longmuir.....	55
Greg Madigan.....	26
Paul Maher	5
Peter Mann	77
Sam McFarlane.....	0
Andrew McGovern.....	63
Shaun McManus	166
Luke McPharlin.....	39
Adam McPhee.....	25
Paul Medhurst	65
Todd Menegola	0
Jamie Merillo	15
Daniel Metropolis.....	6
Clem Michael.....	43
Neil Mildenhall.....	7
Peter Miller.....	16
Gavin Mitchell.....	36

Tony Modra.....	47
Nathan Mourish	0
David Muir	20
David Mundy.....	0
Ryan Murphy.....	2
Craig Nettlebeck.....	0
Jason Norrish.....	128
Stephen O'Reilly	98
Daniel Parker	25
Shane Parker	184
Matthew Pavlich	106
Brett Peake.....	0
Ashley Prescott	38
Graham Polak	48
Troy Polak.....	0
Brendon Retzlaff.....	6

Todd Ridley	21
Brad Rowe	8
Aaron Sandilands.....	39
Byron Schammer.....	37
Daniel Schell.....	16
Andrew Shipp.....	35
Andrew Siegert	31
Troy Simmonds	64
Dwayne Simpson.....	2
Jess Sinclair	50
Dylan Smith	4
Ryan Smith	0
Garth Taylor.....	15
Scott Thornton.....	15
Luke Toia	63
Keren Ugle.....	4

James Walker.....	120
Leigh Wardell-Johnson.....	11
Clive Waterhouse.....	106
Scott Watters	26
Luke Webster.....	6
Jeff White	32
Martin Whitelaw.....	1
Andrew Wills.....	79
Brad Wira.....	35
Clinton Wolf.....	4
Dion Woods	55

Includes rookie players who have played a senior AFL game in a home and away season

ALL TIME BROWNLOW MEDAL VOTE TALLY

Player	TOTAL	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Peter Bell	54							11	14	19	9
Paul Hasleby	39						6		7	13	13
Shaun McManus	35	8	9	5			3		1	4	5
Adrian Fletcher	33				3	15	10	3	2		
Troy Cook	31						13	8	8	2	
Scott Chisholm	20	13	7								
Matthew Pavlich	18							2	3	5	8
Andrew Wills	18			15	3						
Matthew Burton	16	4			12						
Des Headland	14									9	5
Dale Kickett	13	1	4	4	3		1				
Clive Waterhouse	13			5		3	5				
Byron Schammer	12										12
Daniel Bandy	12		5	1		2	4				
Ben Allan	10	9		1							
Peter Mann	10	3	3	4							
Jess Sinclair	10			2	5	1	2				
Troy Simmonds	10								8	2	
Luke Toia	9		1	6	2						
Heath Black	9			2		2		5			
Justin Longmuir	8							4	1	3	
Quenton Leach	7		2	5							
Tony Modra	7					5	2				
Shane Parker	7		2			2					1
Paul Medhurst	7								1	3	3
Gary Dhurrkay	6	1		3	2						
Gavin Mitchell	6		6								
Jeff White	6		3	3							
Jason Norrish	6				4	2					
Scott Watters	5	5									
Todd Ridley	5	5									
Craig Callaghan	5			5							
Luke McPharlin	5								3		2
Stephen O'Reilly	4	2				2					
Clem Michael	4					1	3				
Matthew Carr	4									4	
Winston Abraham	3	2	1								
Andrew McGovern	3		3								
Garth Taylor	3					3					
Brendon Fewster	3						3				
Steven Koops	3								3		
Aaron Sandilands	2									1	1
Craig Burrows	2	2									
Brad Dodd	2				2						
James Clement	2				1	1					
Trent Croad	2								2		
David Muir	1	1									
Chris Bond	1				1						
Ashley Prescott	1					1					
Troy Longmuir	1						1				
Leigh Brown	1								1		
Dion Woods	1									1	
Scott Thornton	1										1
Jeff Farmer	1										1
CLUB TOTAL	511	56	46	61	38	40	53	33	56	66	61



CLIVE WATERHOUSE

One of the only AFL players to be known by his first name, Clive Waterhouse was the club's first selection at the 1995 National AFL Draft. His nine years at the club saw him play 106 games including the round 21, 2004 Carlton Mid Derby in which he kicked seven goals against West Coast. The club's all time leading goal kicker, Clive's career was interrupted by several major injuries including a knee reconstruction in 2000.



TROY SIMMONDS

Troy joined Fremantle from Melbourne in 2002 playing a total of 64 games for the club and formed an important part of the club's improved success over the last three years. A popular and respected member of the team, Troy was appointed Deputy Vice Captain in 2004 and demonstrated his versatility this year as a key forward kicking 35 goals for a total of 59 for the club.



TROY LONGMUIR

After two seasons and 17 games at Melbourne from 1998 to 1999, Troy returned home to play alongside younger brother Justin in 2000. Despite playing 55 games in four years with the club, Troy always maintained a positive approach to football, being awarded Best Clubman in 2003. He kicked 36 goals for Fremantle and was an integral part of West Perth's 2003 WAFL Premiership.

Players



BEN CUNNINGHAM

Selected by Fremantle in the 1999 National AFL Draft (Number 49 overall) Ben made his debut for the club in Round 22, 2000. Playing a further 33 games for the club, Ben kicked 20 goals and became a popular young member of the team. Ben was an important player for Claremont in 2004 and was part of their grand final team.



GREG EDGCUMBE

2002 National AFL Draft (48 overall)



RYAN CROWLEY

2002 National AFL Draft (55 overall)



BRETT DOSWELL

2002 National AFL Draft (63 overall)



BEN COLREAVY

Rookie List

Staff

Wayne Hughes

– *Victorian Operations Manager*

Daniel Metropolis

– *Business Development Manager*

Phil Gallagher

– *Sponsorship and Coteries Manager*

Lisa Yacoub – *Sponsorship Co-ordinator*

Trent Turvey

– *Membership Services Co-ordinator*

Daniel Green

– *Membership Services Coordinator*

Marion Shervington

– *Business Development Manager*

Tina Rees

– *Business Development Manager*

Aaron Bester

– *Merchandise and Licensing Manager*

Adam Larcom

– *Strength and Conditioning Coach*

Ben Hammond

– *Membership Manager*

NUMBER 1 TICKET HOLDER

Rove McManus

PATRON

His Excellency Lieutenant General John Sanderson, Governor of Western Australia

VICE PATRONS

David Malcolm – *Chief Justice of the Supreme Court of Western Australia*
Syd Corser
Con Regan
Steve Marsh
Jack Sheedy

BOARD OF DIRECTORS

Rick Hart (*President*)
Len Hitchen (*Vice President*)
Mel Ashton
Gary Berrell
Tony Buhagiar
Les Everett
David Garic
David Rawlinson
Greg Wall

ADMINISTRATION

Cameron Schwab – *Chief Executive Officer*

Keith Black – *Corporate Affairs and Communications Manager*

Kristy Radici – *Communications Officer*

Amanda Benny – *Executive Assistant*

FINANCE

Gary Walton – *Chief Operating Officer*

Phil Warren – *Financial Controller*

Nicole Hobbs – *Assistant Accountant/Payroll Officer*

Minh Tran – *IT Manager*

Fran Sanders – *Accounts Officer*

Jayde Bateman – *Office Assistant*

Alison Wells – *Receptionist*

Jan Vetten – *Receptionist*

SPONSORSHIP

Narelle Finch – *Sponsorship and Special Projects Manager*

Richard Maloney – *Sponsorship Executive*

Jayden Kahl – *Sponsorship Executive*

Kate Wright – *Sponsorship Executive*

Kerry Sutherland – *Sponsorship Co-ordinator*

MARKETING

Steve Rosich – *Marketing Manager*

Emma Zverk – *PA to Marketing and Sponsorship Managers*

Jon Haines – *Member and Supporter Manager*

Tanya Payne – *Membership Services Co-ordinator*

Narelle Lyons – *Membership Operations Co-ordinator*

Gabby Den Boer – *Membership Services Assistant*

Anna Lamoureux – *Membership Services Assistant*

Melanie Dachs – *Membership Services Assistant*

Bianca Craven – *Supporter Development Co-ordinator*

Greg Erskine – *Corporate Sales Manager*

David Pitts – *Account Manager*

Melissa Winch – *Account Manager*

Akshay Nasta – *Account Manager*

Rebecca Millard – *Account Manager*

Wendy Tate – *Corporate Sales Co-ordinator*

Tony Godden – *Merchandise Manager*

Craig Evans – *Shop Co-ordinator*

Luke Green – *Shop Assistant*

Greg Green – *Events Consultant*

Kellie Black – *Events Co-ordinator*

Liz Reid – *Raffle Co-ordinator*

Beryl Hogan – *Volunteer*

FOOTBALL

Steven Icke – *Football Manager*

Chris Connolly – *Senior Coach*

Chris Waterman – *Assistant Coach*

Kelly O'Donnell – *Assistant Coach*

Stephen Malaxos – *Assistant Coach*

Michael Broadbridge – *Assistant Coach*

Simon Eastaugh – *Development Coach and Rehabilitation Co-ordinator*

Kevin Ball – *Biomechanist/Skills Coach*

Ben Tarbox – *Strength and Conditioning Coach*

Russell Mathanda – *Running Co-ordinator*

Phil Smart – *Recruitment Manager*

Brent Dawkins – *Recruitment Officer/Team Manager*

Earl Spalding – *Skills Coach*

Norm Tame – *Video and Statistics Manager*

Neil McLean – *Psychologist*

Jeff Boyle – *Physiotherapist*

Craig Allen – *Physiotherapist*

Steve Jackson – *Podiatrist*

Ken Withers – *Doctor*

David Day – *Doctor*

Steph Neesham – *Football Administration/Player Liaison Co-ordinator*

Jessica Tholen – *Football Trainee*

Daniel Ticknell – *Football Trainee*

Pat Watson – *Property Manager*

Frank Widdicombe – *Property Assistant*

Stuart Hogan – *Property Assistant*

John Rankin – *Trainer/Rehabilitation Co-ordinator*

Ben Marks – *Recruitment Assistant*

Gary Ingraham – *Runner/Boxing Coach*

Marshall Stockden – *Runner*

Kevin Bryant – *Coaches Assistant*

Lee Walker – *Player Welfare Manager*

Gary Antulov – *Coaches Assistant/WAFL Co-ordinator*

Geoff Burgess – *WAFL Observer*

Anthony Satti – *WAFL Observer*

Jamie Kelley – *WAFL Observer*

Frank Woods – *WAFL Observer*

Clinton Murray – *WAFL Observer*

Mark Anthony – *WAFL Observer*

Murray MacDonald – *WAFL Observer*

Ivo Capelhina – *Head Trainer*

Stephen Platt – *Trainer*

Brendan August – *Trainer*

Jason Courtney – *Trainer*

Karen Emery – *Trainer*

Tanya Reschke – *Trainer*

Vic Salis – *Trainer*

Paul Salis – *Trainer*

Lisa Rankin – *Masseuse*

Keith Carmody – *Chaplain*

Les Barry – *Doorman*

Mike Atkinson – *Statistician*

Joe Cosoleto – *Statistician*

Mike Lasscock – *Statistician*

Alan Powell – *Statistician*

Frank Riccelli – *Statistician*

Andrew Stone – *Statistician*

Andrew Webster – *Statistician*

Ben Lasscock – *Stats Assistant*

Regan Atkinson – *Stats Assistant*

Graeme Hadley – *Recruiting*

John Nykyforak – *Recruiting*

SOUTH AUSTRALIA

Bill Forrestal – *Property Assistant*

Alan Waldron – *Property Assistant*

Tim McLeod – *Recruiting*

Geoff Prest – *Recruiting*

Graeme Robertson – *Recruiting*

Bob Fox – *Statistician*

David Fox – *Statistician*

Dennis Burchett – *Statistician*

Lorraine Smith – *Statistician*

Bernie McNamara – *Statistician*

VICTORIA

Shane Rogers – *Victorian Operations Manager*

Gary Burleigh – *Oppositions Coach*

Noel Bosch – *Recruiting*

Michael Hughson – *Recruiting*

David Comito – *Recruiting*

Gerard Donovan – *Statistician*

Bernard Brickhill – *Statistician*

Mario Cananzi – *Statistician*

Mike Power – *Statistician*

Michael Gill – *Statistician*

Bernard Magher – *Statistician*

Darryn Ricketts – *Statistician*

Guy Balmer – *Trainer*

Barry Kirkwood – *Trainer*

Albert Latu – *Trainer*

John Parker – *Trainer*

Rod Yin – *Trainer*

Dean Rogers – *Trainer*

Barrie Herbert – *Property Assistant*

Dennis Hambling – *Property Assistant*

Alan Salter – *Doorman*

Ben Wright – *Doorman*

Peter Hanna – *Transport*

Justin O'Dwyer – *Runner*

Dale Harris – *Coach's Assistant*

Mark Hoskin – *Forward Scout Assistant*



FREMANTLE
FOOTBALL CLUB

\$7.95
(inc GST)