

OFFICIAL YEAR BOOK OF THE FREMANTLE FOOTBALL CLUB

# 2009



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season 2009



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We also welcome Woodside to  
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**Official Year Book of the Fremantle Football Club 2009**

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**MELBA AARON  
SANDILANDS**





## FROM THE PRESIDENT – RICK HART

**E**IGHT years ago I was asked by the Western Australian Football Commission and Fremantle stalwarts to assume the chairmanship of the Fremantle Football Club.

At the end of the previous season (2001), the club, having finished bottom of the AFL ladder and with a significant trading loss, was at its lowest point.

But with the faith that I had in the potential of your club, and with an imprimatur to gather the best people around, both at board and management level, there was confidence in the way ahead.

A new Board of Management was appointed for 2002 and was faced with a massive challenge in restoring both on-field and off-field fortunes of the club.

By 2005 the club's entire debt, which stood at more than \$8 million, had been erased.

Three years after the club had played its first AFL final in 2003, the 2006 season culminated with Fremantle's first ever appearance in a preliminary final. Off-field the club's membership numbers and sponsorship support continued to achieve record levels.

With my term as President coming to an end, it is important to recognise some of the people who provided such great support and friendship along the way.

Firstly, I acknowledge the Board that was formed back in 2002, and in particular Deputy Chairman Len Hitchen, Board members Mel Ashton, Greg Wall, Gary Berrell, Tony Buhagiar and Les Everett, who gave such support both to me and to the club in its hour of need. These men gave in order to see your great club make the grade.

Thanks also to the management team at that time who contributed so much, in particular our previous CEO Cameron Schwab and former Senior Coach Chris Connolly.

Both were fabulous contributors to the club in its endeavours, and were a pleasure to work with.

And to the people of today who make the club what it is, led so ably by CEO Steve Rosich with the support of Chief Operating Officer Gary Walton, General Manager of



Football Operations Chris Bond and an extremely capable senior management team.

Thank you to our Senior Coach Mark Harvey, who has shown the courage to believe in his young players and has the club positioned to achieving sustained on-field success.

I happen to believe that Mark is one of the most promising coaches in the AFL and I wish him well in the years ahead.

Thank you also to the fantastic staff of the Fremantle Football Club – you are the elite of the AFL. I was very privileged to have worked with you.

To our coaches, and the entire football department who are true professionals of the game.

To our wonderful group of players. What a privilege it has been to be involved with such a fine group of young men. I look forward to watching you achieve the success you so richly deserve.

To all who have served the Fremantle Football Club, thank you so much for your involvement and loyalty. It has been fantastic for me to share all the moments with you.

And a final thank you to my family, without whose patience and support I could not have done it without.

After eight years as President of your club, I end my time at the helm confident and satisfied in the knowledge that Fremantle is now firmly entrenched as one of the strongest business units in the AFL.

I genuinely believe that the club is on the threshold of achieving great things in the one area that we

have failed to deliver – and that is on-field success.

I think we are on the cusp of that success, and with the quality of people we have to lead us, that part of the equation will hopefully unfold in the not too distant future.

To you, our members, thank you one and all for your loyalty, for the support you have given me in this wonderful role as custodian of your club. Please maintain that great support in the future.

I have been here for 180 games, including four finals and we can be proud, yet a little disappointed, at not building on that.

But we have achieved much.

There have been many highs and lows in this journey. But it has been a most rewarding experience and one that I wouldn't swap with anyone.

To the Board that saw fit to bestow upon me the great honour of Life Membership, thank you for that recognition. I wish you all great success in future years.

To all of our loyal members, our sponsors and corporate partners, thank you for all that you have done for the club.

Without all of you we could not have got to where we are now.

**Go Dockers!**

*Au revoir*

**Rick Hart**  
President

# DOIG MEDAL

## DOIG MEDALLIST

### Aaron Sandilands

After a stellar individual season, Aaron claimed his first Doig Medal as Fremantle's best and fairest player for the 2009 AFL season.

After imposing himself on the competition last year, Aaron has also taken the mantle as the best ruckman in the competition this season and was named to lead the ruck in the All Australian line-up, his second All Australian guernsey.

In yet another outstanding season, Aaron played in all but two of the 22 home and away games. He amassed an impressive 659 hit outs at an average of 32.9 per game. He also averaged 17 disposals and five clearances per game with a disposal efficiency of 70.1 per cent.

Not only was he dominant in the ruck, Aaron also showed how dangerous he can be around the ground and at times up forward. Season 2009 also saw him earn his fourth consecutive selection in the WA State of Origin team.

To secure his first Doig, he polled votes in 16 of the 20 games he played in for a total of 132 votes.



### DOIG MEDAL TOP TEN:

- Doig Medallist: **Aaron Sandilands** (132)
- Runner-up: **Matthew Pavlich** (112)
- Third place: **Chris Tarrant** (89)
- Fourth place: **Paul Duffield** (75)
- Fifth place: **Paul Hasleby** (68)\*
- Sixth place: **David Mundy** (68)\*
- Seventh place: **Stephen Hill** (62)
- Eighth place: **Greg Broughton** (52)
- Ninth place: **Garrick Ibbotson** (43)
- Tenth place: **Steven Dodd** (35)

*\*Position determined by count-back*



## RUNNER UP

### Matthew Pavlich

Matthew had another outstanding year leading from the front in each of his encounters during a season that also saw him notch up his 200th game for Fremantle in round 6 with a win against West Coast.

The year also saw Matthew sacrifice his role in the forward line to add experience and leadership into the midfield where he again displayed his outstanding ability to influence matches. Whilst he averaged 22 possessions a game, a calf injury mid-season saw him sidelined for three matches before he returned to guide the side to some fantastic wins in the latter part of the year.

With the likes of Rhys Palmer and Ryan Crowley returning from injury to bolster the midfield stocks, the prospect of having Matthew up in the forward line again next season is a prospect for every Fremantle fan to ponder.

The club's leading goal kicker this season, he polled votes in 15 of the 19 games he played in for a total of 112 votes.



### THIRD PLACE

#### Chris Tarrant

Chris has been a revelation for Fremantle in 2009. He made the move to defence in his 12th season of football, after 11 years as a key forward.

Chris was brilliant down back week in, week out, shutting down some of the best tall and smalls of the competition. Many believe Chris was unlucky not to be named in the All Australian squad after his impressive year as an elite defender.

Season 2009 also saw him join a first-class group of footballers in the competition when he played his 200th AFL game in round 2.



### FOURTH PLACE

#### Paul Duffield

Paul is celebrating the finest season of his career after a breakout season with Fremantle which earned him his first State of Origin guernsey, alongside team mates Aaron Sandilands and Paul Hasleby.

His customary dash from defence and clean disposal have become hallmarks of his game. This season Paul averaged 23 disposals and was also in the club's top five for tackles, kicks, marks and free kicks earned.

His creativity from the backline will be a key element of the club's drive for success in 2010.

#### PREVIOUS DOIG MEDALLISTS:

2008	Matthew Pavlich
2007	Matthew Pavlich
2006	Matthew Pavlich
2005	Matthew Pavlich
2004	Peter Bell
2003	Peter Bell
2002	Matthew Pavlich
2001	Peter Bell
2000	Troy Cook
1999	Adrian Fletcher
1998	Jason Norrish
1997	Dale Kicket
1996	Stephen O'Reilly
1995	Peter Mann

# BEACON AWARD/BEST CLUBMAN

## BEACON AWARD

### Stephen Hill

Stephen Hill arrived on the AFL scene determined to let his football do the talking. It only took until round 6 for the football world to sit up and take notice as he was named the NAB Rising Star nominee for his brilliant derby performance against West Coast.

Keeping good company amongst the club's brilliant batch of first year players, Stephen's acceleration, clean hands at pace and nerveless performances were a shining light this year.

Averaging 15 possessions a game, Stephen played in all 22 matches in his debut season and announced himself as a star of the future for the Fremantle Football Club.



## BEST CLUBMAN

### Michael Johnson

Michael Johnson is the type of person every football club needs. He is genuine, professional and passionate, not only about football, but everything that goes with it.

He is always encouraging others to give back and not just receive. There were none more deserving of this award this year.

Michael has been the club's Ambassador to aligned-charity Redkite for the past three seasons. In this role he has effortlessly given time to the children on cancer ward 3B at Princess Margaret Hospital carrying out ward visits and attending karaoke events, always bringing smiles to the faces of the children and their families in what are obviously difficult times for them.

Michael is also a wonderful representative for Fremantle in other capacities through his personal endeavours and also through his involvement with the club's Community Development Program.

On or off the field, his actions speak louder than words and he always represents the club with pride. Michael not only does what's expected and required of him as an elite footballer, he goes above and beyond the call of duty.

Vindication of his commitment to the wider community, Michael was the runner-up in the AFL's Community Leadership Awards in 2007 and he continues to establish himself as one of the club's finest ambassadors.

# DOIG MEDAL PRESENTATION DINNER: PURPLE CARPET ARRIVALS



# DOIG MEDAL PRESENTATION DINNER

## A MEDAL MOMENT TO REMEMBER

The club's night of nights again lived up to expectations with more than 1100 people attending the Doig Medal Presentation Dinner at the Burswood Grand Ballroom on Friday 9 October to see Aaron Sandilands win his first Doig Medal as the season's best and fairest player.

The Doig Medal honours the deep football heritage of Fremantle, represented by the many members of the Doig family who played for East Fremantle or South Fremantle from the beginning of last century.

The evening got underway with the 'Purple Carpet' arrivals. The players and WAGS were greeted with the usual barrage of photographers as glamour put talk about football to one side during the arrivals.

Hosted by Dean Clairs, the formalities kicked off with a special appearance by The Potbelleez, who set the tone for the evening when they belted out their renowned hit 'Are You With Me?'

Life Membership honours were bestowed upon outgoing President Rick Hart and defender Antoni Grover, who played his 150th game for the club in round 4. He joins Troy Cook as only the second Indigenous player at Fremantle to be awarded Life Membership.

Tony Buhagiar, who announced earlier this year that he would not seek re-appointment to the Board, was awarded the Con Regan Medal.

Other awards given on the night were the Harbour Masters Award which was presented to Aaron Sandilands and the Past Players and Officials' Award which went to Luke McPharlin.

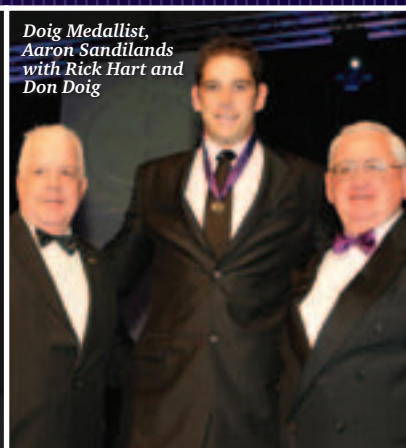
Guests dined on a sumptuous three course meal and beverages as they looked back on season 2009 and enjoyed the medal presentations.

A special mention to The Royal Australian Navy Band for entertaining the crowd throughout the evening with their party tracks which included an ABBA medley, 'Grease Lightning' and the Robbie Williams hit, 'Let Me Entertain You'.

The club would like to thank its event sponsor ME Bank for their support of the Doig Medal Presentation Dinner.



*Doig Medallist, Aaron Sandilands*



*Doig Medallist, Aaron Sandilands with Rick Hart and Don Doig*



*Beacon Award, Stephen Hill*



*Best Clubman, Michael Johnson*



*Con Regan Medallist Tony Buhagiar with Beryl Regan*



*Life Membership, Antoni Grover*



*MC Dean Clairs with Mark Harvey*



*The Doig top four*



*The Potbelleez*



*CEO Steve Rosich addresses the sell-out crowd*



*The Royal Australian Navy Band*



*Neale Fong presents Rick Hart with Life Membership*



## FROM THE CHIEF EXECUTIVE OFFICER

**T**HE Fremantle Football Club is very fortunate to have great support at so many levels.

This support, which is vital to our club, extends to more than 39,000 members, 550 corporate partners and 28 sponsors.

In the past 12 months we have also seen two proud Western Australian companies, in Integrated and Woodside, join the club as major sponsors.

The Integrated and Woodside logos will feature prominently on the 2010 playing strip. These two companies have shown great faith in our club's strategic direction and we look forward to a long association with both Integrated and Woodside.

The great support that we receive as a club at so many levels can be considered even more significant given our on-field returns to date, which have simply not matched that support.

We have faced up to this fact and, although season 2009 had many positives including 11 players making their AFL debut, our win/loss ratio was not one of them.

That is taking nothing away from our young and emerging playing group. Our entire playing squad, ably led by Matthew Pavlich and our leadership group, are focused on achieving the highest performance levels as quickly as possible.

We are working extremely hard as a Board, management team, staff and player group to ensure that the great support we receive at all levels is matched with a great return on the field.

We recognise that we exist as a club to win football games, play finals, win finals and play off for premierships. That is the number one reason we do what we do.

Our new strategic plan sets out the framework for us to deliver both on-field and off-field performances in the future and we are following this plan with great vigour.

The framework we have established impacts everything we do as a club and is focused on two main areas:

- How do we continue to grow support for our club?
- How do we secure and sustain success on the field?

The most noticeable of our plans to date has been the reinvigoration of our playing list with 14 new players joining the club at the end of 2008, and up to another nine set to join the club at the end of this year.

This player recruitment drive is being accompanied by a concerted effort to ensure that we have the best coaching, fitness and development resources at the club to harness the talent of our young playing group.

To this end, we welcome both Senior Development Coach Simon Lloyd and Western Recruiting Manager Neil Ross as the most recent additions to our football support team.

These efforts to secure and develop the best players, coaching, fitness and development staff are continual and each and every member of our team is working extremely hard to prepare for season 2010.

As is the nature of our game some members of the 2009 playing group will not be with us in 2010.

We thank all of those players, including Brett Peake and Marcus Drum who we have traded to other AFL clubs, for their time and effort whilst representing the club. Each of those players will always be a respected Fremantle Football Club Past Player. We look forward to continuing to be a part of their life, and welcome them to the club and our games at every opportunity.

We have also farewelled outgoing President Rick Hart after eight years and long-time Board member Tony Buhagiar.

Their outstanding contribution to the club was formally acknowledged at the Doig Medal Presentation Dinner when Rick was awarded Life Membership and Tony became only the third recipient of the Con Regan Medal.

The service of both Rick and Tony to our club has been selfless

and dedicated – we are certainly a better club thanks to these two men.

Our new President Steve Harris is the managing director of The Brand Agency, Perth's most successful advertising agency.

As only the club's fourth President since our inception in 1994, Steve, who was appointed to the Board in 2008, has assumed the mantle at a time when we are all very positive about the future of the club, both on and off the field.

He commenced his tenure as President on 1 December along with two new Board members in dual Olympic hockey gold medallist Jenn Morris, and Stephen O'Reilly, a foundation player with Fremantle and a former Doig Medalist who played 98 games for the club between 1995 and 1999.

It is worth noting that as of 1 December 2009 the Fremantle Board has five board members who were all appointed in the past 12 months in Harris, Morris, O'Reilly, Grant Donaldson and member-elected director Kate Grieve.

Their fellow Board members include Ben Allan (member-elected 2005), Richard Goyder (2006) and Brian O'Donnell (2006).

The movements at Board level in the past 12 months are mirrored in the senior management team, with six of its eight members either in new roles or joining it since October 2008.

The changes that we have made in that time – including changes to our strategy and personnel – are all targeted at establishing the framework for securing sustained on and off-field success.

We will continue with this "sustainable" approach to our strategy and decision making to ensure that we are best placed to meet the challenges of our great competition.

Thank you for your loyal and ongoing support of the Fremantle Football Club. It is highly valued and integral to securing future success for your club.

**Steve Rosich**  
Chief Executive Officer

# CLUB OPERATIONS REPORT



## FINANCE

The club's financial management during the year has been critical to achieving our seventh consecutive operating profit. Whilst the figure is not final at the time of publishing and is subject to audit clearance, it is expected that the operating result will be in excess of \$550,000 after contributions of approximately \$4 million to the West Australian Football Commission. This is above our original 2009 budget and is a reflection of strong financial discipline being employed across the club. Net Tangible Assets will also increase to the \$4 million level.

The global financial crisis has had an impact on all industries and the AFL is no exception. As such, the club undertook a vigorous assessment of its operating costs and has managed to offset reductions in revenue so as to remain profitable and preserve our all important cash reserves. The current environment requires a delicate balance of revenue generation and cost management whilst maintaining the appropriate investment in football resources and club infrastructure. We believe the club has managed this balance with good effect in 2009.

Finally, the club is a leader in the AFL in governance and risk management and is determined

to make improvements where possible. We work closely with the AFL and our insurers to manage high risk areas and monitor all areas of our operations to ensure the environment is as safe and secure as is possible.

## COMMERCIAL PARTNERS

This season has seen significant change across the commercial side of the business, starting with the merging of the sponsorship and corporate sales teams to form Commercial Partners. This division is primarily responsible for the sale of key club assets, relationship management of club partnerships and overseeing the commercial aspects of major club events and projects.

At the start of the year, Integrated Group joined long-term Major Sponsor LG Electronics for a three year term as a Major Sponsor. We thank Integrated for their support and acknowledge and thank LG, who will assume a Gold Level Sponsorship in 2010, for their significant contribution over the past four seasons.

This season also saw the introduction of new partners Red Rooster, Samson Maritime, Swings & Roundabouts and Oakajee Port & Rail. We welcome each partner and thank you for your commitment to the Fremantle Football Club.

We also welcome Woodside Energy, who will sit alongside Integrated, as our Major Sponsors for the 2010 season.

Thank you to Marine & Civil for their ongoing and valued support as our Coaches' Sponsor.

The club again enjoyed strong support across all of our hospitality and advertising products. Some 2,500 corporate guests were entertained on each of our match days across official pre-match functions, VIP Corporate Boxes and Corporate Suites.

We thank all of our commercial partners for their continued support of the club.

The support of our commercial partners is integral to the success of our club and we are extremely grateful for this support and the relationships we hold.

## BUSINESS OPERATIONS

### Membership

Our membership base continues to be a powerhouse for the club. Fremantle continues to be represented in the top six for membership of all AFL clubs, which is driven solely by the proud, loyal and passionate supporter base of our great club. The club introduced a new three-game membership package in 2009, welcoming 1000 new members to the club via this initiative. We introduced group

# CLUB OPERATIONS REPORT

ticketing to selected matches throughout the season, and many businesses, school groups and sporting clubs took advantage of the discounted tickets available to groups through this program.

Our Victorian Cheer Squad and Banner Crew received a visit from Aaron Sandilands at a post-match event after the round 18 game against the Western Bulldogs, providing an opportunity for this loyal group of members to mingle and get to know each other after the game.

We also extend a very big thank you to our supporter groups who represent many members – from the founding membership base of the Fremantle Football Club, the Harbour Masters, to the Sirens and the Freo Mob, along with the passionate regionally-based supporter groups who brought busloads of members to each home game and conducted fundraising initiatives to support grass roots football in their regions. We send a special acknowledgement to June McDonald and the Harbour Masters who provided the club with our new property van this season.

Everyone looks forward to the raising of the banner each week and wait in anticipation for the team to burst through. There is a huge amount of effort that goes unseen when making the banner throughout the season. The club is grateful to the proud, loyal and passionate members who give up their time on many days and nights throughout the year to ensure there is a banner for the players to run through at every game at Subiaco and at all interstate venues. We send a huge thank you to Maria Giglia and the WA Banner Crew and Nicole Hambling and the Victorian Banner Crew.

The club also acknowledges the WA and Victorian Cheer Squads. The WA Cheer Squad provides a sea of purple at all home games and whilst the Vic Cheer Squad might be outnumbered when we play away they certainly make up for the shortfall in dedication and spirit.



Paul Duffield in Broome at the AFL Community Camp

## Game Day

Attendances increased from season 2008 with almost 365,000 passionate supporters attending our 11 home games this year at an average of just over 33,000 patrons per match.

## Events

The year began with the Family Fun Day at Adventure World, where members had exclusive access to the park and mingled with the playing squad, joining them on all the rides and attractions.

The season launch took the form of the Before the First Bounce Luncheon and was hosted by Channel Nine's Dixie Marshall.

The circus rolled into town for the Carlton Mid Gala Dinner Auction, which featured Dean Clairs as MC and Tim Gossage made his debut as auctioneer.

The season came to an end with the Doig Medal Presentation Dinner which saw Aaron Sandilands take home his first Doig Medal. There was much excitement

surrounding the Beacon Award where 10 first year debutants took to the stage and ultimately saw Stephen Hill recognised as the winner of the Beacon Award and Integrated Recruit of the Year.

## IN THE COMMUNITY

Fremantle's commitment to the community reached new heights in 2009 with players participating in more than 600 appearances at community-based events and activities. Players undertook various activities within the club's Community Development Program which saw them make visits to junior football clubs, primary schools and attend regional community events.

## Kimberley Region

The club's community activities for 2009 commenced with the annual Telstra AFL Community Camp, this year held in the Kimberley region during February. Based in Broome, the players spent four days in the region and engaged the community through a series of football and non-football events and activities

including a junior skills clinic, Sportsman's Night, school and hospital visits and a one on one basketball competition at the local PCYC gym. Players aged 16 to 18 years old from a local development squad were also given a rare opportunity to join the Fremantle players in a training session at the opening of the Broome Recreation and Aquatic Centre.

### **Community Development Program**

In its sixth year of operation, the club's Community Development Program continues to provide ongoing and meaningful interaction with the wider community. More than 200 schools from around the State took part in at least one school based activity this year.

### **Live the Dream**

Proudly supported by BHP Billiton Iron Ore, the 'Live the Dream' program offered 16 young men from around Australia the opportunity of a lifetime. 'Live the Dream' offered these 16-17 year olds the opportunity to develop skills and behaviours that can deliver long term benefits to themselves and their local communities, while also having the chance to immerse themselves in the culture of the Fremantle

Football Club and live the life of an AFL player for six days.

### **Partner Clubs**

Fremantle continued the strong relationship with our 39 partner clubs and schools around the world. Eastern States-based partner clubs, Doncaster Heights Dockers and Burnie Dockers were hosted at the MCG by the club when we took on Collingwood in June. Burnie, Doncaster and Templestowe players also assisted the Fremantle players in conducting an Auskick clinic at Templestowe. Fremantle coaches and staff also travelled to Sydney to attend the annual Dinner with the Dockers event at Balmain Football Club, which was again a great success.

### **Aligned Charities**

The club's aligned charities, Redkite and the Heart Foundation of WA, have enjoyed another successful season of partnership as Fremantle's charities of choice.

The players not only gave generously of their time but demonstrated an extraordinary capacity to care and displayed their personal and professional passion for the Redkite cause.

The partnership with Jump Rope for Heart, Rick Hart and the Fremantle Football Club throughout the year was vital to the success of the program.

Jump Rope for Heart received outstanding exposure and raised much needed funds during the Rick Hart Match Day at Subiaco Oval on 9 August.

The program's contribution to school communities and to the lifesaving work of the Heart Foundation was enhanced through the successful partnership of the three organisations.

### **Bravery Awards**

Fremantle and the South Metropolitan Area Health Service (SMAHS) have developed a lasting relationship through the Bravery Awards since 1995.

The annual event, proudly sponsored by MBF Health Insurance, recognises the amazing courage and determination of the special children and young adults who pass through the wards of hospitals within the SMAHS. This year's 11 winners were from hospitals across SMAHS, including Fremantle Hospital, Rockingham General Hospital and Armadale Kelmscott Memorial Hospital.

The year's recipients were: Dean Hansen (Armadale), Phoebe-Rose Kendall (Eaton), Ashleigh Pargin (Rockingham), Jayden Paulik (Baldivis), Fabien Lim (Girrawheen), Shiloh Landless (Australind), Aubrey Dann (Leda), Mel Olivarez (South Lake), Rory Gibbs (Leda), Tom Davies (Coo loongup) and Amelia Prike (Kelmscott).

### **Starlight Purple Haze Game**

Season 2010 will see Fremantle kick off the home and away fixtures with the Starlight Purple Haze Game, proudly supported by Fremantle Ports, which is scheduled for round 1 v Adelaide at Subiaco Oval.

The annual event raises money for the Starlight Children's Foundation and has, since its inception in 2003, raised over \$230,000 for Starlight to help seriously ill and hospitalised children in Western Australia. This year's game against the Bulldogs in round 1 set a new game day fundraising record of \$43,275.05, thanks to the generosity of our proud, loyal and passionate members and supporters.



MENTAL  
STEP  
UP



  
Nominee: Round 6





## MARK HARVEY — YEAR IN REVIEW

***You've had time to review and reflect on the season. How did you see things overall?***

Despite having to play nearly everyone on the list (40 out of a possible 46 players), I think we evolved and found out a lot more about our list earlier than we otherwise would have. That will hold us in good stead in the future, provided the players who got the opportunity to play earlier advance in their own progression as footballers, both from an individual and a team aspect.

***What about the game plan?***

I thought that towards the end of the season, particularly the games against Port Adelaide and Essendon where we beat them (by 42 points and 54 points respectively) was quite significant and showed, even though we've had a difficult year, that we are heading in the right direction. With the guys that we had available, I thought that our game plan really grew as the season progressed. But there are some discrepancies between playing home and away that we need to address.

***When you looked at the list at the start of the year and what lay ahead, what was your outlook?***

If you look at the transition our list has undertaken, we've made 27 changes in the past two seasons. To have a 70 per cent change of your list over two years is quite extraordinary. From a chemistry point of view it takes a while for the players to develop a knowledge and understanding of each other. We will be looking to make that a pretty quick transition from here.

***What was significant about the number of debutants (11) and total games played (107) in 2009?***

In the past two years we've had 15 debutants who've played a combined total of 177 games. Average that out over two seasons (44 games) and we have been playing four first or second year players in our side every week. That is always going to make it difficult to be a serious finals contender when you have so many young guys.

***But there's a long-term benefit?***

That's right. I don't want to be making excuses in the near future

that we haven't evolved our list because in the end we'll only be making the same amount of changes to our list as a lot of teams will have done. The interesting aspect is that the changes we have already made will hold us in good stead when the two new teams (Gold Coast and Western Sydney) come into the competition.

***To what degree did injuries force your hand on playing so many first year players?***

Injury was the number one reason but there were players that had been at the club for a while who hadn't progressed in their own football output, so you make those decisions along the way.

***During your speech at the Doig Medal Presentation Dinner you made some pointed comments about a number of senior players?***

It was directed to the guys who are 27 to 29 years-of-age and their ability to bring along the younger players, while making sure they get to peak in their team performance and have success before they exit the game.

***Quite early in the piece in 2008 you identified the need for a massive change at the club, not just with the playing list but in range of areas. A clear plan was put in place, how is that tracking now?***

We've developed some players who are going to be long-term players for Fremantle, while making sure we have the right people, systems and procedures in place to enhance everything we do. From a win/loss point of view we had the same amount of wins as the previous year but we didn't have the input from the changes to the list or the availability of players. Quite often you'll see with clubs that haven't had a successful season, that is the first thing they look for. However, it might be the making of this team.

***What is the hardest aspect about building from the ground up?***

There's a little bit of frustration... because you look at some other coaches and how they top up their list and get acknowledged as good coaches because they can get a team in the finals. I don't think there is enough understanding or

acknowledgement of coaches and clubs that are prepared to go to the draft table with what's best for the club in the long-term. Wherever this ends that's what I have done and that's what this club has done. We have had to change the mentality of the club and the personnel.

At some stage in the near future, our members and supporters will see the benefit of that.

***Winning three games in succession capped off by an away win over Carlton would have brightened your outlook earlier in the season?***

We were able to have a good run for a period there. But probably if you go back and have a look at that time the availability of players was pretty good. It gave everyone a lot of confidence and showed that we could be competitive. No matter what anyone says, if you just focus on what you are doing internally, the results will come.

***Where did the playing group improve the most in 2009?***

When you finish 14th there are a lot of indicators to tell you that you aren't doing a lot of things right. But those indicators never take into consideration your personnel. What we have done is transformed the midfield from years gone by. There's been a lot of new players introduced to the midfield and that's been significant for us but it is still a work in progress. We've had to put players in those midfield roles while making sure we've got the right guys in there to be able to overpower the opposition. But it takes time, it takes games and it takes longevity to ensure the chemistry and understanding among the players in the midfield is where it needs to be.

***What are the challenges in 2010?***

The challenge is to make sure that our young team is progressing and getting better... that they handle growing and maturing as a team.

**Mark Harvey**  
Senior Coach

#18 NICK  
SUBAN



  
Nominee: Round 21



# MATTHEW PAVLICH — YEAR IN REVIEW

## **What's your take on season 2009?**

When you look at the outcome in terms of our win/loss ratio it was disappointing. But if you look at the process and how we went through the season, the effect injuries had on our ability to implement our game plan, we feel as though we are now more advanced as a team.

To have 11 guys debut and get a huge amount of game time into our young players is really satisfying from a process point of view and holds us in good stead.

## **There wasn't a focus on the win/loss ratio?**

Developing our young players, getting them game time and implementing our game plan as best as possible was very important to us. We are certainly still working on the effectiveness of our game plan. There are elements of it that we got right during the season. There is no question about that. But at times we probably didn't play as well as we could have.

However, with a young group of players you are going to get inconsistencies. The great thing about them is their level of enthusiasm. They have shown a lot of promise and are going to do great things for us, but on the other hand, at times, there is going to be that level of variation in their game.

My role, and that of the coaches, during the pre-season will be to ensure that we don't have that level of inconsistency next year.

## **Out of the debutants who impressed you the most?**

Probably all of them really. To see a lot of the young guys play a huge amount of football in their first year and at times struggle with the travel factor and the workload but keep fronting up and keep being enthusiastic was really impressive.

The thing that our supporters can really hang their hat on is that these guys are going to be good players for us. They keep having a crack, which is great.

## **You mention consistency, how many games did you play before you started to feel comfortable?**

It takes a long time... there is almost three phases that you go through. Firstly, when you arrive

at the club, you just hope that you get a game. Secondly, you hope to play well and, finally, you start expecting to play well.

But that takes a huge amount of time for the young players to reach that point... probably two to three seasons, so the quicker we get the majority of the list to the stage of "expecting to play well", the better it will be.

## **Given the number of players coming back from injury, how will that affect selection in 2010?**

Because of the number of injuries this season, we didn't have huge amount of players to choose from every week, so the competition for spots and that desperation may not have been there at times. It can only be a good thing for the side to have that level of competition for spots next season. I am sure it will make for interesting debate for the coaches at the selection table throughout the year as long as we can keep everyone injury-free and on the park.

## **What did you make of the forward line once players such as Des Headland, Chris Mayne and Hayden Ballantyne became available?**

I think it worked well at times but it is a work in progress. The improvement will come down to how we train and how we implement the way we want to move the ball inside 50.

The great thing is that those guys can be really effective for us. They are really lively and apply a lot of defensive pressure, which is pretty important these days. It's going to be exciting for our supporters to watch the young guys in particular playing together in the forward line in 2010.

## **Would you like to be down there next year?**

I'm really happy to play in the position that the coaches feel is going to be most beneficial to the team. This year, by virtue of the fact that we had a lot of injuries, we had a lot of players going through the midfield, so we needed somebody in there with a bit more experience. That's where Paul Hasleby and myself came into it.

In the future we may have more players with more experience in that area, so if that's the case I

might be able to slip down forward. When you look at my size I'm not the stereotypical midfielder. In the end it will be a bit more of a balance the other way to play forward and at times spending periods in the midfield but, generally speaking, as a forward.

It's all about how we formulate the best way our team is going to win games of football. If that means I play in the midfield again, so be it.

## **How did you assess your own season?**

My season was OK. I wasn't overly satisfied with it. But my season is not judged by how many goals, kicks or handballs that I get. It's always about the impact on the team, and obviously in my position as captain, leading the way forward and ensuring the guys are best prepared during the week at training and certainly on game day to adhere to everything we need to do.

## **The defence seems to be reasonably settled. Is there a nucleus to build from?**

The good thing about our defence this year is that the guys in the backline actually got to spend a bit of time playing together. Greg Broughton played 15 games. Chris Tarrant went down there and played really well and then you've got guys like Steven Dodd and Antoni Grover who have been there for a while.

We probably bled too many goals throughout the season... not to do with the defence as such. But generally we need to stem the flow of goals next year if we are going to be a better side.

## **What else does Fremantle need to do to take the next step?**

Specifically, we need to implement our game plan as best as possible... we need to refine it a little and make sure all the guys understand exactly the way we want to play. But it's important that we get the process right through the pre-season, so the ultimate outcome when we play next year is that we win more games of football than we lose.

**Matthew Pavlich**  
Club Captain

# HONOUR BOARD

## 1995

Chairman ..... Ross Kelly  
 CEO ..... David Hatt  
 Coach ..... Gerard Neesham  
 Captain ..... Ben Allan  
 Doig Medallist ..... Peter Mann  
 Beacon Award ..... Scott Chisholm  
 Goal Scorer ..... Peter Mann (33)

## 1996

Chairman ..... Ross Kelly  
 CEO ..... David Hatt  
 Coach ..... Gerard Neesham  
 Captain ..... Ben Allan  
 Doig Medallist ..... Stephen O'Reilly  
 Beacon Award ..... Gavin Mitchell  
 Goal Scorer ..... Kingsley Hunter (33)

## 1997

Chairman ..... Ross Kelly  
 CEO ..... David Hatt  
 Coach ..... Gerard Neesham  
 Captain ..... Peter Mann  
 Doig Medallist ..... Dale Kickett  
 Beacon Award ..... Mark Gale  
 Goal Scorer ..... Kingsley Hunter (32)

## 1998

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

## 1999

Chairman ..... Ross McLean  
 CEO ..... David Hatt  
 Coach ..... Damian Drum  
 Captain ..... Chris Bond  
 Doig Medallist ..... Adrian Fletcher  
 Beacon Award ..... Clem Michael  
 Goal Scorer ..... Tony Modra (71)

## 2000

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

## 2001

Chairman ..... Ross McLean  
 CEO ..... David Hatt /Cameron Schwab  
 Coach ..... Damian Drum/Ben Allan  
 Captain ..... Adrian Fletcher and  
 Shaun McManus  
 Doig Medallist ..... Peter Bell  
 Beacon Award ..... Dion Woods  
 Goal Scorer ..... Matthew Pavlich and  
 Justin Longmuir (28)

## 2002

Chairman ..... Rick Hart  
 CEO ..... Cameron Schwab  
 Coach ..... Chris Connolly  
 Captain ..... Peter Bell  
 Doig Medallist ..... Matthew Pavlich  
 Beacon Award ..... Paul Medhurst  
 Goal Scorer ..... Trent Croad (42)

## 2003

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

## 2004

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

## 2005

President ..... Rick Hart  
 CEO ..... Cameron Schwab  
 Coach ..... Chris Connolly  
 Captain ..... Peter Bell  
 Doig Medallist ..... Matthew Pavlich  
 Beacon Award ..... David Mundy  
 Goal Scorer ..... Matthew Pavlich (61)

## 2006

President ..... Rick Hart  
 CEO ..... Cameron Schwab  
 Coach ..... Chris Connolly  
 Captain ..... Peter Bell  
 Doig Medallist ..... Matthew Pavlich  
 Beacon Award ..... Marcus Drum  
 Goal Scorer ..... Matthew Pavlich (71)

## 2007

President ..... Rick Hart  
 CEO ..... Cameron Schwab  
 Coach ..... Chris Connolly/Mark Harvey  
 Captain ..... Matthew Pavlich  
 Doig Medallist ..... Matthew Pavlich  
 Beacon Award ..... Robert Warnock  
 Goal Scorer ..... Matthew Pavlich (72)

## 2008

President ..... Rick Hart  
 CEO ..... Cameron Schwab/Steve Rosich  
 Coach ..... Mark Harvey  
 Captain ..... Matthew Pavlich  
 Doig Medallist ..... Matthew Pavlich  
 Beacon Award ..... Rhys Palmer  
 Goal Scorer ..... Matthew Pavlich (67)

## 2009

President ..... Rick Hart  
 CEO ..... Steve Rosich  
 Coach ..... Mark Harvey  
 Captain ..... Matthew Pavlich  
 Doig Medallist ..... Aaron Sandilands  
 Beacon Award ..... Stephen Hill  
 Goal Scorer ..... Matthew Pavlich (28)

## CLUB RECORDS

### Games

238 ..... Shane Parker (1995-2007)

### Consecutive games

160 ..... Matthew Pavlich  
 (Round 15, 2001-Round 16, 2008)

### Goals (overall)

407 ..... Matthew Pavlich (2000-)

### Goals (season)

72 ..... Matthew Pavlich (2007)

### Goals (game)

10 ..... Tony Modra (Round 10, 1999)

### Most games as Captain

107 ..... Peter Bell (2002-2006)

### AFL Rising Star

Paul Hasleby ..... 2000  
 Rhys Palmer ..... 2008

### AFL All-Australian

Aaron Sandilands ..... 2008, 2009  
 Matthew Pavlich ..... 2002, 2003, 2005,  
 2006, 2007, 2008  
 Peter Bell ..... 2003  
 Paul Halseby ..... 2003

### Best Clubman

2009 ..... Michael Johnson  
 2008 ..... Luke Webster  
 2007 ..... Heath Black  
 2006 ..... Luke Webster  
 2005 ..... Troy Cook  
 2004 ..... Matthew Carr  
 2003 ..... Troy Longmuir  
 2002 ..... Shaun McManus  
 2001 ..... Leigh Brown  
 2000 ..... John Rankin  
 1999 ..... Ashley Prescott  
 1998 ..... Chris Bond and Jason Norrish

### Con Regan Memorial Award

2009 ..... Tony Buhagiar  
 2007 ..... Beryl Regan, Chris Connolly

### Youngest Player on Debut

Steven Koops ..... Round 5, 1996  
 17 years 277 days

## 100 goals or more for Fremantle

Player	Total Goals
Matthew Pavlich*	407
Jeff Farmer	224
Clive Waterhouse	178
Justin Longmuir	166
Paul Medhurst	166
Tony Modra	148
Peter Bell	130
Des Headland*	118
Paul Hasleby*	109
LukeMcPharlin*	109

\* Denotes a player still playing for Fremantle

## Matches as Club Captain

Peter Bell	107 games (2002-2006)
Matthew Pavlich	63 (2007-)
Shaun McManus	44 games (2000-2001)
Adrian Fletcher	44 games (2000-2001)
Peter Mann	40 games (1997-1998)

## 100 games or more for Fremantle

Player	Total FFC Games
Shane Parker	238
Shaun McManus	228
Matthew Pavlich*	213
Paul Hasleby*	188
James Walker	151
Troy Cook	150
Antoni Grover*	167
Peter Bell	163
Justin Longmuir	139
Luke McPharlin*	139
Heath Black	138
Dale Kickett	135
Aaron Sandilands*	135
Matthew Carr	134
Jeff Farmer	131
Jason Norrish	128
Byron Schammer*	124
Des Headland*	109
David Mundy*	108
Clive Waterhouse	106
Daniel Bandy	105
Roger Hayden*	102

\* Denotes a player still playing for Fremantle

## Most consecutive games

160	Matthew Pavlich
Round 15, 2001 - Round 16, 2008	
108	David Mundy
Round 6, 2005 -	
90	Paul Hasleby
Round 1, 2002 - Round 1, 2006	
88	Troy Cook
Round 1, 2000 - Round 22, 2003	
87	James Walker
Round 10, 2001 - Round 7, 2005	
85	Paul Medhurst
Round 9, 2002 - Round 4, 2006	
82	Shaun McManus
Round 19, 2000 - Round 11, 2004	
79	Peter Bell
Round 10, 2001 - Round 21, 2004	

## COACHES

Coach	Games	Wins	Losses	Draws	Winning %
Mark Harvey (Rnd 16, 2007-)	51	16	35	0	31%
Chris Connolly (2002-Rnd 15, 2007)	129	67	62	0	52%
Ben Allan (Rnd 10-22, 2001)	13	2	11	0	15%
Damien Drum (1999-Rnd 9, 2001)	53	13	40	0	25%
Gerard Neesham (1995-1998)	88	32	56	0	36%

## Games Records (FFC Games)

238	Shane Parker (1995-2007)
228	Shaun McManus (1995-2008)
213	Matthew Pavlich* (2000-)
188	Paul Hasleby* (2000-)
151	James Walker (1998-2007)
167	Antoni Grover* (1999-)
150	Troy Cook (2000-2007)
163	Peter Bell (1995, 2001-2008)
139	Justin Longmuir (1999-2007)
138	Heath Black (1997-2001, 2005-2008)
139	Luke McPharlin* (2002-)
135	Dale Kickett (1995-2002)
135	Aaron Sandilands* (2003-)

\* Denotes a player still playing for Fremantle

## WA State of Origin (Honorary)

2009	Aaron Sandilands, Paul Duffield, Paul Hasleby
2008	Aaron Sandilands, Roger Hayden, Rhys Palmer, Luke McPharlin, Michael Johnson
2007	Peter Bell, Josh Carr, Antoni Grover, Roger Hayden, Michael Johnson, Luke McPharlin, Aaron Sandilands
2006	Peter Bell (c), Josh Carr, Steven Dodd, Jeff Farmer, Des Headland, Michael Johnson, Shane Parker, Aaron Sandilands
2005	Peter Bell, Luke McPharlin, Jeff Farmer
2004	Peter Bell (c), Robert Hadrill, Paul Hasleby, Luke McPharlin, Paul Medhurst, Justin Longmuir, Shane Parker
2003	Peter Bell (c), Robert Hadrill, Paul Hasleby, Graham Polak, Matthew Carr, Shaun McManus
2002	Peter Bell (c), Shane Parker, Matthew Carr, Paul Hasleby, Justin Longmuir, Paul Medhurst

## Membership

2009	39,206
2008	43,366
2007	43,343
2006	35,666
2005	34,124
2004	32,780
2003	25,368
2002	23,775
2001	23,898
2000	24,925
1999	24,896
1998	22,186
1997	19,949
1996	19,622
1995	18,456



#129  
MATTHEW  
PAVLICH

200  
GAMES

ROUND 6  
V WEST COAST

# PLAYING SQUAD



**#3 Byron Schammer**  
 Date of Birth: ..... 21/06/85  
 Height: ..... 176cm  
 Weight: ..... 80kg  
 Games for FFC: ..... 124  
 AFL Games Total: ..... 124  
 Finals Games: ..... 4  
 Goals for FFC: ..... 37  
 Debut for FFC: ..... 2003



**#4 Paul Hasleby**  
 Date of Birth: ..... 12/06/81  
 Height: ..... 182cm  
 Weight: ..... 87kg  
 Games for FFC: ..... 188  
 Finals Games: ..... 2  
 Goals for FFC: ..... 109  
 Debut for FFC: ..... 2000  
 2009 Playing honours: .....  
 State of Origin



**#5 Garrick Ibbotson**  
 Date of Birth: ..... 15/03/88  
 Height: ..... 188cm  
 Weight: ..... 81kg  
 Games for FFC: ..... 42  
 Finals Games: ..... 0  
 Goals for FFC: ..... 11  
 Debut for FFC: ..... 2007



**#6 Dean Solomon**  
 Date of Birth: ..... 09/01/80  
 Height: ..... 189cm  
 Weight: ..... 102kg  
 Games for FFC: ..... 51  
 AFL Games Total: ..... 209  
 Games for other clubs: ..... 158  
 Finals Games: ..... 12  
 Goals for FFC: ..... 22  
 AFL Goals Total: ..... 78  
 Debut for FFC: ..... 2007



**#7 Brett Peake**  
 Date of Birth: ..... 05/07/83  
 Height: ..... 186cm  
 Weight: ..... 88kg  
 Games for FFC: ..... 75  
 Finals Games: ..... 3  
 Goals for FFC: ..... 42  
 Debut for FFC: ..... 2005



**#13 Luke Pratt**  
 Date of Birth: ..... 08/10/89  
 Height: ..... 183cm  
 Weight: ..... 74kg  
 Games for FFC: ..... 1  
 Goals for FFC: ..... 0  
 Debut for FFC: ..... 2009



**#14 Antoni Grover**  
 Date of Birth: ..... 11/03/80  
 Height: ..... 189cm  
 Weight: ..... 97kg  
 Games for FFC: ..... 167  
 Finals Games: ..... 2  
 Goals for FFC: ..... 24  
 Debut for FFC: ..... 1999



**#15 Ryan Crowley**  
 Date of Birth: ..... 05/03/84  
 Height: ..... 190cm  
 Weight: ..... 91kg  
 Games for FFC: ..... 78  
 Finals Games: ..... 3  
 Goals for FFC: ..... 58  
 Debut for FFC: ..... 2005



**#16 David Mundy**  
 Date of Birth: ..... 20/07/85  
 Height: ..... 192cm  
 Weight: ..... 91kg  
 Games for FFC: ..... 108  
 Finals Games: ..... 3  
 Goals for FFC: ..... 37  
 Debut for FFC: ..... 2005



**#17 Hayden Ballantyne**  
 Date of Birth: ..... 16/07/87  
 Height: ..... 174cm  
 Weight: ..... 77kg  
 Games for FFC: ..... 8  
 Goals for FFC: ..... 10  
 Debut for FFC: ..... 2009



**#23 Chris Mayne**  
 Date of Birth: ..... 02/11/88  
 Height: ..... 188cm  
 Weight: ..... 80kg  
 Games for FFC: ..... 22  
 Goals for FFC: ..... 20  
 Debut for FFC: ..... 2008



**#24 Adam Campbell**  
 Date of Birth: ..... 25/01/85  
 Height: ..... 194cm  
 Weight: ..... 90kg  
 Games for FFC: ..... 13  
 Goals for FFC: ..... 13  
 Debut for FFC: ..... 2006



**#25 Steven Dodd**  
 Date of Birth: ..... 20/06/83  
 Height: ..... 191cm  
 Weight: ..... 82kg  
 Games for FFC: ..... 98  
 Finals Games: ..... 3  
 Goals for FFC: ..... 7  
 Debut for FFC: ..... 2004



**#26 Kepler Bradley**  
 Date of Birth: ..... 13/11/85  
 Height: ..... 199cm  
 Weight: ..... 102kg  
 Games for FFC: ..... 24  
 AFL Games Total: ..... 73  
 Games for other clubs: ..... 58  
 Goals for FFC: ..... 21  
 AFL Goals Total: ..... 35  
 FFC Debut: ..... 2008



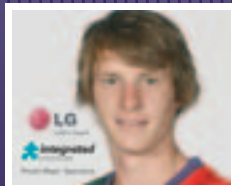
**#27 Daniel Gilmore**  
 Date of Birth: ..... 02/03/83  
 Height: ..... 191cm  
 Weight: ..... 91kg  
 Games for FFC: ..... 43  
 Goals for FFC: ..... 9  
 Debut for FFC: ..... 2004



**#33 Ben Bucovaz**  
 Date of Birth: ..... 02/11/90  
 Height: ..... 188cm  
 Weight: ..... 88kg  
 Games for FFC: ..... 0



**#34 Chris Hall**  
 Date of Birth: ..... 25/06/90  
 Height: ..... 181cm  
 Weight: ..... 66kg  
 Games for FFC: ..... 0



**#35 Tim Ruffles**  
 Date of Birth: ..... 05/10/90  
 Height: ..... 180cm  
 Weight: ..... 67kg  
 Games for FFC: ..... 3  
 Goals for FFC: ..... 2  
 Debut for FFC: ..... 2009



**#36 Andrew Browne**  
 Date of Birth: ..... 14/05/84  
 Height: ..... 176cm  
 Weight: ..... 78kg  
 Games for FFC: ..... 29  
 Goals for FFC: ..... 6  
 Debut for FFC: ..... 2002



**#37 Michael Johnson**  
 Date of Birth: ..... 20/10/84  
 Height: ..... 194cm  
 Weight: ..... 94kg  
 Games for FFC: ..... 84  
 Finals Games: ..... 3  
 Goals for FFC: ..... 21  
 Debut for FFC: ..... 2005



**#43 Roger Hayden**  
 Date of Birth: ..... 09/12/80  
 Height: ..... 182cm  
 Weight: ..... 82kg  
 Games for FFC: ..... 102  
 Finals Games: ..... 4  
 Goals for FFC: ..... 10  
 Debut for FFC: ..... 2002



**#44 Brent Connelly**  
 Date of Birth: ..... 24/02/89  
 Height: ..... 202cm  
 Weight: ..... 87kg  
 Rookie List



**#45 Hamish Shephard**  
 Date of Birth: ..... 28/10/90  
 Height: ..... 194cm  
 Weight: ..... 80kg  
 Rookie List



**#8 Nick Suban**

Date of Birth: ..... 09/05/90  
Height: ..... 180cm  
Weight: ..... 83kg  
Games for FFC: ..... 22  
Goals for FFC: ..... 10  
Debut for FFC: ..... 2009  
2009 Playing honours: .....  
Rising Star Nominee



**#9 Marcus Drum**

Date of Birth: ..... 01/05/87  
Height: ..... 191cm  
Weight: ..... 84kg  
Games for FFC: ..... 22  
Goals for FFC: ..... 6  
Debut for FFC: ..... 2006



**#10 Rhys Palmer**

Date of Birth: ..... 13/02/89  
Height: ..... 182cm  
Weight: ..... 80kg  
Games for FFC: ..... 25  
Goals for FFC: ..... 13  
Debut for FFC: ..... 2008



**#11 Des Headland**

Date of Birth: ..... 21/01/81  
Height: ..... 186cm  
Weight: ..... 91kg  
Games for FFC: ..... 109  
AFL Games Total: ..... 161  
Games for other clubs: ..... 52  
Finals Games: ..... 9  
Goals for FFC: ..... 118  
AFL Goals Total: ..... 170  
Debut for FFC: ..... 2003



**#12 Brock O'Brien**

Date of Birth: ..... 30/05/88  
Height: ..... 181cm  
Weight: ..... 79kg  
Games for FFC: ..... 3  
Goals for FFC: ..... 1  
AFL Goals Total: ..... 1  
Debut for FFC: ..... 2007



**#18 Luke McPharlin**

Date of Birth: ..... 01/12/81  
Height: ..... 193cm  
Weight: ..... 93kg  
Games for FFC: ..... 139  
AFL Games Total: ..... 151  
Games for other clubs: ..... 12  
Finals Games: ..... 4  
Goals for FFC: ..... 109  
AFL Goals Total: ..... 112  
Debut for FFC: ..... 2002



**#19 Clayton Hinkley**

Date of Birth: ..... 21/02/89  
Height: ..... 186cm  
Weight: ..... 72kg  
Games for FFC: ..... 13  
Goals for FFC: ..... 3  
Debut for FFC: ..... 2008



**#20 Chris Tarrant**

Date of Birth: ..... 18/09/80  
Height: ..... 193cm  
Weight: ..... 92kg  
Games for FFC: ..... 59  
AFL Games Total: ..... 220  
Games for other clubs: ..... 161  
Finals Games: ..... 7  
Goals for FFC: ..... 59  
AFL Goals Total: ..... 358  
Debut for FFC: ..... 2007



**#21 Andrew Foster**

Date of Birth: ..... 31/08/85  
Height: ..... 183cm  
Weight: ..... 78kg  
Games for FFC: ..... 9  
Goals for FFC: ..... 6  
Debut for FFC: ..... 2007



**#22 Scott Thornton**

Date of Birth: ..... 11/09/82  
Height: ..... 194cm  
Weight: ..... 87kg  
Games for FFC: ..... 88  
Finals Games: ..... 1  
Goals for FFC: ..... 21  
Debut for FFC: ..... 2002



**#28 Ryan Murphy**

Date of Birth: ..... 24/05/85  
Height: ..... 193cm  
Weight: ..... 92kg  
Games for FFC: ..... 47  
Finals Games: ..... 2  
Goals for FFC: ..... 48  
Debut for FFC: ..... 2004



**#29 Matthew Pavlich**

Date of Birth: ..... 31/12/81  
Height: ..... 192cm  
Weight: ..... 101kg  
Games for FFC: ..... 213  
Finals Games: ..... 4  
Goals for FFC: ..... 407  
Debut for FFC: ..... 2000



**#30 Zac Clarke**

Date of Birth: ..... 28/03/90  
Height: ..... 203cm  
Weight: ..... 83kg  
Games for FFC: ..... 5  
Debut for FFC: ..... 2009



**#31 Aaron Sandilands**

Date of Birth: ..... 06/12/82  
Height: ..... 211cm  
Weight: ..... 123kg  
Games for FFC: ..... 135  
Finals Games: ..... 47  
Goals for FFC: ..... 4  
Debut for FFC: ..... 2003  
2009 Playing honours: .....  
All Australian,  
State of Origin, Doig Medal



**#32 Stephen Hill**

Date of Birth: ..... 01/05/90  
Height: ..... 184cm  
Weight: ..... 69kg  
Games for FFC: ..... 22  
Goals for FFC: ..... 9  
Debut for FFC: ..... 2009  
2009 Playing honours: .....  
Rising Star Nominee,  
Beacon Award



**#38 Michael Walters**

Date of Birth: ..... 07/01/91  
Height: ..... 177cm  
Weight: ..... 73kg  
Games for FFC: ..... 3  
Goals for FFC: ..... 2  
Debut for FFC: ..... 2009



**#39 Casey Sibosado**

Date of Birth: ..... 13/10/90  
Height: ..... 192cm  
Weight: ..... 85kg  
Games for FFC: ..... 0  
*Rookie List*



**#40 Matt de Boer**

Date of Birth: ..... 10/03/90  
Height: ..... 189cm  
Weight: ..... 81kg  
Games for FFC: ..... 17  
Goals for FFC: ..... 5  
Debut for FFC: ..... 2009  
*Rookie List*



**#41 Paul Duffield**

Date of Birth: ..... 05/02/85  
Height: ..... 187cm  
Weight: ..... 87kg  
Games for FFC: ..... 45  
Goals for FFC: ..... 13  
Debut for FFC: ..... 2006  
2009 Playing honours: .....  
State of Origin



**#42 Josh Head**

Date of Birth: ..... 07/04/83  
Height: ..... 189cm  
Weight: ..... 83kg  
Games for FFC: ..... 9  
Goals for FFC: ..... 1  
Debut for FFC: ..... 2008



**#46 Clancee Pearce**

Date of Birth: ..... 23/10/90  
Height: ..... 184cm  
Weight: ..... 93kg  
Games for FFC: ..... 8  
Goals for FFC: ..... 6  
Debut for FFC: ..... 2009  
*Rookie List*



**#47 Jay van Berlo**

Date of Birth: ..... 18/09/88  
Height: ..... 186cm  
Weight: ..... 78kg  
Games for FFC: ..... 4  
Goals for FFC: ..... 3  
Debut for FFC: ..... 2009  
*Rookie List*



**#48 Greg Broughton**

Date of Birth: ..... 29/09/86  
Height: ..... 185cm  
Weight: ..... 87kg  
Games for FFC: ..... 15  
Goals for FFC: ..... 2  
Debut for FFC: ..... 2009



**FREMANTLE**  
FOOTBALL CLUB

# 2009 SEASON – ROUND BY ROUND

## ROUND 1 v WESTERN BULLDOGS

Sunday 29 March 2009, Subiaco Oval, 4.10pm  
*Starlight Purple Haze Game*

Fremantle	4.4	7.5	12.12	13.16	(94)
Western Bulldogs	6.1	13.4	17.4	25.7	(157)

## ROUND 2 v ESSENDON

Sunday 5 April 2009, Docklands, 11.10am

Fremantle	1.4	6.6	10.8	10.11	(71)
Essendon	5.2	9.5	14.7	16.13	(109)

## ROUND 3 v ADELAIDE

Sunday 12 April 2009, Subiaco Oval, 2.40pm

Fremantle	3.5	3.7	7.12	11.14	(80)
Adelaide	1.3	6.7	9.12	15.14	(104)

## ROUND 4 v ST KILDA

Saturday 18 April 2009, Docklands, 7.10pm

Fremantle	0.1	3.2	3.3	4.4	(28)
St Kilda	5.3	8.5	13.8	17.9	(111)

## ROUND 5 v SYDNEY

Saturday 25 April 2009, Subiaco Oval, 6.45pm  
*14th annual Len Hall Game*

Fremantle	6.4	11.9	16.10	18.13	(121)
Sydney	2.2	5.3	11.3	16.4	(100)



## ROUND 6 v WEST COAST

Saturday 2 May 2009, Subiaco Oval, 2.10pm  
*XXIXth Carlton Mid Derby*

Fremantle	3.2	4.2	8.7	13.9	(87)
West Coast	4.6	6.13	8.13	9.20	(74)

## ROUND 7 v CARLTON

Saturday 9 May 2009, Gold Coast Stadium, 7.10pm

Fremantle	3.4	10.5	12.7	13.10	(88)
Carlton	3.2	8.4	9.10	11.15	(81)

## ROUND 8 v HAWTHORN

Friday 15 May 2009, Subiaco Oval, 6.40pm

Fremantle	2.2	3.4	7.8	9.11	(65)
Hawthorn	3.2	8.4	11.6	13.9	(87)

## ROUND 9 v NORTH MELBOURNE

Saturday 23 May 2009, Docklands, 2.10pm

Fremantle	6.5	9.7	10.10	12.13	(85)
North Melbourne	2.3	8.8	12.11	14.14	(98)

## ROUND 10 v RICHMOND

Saturday 30 May 2009, Subiaco Oval, 5.40pm

Fremantle	6.2	8.5	11.6	17.10	(112)
Richmond	4.3	5.9	13.9	17.13	(115)

## ROUND 11 v PORT ADELAIDE

Saturday 6 June 2009, AAMI Stadium, 7.10pm

Fremantle	4.2	8.2	10.4	11.4	(70)
Port Adelaide	3.3	7.6	13.6	14.10	(94)





### ROUND 12 v GEELONG

Sunday 21 June 2009, Subiaco Oval, 2.40pm

<b>Fremantle</b>	<b>2.4</b>	<b>4.5</b>	<b>9.7</b>	<b>11.9</b>	<b>75</b>
Geelong	1.3	6.6	8.13	13.16	94

### ROUND 13 v COLLINGWOOD

Saturday 27 June 2009, MCG, 12.10pm

<b>Fremantle</b>	<b>2.2</b>	<b>7.3</b>	<b>11.5</b>	<b>13.7</b>	<b>85</b>
Collingwood	6.3	10.6	16.9	26.13	169

### ROUND 14 v CARLTON

Sunday 5 July 2009, Subiaco Oval, 2.40pm

<b>Fremantle</b>	<b>6.2</b>	<b>9.7</b>	<b>13.8</b>	<b>15.10</b>	<b>(100)</b>
Carlton	1.4	7.8	9.14	16.19	(115)



### ROUND 15 v ADELAIDE

Saturday 11 July 2009, AAMI Stadium, 5.40pm

<b>Fremantle</b>	<b>0.1</b>	<b>0.1</b>	<b>1.5</b>	<b>1.7</b>	<b>(13)</b>
Adelaide	5.4	10.9	12.14	19.16	(130)

### ROUND 16 v BRISBANE

Saturday 18 July 2009, Subiaco Oval, 5.40pm

<b>Fremantle</b>	<b>2.3</b>	<b>4.4</b>	<b>6.5</b>	<b>7.5</b>	<b>(47)</b>
Brisbane	1.1	3.3	7.7	9.8	(62)

### ROUND 17 v WEST COAST

Saturday 25 July 2009, Subiaco Oval, 2.10pm  
*XXXth Carlton Mid Derby*

<b>Fremantle</b>	<b>3.4</b>	<b>6.8</b>	<b>7.9</b>	<b>10.11</b>	<b>(71)</b>
West Coast	1.4	5.9	6.14	8.18	(66)

### ROUND 18 v WESTERN BULLDOGS

Saturday 1 August 2009, Docklands, 12.10pm

<b>Fremantle</b>	<b>1.6</b>	<b>5.8</b>	<b>8.11</b>	<b>11.14</b>	<b>(80)</b>
Western Bulldogs	5.2	12.4	14.6	17.9	(111)

### ROUND 19 v PORT ADELAIDE

Sunday 9 August 2009, Subiaco Oval, 2.40pm

<b>Fremantle</b>	<b>7.2</b>	<b>11.7</b>	<b>15.11</b>	<b>17.14</b>	<b>(116)</b>
Port Adelaide	2.2	4.4	6.5	11.8	(74)

### ROUND 20 v MELBOURNE

Sunday 16 August 2009, MCG, 11.10am

<b>Fremantle</b>	<b>3.4</b>	<b>4.7</b>	<b>6.9</b>	<b>9.10</b>	<b>(64)</b>
Melbourne	4.0	9.4	13.5	20.7	(127)

### ROUND 21 v ESSENDON

Sunday 23 August 2009, Subiaco Oval, 2.40pm

<b>Fremantle</b>	<b>4.2</b>	<b>9.6</b>	<b>15.11</b>	<b>21.15</b>	<b>(141)</b>
Essendon	3.2	5.3	9.8	13.9	(87)

### ROUND 22 v GEELONG

Saturday 29 August 2009, Skilled Stadium, 11.10am

<b>Fremantle</b>	<b>1.2</b>	<b>2.2</b>	<b>5.4</b>	<b>8.6</b>	<b>(54)</b>
Geelong	5.1	9.3	11.6	14.10	(94)



# SEASON STATISTICS

## MILESTONES

### Games

#### 200 Games

*Chris Tarrant*  
200 AFL games,  
Round 2 v Essendon,  
5 April 2009

*Matthew Pavlich*  
200 AFL/FFC games,  
Round 6 v West Coast,  
2 May 2009

*Dean Solomon*  
200 AFL games,  
Round 10 v Richmond,  
30 May 2009

#### 150 Games

*Antoni Grover*  
150 AFL/FFC games,  
Round 4 v St Kilda,  
18 April 2009

*Luke McPharlin*  
150 AFL games,  
Round 21 v Essendon,  
23 August 2009

#### 100 games

*Roger Hayden*  
100 AFL/FFC games,  
Round 9  
v North Melbourne,  
23 May 2009

*David Mundy*  
100 AFL/FFC games,  
Round 14 v Carlton,  
5 July 2009

### Debut

*Stephen Hill*  
Round 1  
v Western Bulldogs,  
29 March 2009

*Nick Suban*  
Round 1  
v Western Bulldogs,  
29 March 2009

*Greg Broughton*  
Round 3 v Adelaide,  
12 April 2009

*Matthew de Boer*  
Round 6  
v West Coast Eagles,  
2 May 2009

*Luke Pratt*  
Round 7 v Carlton,  
9 May 2009

*Michael Walters*  
Round 11 v Port Adelaide,  
6 June 2009

*Clancee Pearce*  
Round 11 v Port Adelaide,  
6 June 2009

*Zachary Clarke*  
Round 13 v Collingwood,  
27 June 2009

*Hayden Ballantyne*  
Round 13 v Collingwood,  
27 June 2009

*Tim Ruffles*  
Round 15 v Adelaide,  
11 July 2009

*Jay van Berlo*  
Round 17 v West Coast,  
25 July 2009



*Greg Broughton was one of ten first year players to debut in 2009*

### Goals

#### First AFL goal

*Stephen Hill*  
Round 1  
v Western Bulldogs,  
29 March 2009

*Nick Suban*  
Round 1  
v Western Bulldogs,  
29 March 2009

*Greg Broughton*  
Round 19 v Port Adelaide,  
9 August 2009

*Matthew de Boer*  
Round 6 v West Coast,  
2 May 2009

*Michael Walters*  
Round 11 v Port Adelaide,  
6 June 2009

*Clancee Pearce*  
Round 11 v Port Adelaide,  
6 June 2009

*Hayden Ballantyne*  
Round 14 v Carlton,  
5 July 2009

*Tim Ruffles*  
Round 17 v West Coast,  
25 July 2009

*Jay van Berlo*  
Round 17 v West Coast,  
25 July 2009

#### 400 AFL Goals

*Matthew Pavlich*  
Round 12 v Geelong  
at Subiaco Oval,  
21 June 2009

#### 100 AFL Goals

*Luke McPharlin*  
Round 9  
v North Melbourne  
at Etihad Stadium,  
23 May 2009

### Club Records

*David Mundy*  
100 consecutive AFL  
games for Fremantle  
from debut in the  
fastest time  
(100 games from Round 6,  
2005 to Round 14, 2009  
in four years and 66 days)

## PREMIERSHIP LADDER

		P	W	L	D	F	A	%	Points
1	St Kilda	22	20	2	0	2197	1411	155.71	80
2	Geelong	22	18	4	0	2312	1815	127.38	72
3	Western Bulldogs	22	15	7	0	2378	1940	122.58	60
4	Collingwood	22	15	7	0	2174	1778	122.27	60
5	Adelaide	22	14	8	0	2104	1789	117.61	56
6	Brisbane	22	13	8	1	2017	1890	106.72	54
7	Carlton	22	13	9	0	2270	2055	110.46	52
8	Essendon	22	10	11	1	2080	2127	97.79	42
9	Hawthorn	22	9	13	0	1962	2120	92.55	36
10	Port Adelaide	22	9	13	0	1990	2244	88.68	36
11	West Coast	22	8	14	0	1893	2029	93.30	32
12	Sydney	22	8	14	0	1888	2027	93.14	32
13	North Melbourne	22	7	14	1	1680	2015	83.37	30
14	Fremantle	22	6	16	0	1747	2259	77.34	24
15	Richmond	22	5	16	1	1774	2388	74.29	22
16	Melbourne	22	4	18	0	1706	2285	74.66	16



*David Mundy became just the eighth player in VFL/AFL history to play 100 consecutive games from debut. (Round 6, 2005 v Melbourne – Round 14, 2009 v Carlton)*

## GAMES PLAYED

Hayden Ballantyne	8
Kepler Bradley	15
Greg Broughton	15
Andrew Browne	2
Ben Bucovaz	0
Adam Campbell	3
Zac Clarke	5
Brent Connelly	0
Ryan Crowley	6
Matt de Boer	17
Steven Dodd	22
Marcus Drum	5
Paul Duffield	21
Andrew Foster	5
Daniel Gilmore	3
Antoni Grover	21
Chris Hall	0
Paul Hasleby	22
Roger Hayden	8
Josh Head	6
Des Headland	9
Stephen Hill	22
Clayton Hinkley	8
Garrick Ibbotson	22
Michael Johnson	10
Chris Mayne	5
Luke McPharlin	18
David Mundy	22
Ryan Murphy	7
Brock O'Brien	0
Rhys Palmer	5
Matthew Pavlich	19
Brett Peake	18
Clancee Pearce	8
Luke Pratt	1
Tim Ruffles	3
Aaron Sandilands	20
Byron Schammer	19
Hamish Shephard	0
Casey Sibosado	0
Dean Solomon	18
Nick Suban	22
Chris Tarrant	22
Scott Thornton	15
Jay van Berlo	4
Michael Walters	3

## THE TOP 5s

### Total Disposals

Paul Hasleby	533
Paul Duffield	474
Matthew Pavlich	413
David Mundy	411
Garrick Ibbotson	406

### Contested Possessions

Aaron Sandilands	197
Paul Hasleby	168
Matthew Pavlich	148
Stephen Hill	126
David Mundy	115

## Uncontested Possessions

Paul Hasleby	360
Paul Duffield	343
Byron Schammer	306
Garrick Ibbotson	295
David Mundy	288

## Hard Ball Gets

Aaron Sandilands	110
Paul Hasleby	79
Matthew Pavlich	73
Stephen Hill	53
David Mundy	51

## Loose Ball Gets

Paul Hasleby	61
Garrick Ibbotson	58
Stephen Hill	53
Greg Broughton	44
David Mundy	44



Paul Duffield topped the stats in general, short, long and effective kicks

## General Kicks

Paul Duffield	330
Matthew Pavlich	237
Garrick Ibbotson	234
David Mundy	217
Byron Schammer	209

## Short Kicks

Paul Duffield	177
Garrick Ibbotson	106
Byron Schammer	106
David Mundy	100
Antoni Grover	99

## Long Kicks

Paul Duffield	63
Brett Peake	48
David Mundy	47
Garrick Ibbotson	40
Byron Schammer	36

## Effective Kicks

Paul Duffield	240
Garrick Ibbotson	153
David Mundy	152
Byron Schammer	144
Antoni Grover	124



Paul Hasleby headed the stats in handballs, disposals, uncontested possessions and loose ball gets

## Handballs

Paul Hasleby	328
Steven Dodd	215
Aaron Sandilands	205
Byron Schammer	196
David Mundy	194

## Handballs received

Paul Duffield	225
Paul Hasleby	216
Byron Schammer	199
Garrick Ibbotson	165
Matthew Pavlich	162

## Effective Handballs

Paul Duffield	168
Greg Broughton	164
Byron Schammer	162
David Mundy	153
Garrick Ibbotson	140

## Marks

Antoni Grover	114
Garrick Ibbotson	110
David Mundy	110
Luke McPharlin	102
Paul Duffield	98

## Contested Marks

Aaron Sandilands	26
Antoni Grover	24
Matthew Pavlich	18
Luke McPharlin	17
Kepler Bradley	15

## Uncontested Marks

Garrick Ibbotson	105
David Mundy	99
Paul Duffield	90
Antoni Grover	90
Greg Broughton	89

## Tackles

Dean Solomon	87
Byron Schammer	79
Paul Duffield	76
Matthew Pavlich	72
David Mundy	69

## Hitouts

Aaron Sandilands	659
Kepler Bradley	75
Zachary Clarke	35
David Mundy	19
Michael Johnson	14

## Clearances

Aaron Sandilands	103
Paul Hasleby	93
Matthew Pavlich	55
Byron Schammer	45
Paul Duffield	42

## Goal Kickers

Matthew Pavlich	28
Luke McPharlin	20
David Mundy	15
Brett Peake	14
Des Headland	13

## Score Assists

Matthew Pavlich	23
Paul Hasleby	19
David Mundy	18
Garrick Ibbotson	16
Brett Peake	16

## Inside 50s

Matthew Pavlich	93
Paul Hasleby	62
Garrick Ibbotson	59
Paul Duffield	56
David Mundy	54

## Rebound 50s

Paul Duffield	87
Greg Broughton	56
Steven Dodd	49
Nick Suban	48
Antoni Grover	47

## Frees For

Aaron Sandilands	35
Nick Suban	25
Paul Hasleby	19
Matthew Pavlich	19
Dean Solomon	19



Aaron Sandilands headed the stats in contested possessions, hard ball gets, contested marks, hit outs and clearances







**#18 LUKE MCPHARLIN  
LEADERSHIP GROUP  
18 GAMES**



**#31 AARON SANDILANDS  
LEADERSHIP GROUP  
20 GAMES**



**#3 BYRON SCHAMMER  
19 GAMES**



**#4 PAUL HASLEBY  
22 GAMES**



**#5 GARRICK IBBOTSON  
22 GAMES**



**#6 DEAN SOLOMON  
18 GAMES**



**#17 BRETT PEAKE  
18 GAMES**



**#18 NICK SUBAN  
22 GAMES**



**#9 MARCUS DRUM  
5 GAMES**



**#10 RHYS PALMER  
5 GAMES**



**#13 LUKE PRATT  
1 GAME**



**#15 RYAN CROWLEY  
6 GAMES**





**#19 CLAYTON HINKLEY**  
**8 GAMES**



**#20 CHRIS TARRANT**  
**22 GAMES**



**#21 ANDREW FOSTER**  
**5 GAMES**



**#22 SCOTT THORNTON**  
**15 GAMES**



**#123 CHRIS MAYNE  
5 GAMES**



**#124 ADAM CAMPBELL  
3 GAMES**



**#175 STEVEN DODD  
22 GAMES**



**#26 KEPLER BRADLEY  
15 GAMES**



**#27 DANIEL GILMORE**  
**3 GAMES**



**#28 RYAN MURPHY**  
**7 GAMES**



**#30 ZAC CLARKE**  
**5 GAMES**



**#32 STEPHEN HILL**  
**22 GAMES**



**#35 TIM RUFFLES  
3 GAMES**



**#36 ANDREW BROWNE  
2 GAMES**



**#37 MICHAEL JOHNSON  
10 GAMES**



**#38 MICHAEL WALTERS  
3 GAMES**



**#40 MATT DE BOER**  
**17 GAMES**



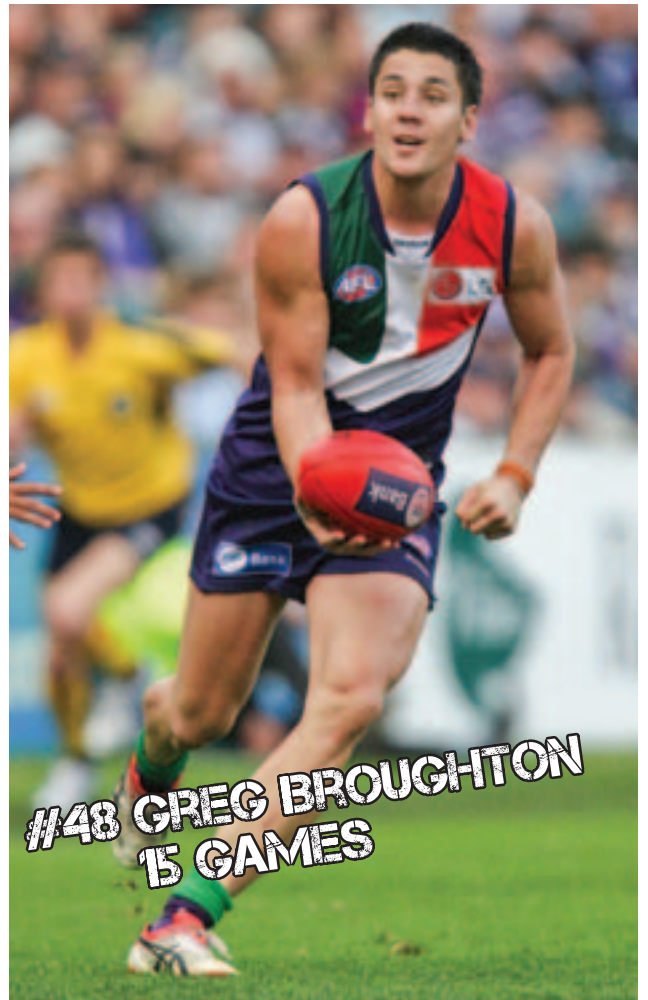
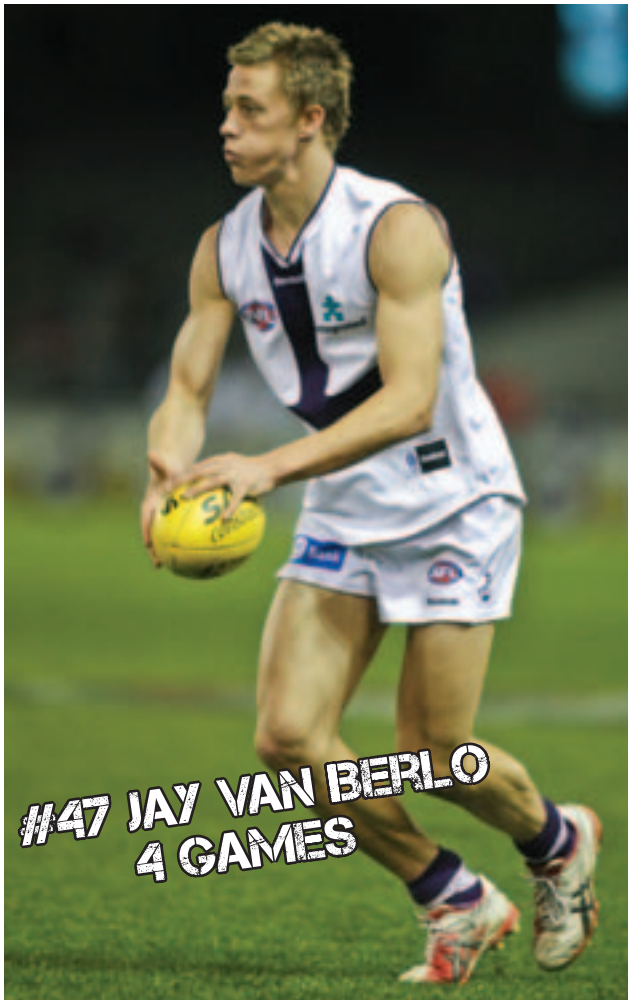
**#41 PAUL DUFFIELD**  
**21 GAMES**



**#42 JOSH HEAD  
6 GAMES**



**#43 ROGER HAYDEN  
8 GAMES**



# BOARD AND SENIOR MANAGEMENT

## BOARD PROFILES

### Rick Hart

– President, February 2002 to November 2009

Founder and former Managing Director of one of Western Australia's major retailers, the Rick Hart Group, Rick is a former vice-chairman of the Western Australian Turf Club and past President and Life Member of the Carbine Club of WA. Rick has had a long involvement in football in WA, supporting the game from the grass roots level through to senior football as a sponsor of WA Junior Football, the WA Umpires Association and the Fremantle Football Club. Rick is also an Honorary Ambassador for the Perth Convention and Exhibition Centre and a WA Ambassador for the White Ribbon Day Campaign. His tenure as Fremantle President came to an end on 30 November 2009 after eight years in the position. Rick was awarded Life Membership of the Fremantle Football Club this year.

### Ben Allan

– Since December 2005, Member Elected Representative

Ben was one of Western Australia's finest footballers. Drafted by Hawthorn in 1989, he won their best and fairest in 1991 and was a key member of the Premiership winning team that same year. A two-time All Australian in 1993 and 1994, he returned home to WA in 1995 to captain the inaugural Fremantle side. He went on to play 47 games for Fremantle and a total to 145 AFL games. Ben has a Bachelor of Business. He was re-elected unopposed in November for a third two year term until November 2011.

### Tony Buhagiar

– January 2000 to November 2009

Tony played 138 games for East Fremantle in the WAFL before a 109 game VFL career that included 83 games with Essendon from 1981 to 1984 and 25 games for Footscray in 1985. He played five State games and was named All Australian in 1979. A Harbour Master member since the club's inception and committee member of the Derby Club. He is involved in the hospitality industry and owner of several hotels in Perth. Tony, who was awarded the Con Regan Medal this year for his service to the Fremantle Football Club, did not seek re-appointment to the Board after his term expired on 30 November 2009.

### Grant Donaldson

– Since September 2008

Grant was a member of the club's Board of Management from 1994 to 1997. He has been in legal practice for over 20 years and was appointed Senior Counsel in 2004. A Visiting Fellow at the Law School of the University of Western Australia since 1991, Grant is also Vice President of the Western Australian Bar Association and Deputy Chair of the Legal Practice Board of Western Australia.

### Richard Goyder

– Since December 2006

Managing Director and Chief Executive Officer of Wesfarmers, Richard is a director of a number of Wesfarmers group subsidiaries. He is also a member of the Business Council of Australia and the University of Western Australia's Business School Advisory Board. Richard is also Chairman of Scotch College Council. He has a Bachelor of Commerce degree from the University of Western Australia and completed the Advanced Management Program at the Harvard Business School in 1998.

### Kate Grieve

– Since November 2008, Member Elected Representative

Kate has been a member of the club since 1999 and was elected to the Board in November 2008. She is Centre Manager at Westfield Carousel, Perth's largest shopping centre. Kate is also an active member of the Property Council of Australia. She has a Bachelor of Commerce degree with a major in Marketing from Curtin University.

### Steve Harris

– Since September 2008

A Fremantle member since 2001, Steve is the Managing Director of The Brand Agency, a diversified marketing and communications business that has offices in Perth, Melbourne, Sydney and Auckland. The Brand Agency is the club's advertising agency. Steve commenced his term as the club's fourth President on 1 December 2009.

### Brian O'Donnell

– Since February 2006

A qualified Chartered Accountant, Brian is Group Treasurer of Australian Capital Equity Pty Ltd (ACE), which is the owner of WesTrac Pty Ltd and the largest shareholder in Seven Network. Brian chairs the Finance, Audit and Risk Committee of the Fremantle Football Club.

## SENIOR MANAGEMENT PROFILES

### Steven Rosich

– Chief Executive Officer

Steve has been Chief Executive Officer of the club since July 2008, leading the club through a significant period of strategic change on and off the field since his appointment. Before moving into the CEO's role, Steve was General Manager Commercial Operations at Fremantle for four-and-a-half years. Prior to joining Fremantle, Steve was in the position of Business Operations Manager with the West Coast Eagles. He previously held the position of Associate Director in the corporate advisory arm of international chartered accounting firm Deloitte Touche Tohmatsu. Steve is a Chartered Accountant and has a Bachelor of Business degree from the University of Western Australia. He was a league squad member at the Subiaco and West Perth Football clubs from 1988-1991.

### Gary Walton

– Chief Operating Officer

A Chartered Accountant with over 20 years experience in the corporate sector, managing the finance and administration functions of several public companies and also undertook corporate consulting for approximately four years. Gary joined the club in February 2002, initially responsible for finance and administration. Since mid-2008 his responsibilities have moved to strategy and special projects, whilst having a supervisory role over finance and administration. Gary completed the Advanced Management Programme at INSEAD in France in 2008.

### Mark Harvey

– Senior Coach

Mark was appointed the club's Senior Coach for three years at the conclusion of the 2007 season. He joined the club as an Assistant Coach in 2006. Prior to joining Fremantle, he spent eight years as an assistant coach at Essendon after playing 206 games for the Bombers between 1984 and 1997, including three premierships as a player in 1984, 1985, and 1993 and one as an assistant coach in 2000.

### Chris Bond

– General Manager Football Operations

A former Club Captain, Chris joined the club in October 2007 as General Manager List Development. In his playing days, he joined Carlton in 1990 playing a total of 22 games in three seasons before moving to Richmond for the 1993 season where he played 100 games from 1993 to 1997. He joined Fremantle in 1998, going on to play 41 games and was Club Captain for the 1999 season. Chris played a total of 163 AFL games in his 10 year career and moved into coaching with the Werribee Tigers in 2000 before joining the Western Bulldogs as Assistant Coach in 2003.

### Brad Lloyd

– General Manager Player Management

Brad joined the club in February 2008 in the role of National Recruiting Manager responsible for the club's National, Pre-season and Rookie drafts. At the end of 2008, Brad was appointed to the senior management team and to the role of General Manager Player Management. Brad's core responsibilities are to oversee the recruiting network and to execute the club's drafting process. He is also responsible for the club's player contracting and Total Player Payments management. Brad played football at Hawthorn from 1997 to 1999 and was captain of VFL club Williamstown where he played from 2000 to 2006.

### Scott Gooch

– General Manager Commercial Partners

Scott heads up the Commercial Partners division of the business, overseeing the Sponsorship and Corporate Partners departments. Previous to Fremantle, Scott spent two years as CEO of Perth Glory. He spent several years in the corporate sales division of the West Coast Eagles, including roles as Corporate Sales Manager and Relationship Marketing Manager. He has also worked under Paul McNamee at the Hopman Cup. Scott played 60 games for Subiaco and was part of the inaugural Fremantle line up in 1995.

### Luke Morfesse

– General Manager Communications

An award winning journalist, Luke joined the club after a 21 year career at *The West Australian* newspaper. During that time, he was the paper's senior crime reporter for more than a decade and was long-time editor of the paper's highly popular Inside Cover column. Luke is responsible for communications and media management, brand management and public relations.

### Graeme Parker

– Chief Financial Officer

A Chartered Accountant with over eight years experience in the corporate, assurance and advisory sector, Graeme was appointed Chief Financial Officer effective 1 November 2008, after previously holding the position of Financial Controller. Graeme's primary responsibility is for finance and administration, information technology, corporate governance, risk management and Total Player Payments compliance.

### David Pitts

– General Manager Business Operations

David's portfolio oversees the management of the membership services team, the two team stores and associated merchandise plus all of the club's events, including match day operations. In addition David manages Fremantle's Community Development Program.

# FREMANTLE PATRONS, LIFE MEMBERS AND STAFF

## **PATRON**

His Excellency Dr Kenneth Michael AC, Governor of Western Australia

## **VICE PATRONS**

The Hon. David K Malcolm AC QC

Syd Corser

Steve Marsh

Jack Sheedy

## **NUMBER 1 TICKET HOLDER**

Nick O'Hern

## **NUMBER 1 JUNIOR TICKET HOLDER**

Jesse Dart

## **LIFE MEMBERS**

Ross Kelly, Chairman, 1994-1998

Shane Parker, Player, 1995-2007

Shaun McManus, Player, 1995-2008

Matthew Pavlich, Player, 2000-

Paul Hasleby, Player, 2000-

James Walker, Player, 1998-2007

Troy Cook, Player, 2000-2007

Peter Bell, Player, 1995, 2001-2008

Antoni Grover, Player, 2001-

Rick Hart, President, 2002-2009

## **BOARD OF DIRECTORS**

Rick Hart (President)

Ben Allan (Member elected)

Tony Buhagiar

Grant Donaldson

Kate Grieve (Member elected)

Richard Goyder

Steve Harris

Brian O'Donnell

## **SENIOR MANAGEMENT**

Steve Rosich – *Chief Executive Officer*

Gary Walton – *Chief Operating Officer*

Chris Bond – *General Manager Football Operations*

Scott Gooch – *General Manager Commercial Partners*

Brad Lloyd – *General Manager Player Management*

Luke Morfesse – *General Manager Communications*

Graeme Parker – *Chief Financial Officer*

David Pitts – *General Manager Business Operations*

## **ADMINISTRATION AND FINANCE**

Amanda Flood – *Executive Assistant*

Kelsie Jeffers – *Office Assistant*

Cameron Tuohy – *Financial Controllor*

John Lewis – *Payroll Officer/Account Assistant*

Lisa Jaskola – *Accounts Assistant*

Minh Tran – *IT Manager*

Shaun Adler – *IT Support Officer*

## **COMMUNICATIONS**

Katie Mitchinson – *Communications Manager*

Kasey Ball – *Multimedia Producer*

## **COMMERCIAL PARTNERS**

Roger Cripps – *Strategic Partners Manager*

Lana Camporeale – *Sponsorship Executive*

Damien Carbon – *Sponsorship Executive*

Kylie Fahey – *Sponsorship Executive*

Amanda Gohr – *Sponsorship Executive*

Melissa Winch – *Corporate Sales Manager*

Travis Burton – *Corporate Account Manager*

Sarah Wray – *Corporate Account Manager*

Olwen Scott – *Corporate Sales Co-ordinator*

## **BUSINESS OPERATIONS**

Jane Maddern – *Supporter Operations Manager*

Kayte Cameron – *Membership Services Officer*

Jessica Champion – *Membership Services Officer*

Erin Verevis – *Membership Services Officer*

Paulyne Webster – *Membership Services Officer*

Natasha Cox – *Administration AFL Trainee*

Kellie Black – *Event and Function Manager*

Holly Williams – *Events Coordinator*

David Crute – *Community Development Manager*

Wade Spilcker – *Community Programs Manager*

Tony Godden – *Merchandise Manager*

Craig Evans – *Team Store Manager*

Kristina Francis – *Team Store Assistant*

Rosie Cupper – *Team Store Assistant*

Jayden Putland – *Team Store AFL Trainee*

## **FOOTBALL**

Mark Harvey – *Senior Coach*

Todd Curley – *Assistant Coach*

Barry Mitchell – *Assistant Coach*

Chris Scott – *Assistant Coach*

Dean Wallis – *Assistant Coach*

Brent Dawkins – *Football Administration Manager*

Lisa Chambers – *Football Administration PA*

Simon Lloyd – *Senior Development Coach*

Shaun McManus – *Player Development Coach*

Justin Longmuir – *Ruck and Development Coach*

Michael Prior – *Skills Coach*

Luke Webster – *Player Development Manager*

James Begley – *Leadership and Development Consultant*

Scott Baker – *Football Compliance Manager*

Jason Weber – *Sports Science Manager*

Chris Spinks – *Strength and Conditioning Coach*

Michael Dobbin – *Assistant Strength and Conditioning Coach*

Dr Jeff Boyle – *Senior Physiotherapist*

Marshall Stockden – *Injury Prevention and Rehab Physio*

Greg Mullings – *Physiotherapist*

Ian North – *Podiatrist*

Sophy Porter – *Sports Dietician*

Dr Ken Withers – *Doctor*

Dr Peter Steele – *Doctor*

Neil Ross – *Western Recruiting Manager*

Phil Smart – *Recruitment Manager*

Ben Marks – *Recruitment Assistant*

Susan Fairclough – *Player Appearances Coordinator*

Damien Shannon – *Sports Biomechanist*

Keith Carmody – *Chaplain*

Norm Tame – *Development Video/Stats Manager*

Colin Zammit – *Football IT Manager*

Adam Read – *Football Technology Analyst*

Sam Buhagiar – *Match Day Assistant*

Robert Lester-Smith – *Match Day Assistant*

Pat Watson – *Property Manager*

Frank Widdicombe – *Property Assistant*

Gary Ingraham – *Boxing Coach*

Gary Antulov – *Training Assistant*

Stephen Platt – *Head Trainer/Facilities Co-ordinator*

Ivo Capelhina – *Trainer*

Brad Fryer – *Trainer*

Jason Courtney – *Trainer*

Karen Emery – *Trainer*

Allan Emery – *Trainer*

Peter Pillenger – *Trainer*

Tayna Ritchie – *Trainer*

Paul Salis – *Trainer*

Vic Salis – *Trainer*

Amy Rawlings – *Trainer*

Laurie Nugent – *Doorman*

Steve Lennie – *Opposition Analyst*

Mike Atkinson – *Statistician*

Mike Lasscock – *Statistician*

Alan Powell – *Statistician*

Frank Riccelli – *Statistician*

Andrew Stone – *Statistician*

Andrew Webster – *Statistician*

Ben Lasscock – *Statistician*

Regan Atkinson – *Statistician*

John Nykyforak – *Recruiting*

Shane Yardley – *Recruiting*

## **SOUTH AUSTRALIA**

Bill Forrestal – *Property Assistant*

Alan Waldron – *Property Assistant*

Tony Bracken – *Recruiting*

Adam Moller – *Recruiting*

Graeme Robertson – *Recruiting*

Phil Kretschmer – *Recruiting*

Paul Sinor – *Recruiting*

## **VICTORIA**

Adam Jones – *Eastern Recruiting Manager*

Dr Brendan De Morton – *Doctor*

Mark Liszukiewicz – *Physiotherapist*

Tony Kiers – *Victorian Membership Coordinator*

Bob Kaye – *Recruiting*

David McMullen – *Recruiting*

David Walls – *Recruiting*

Jake Ryan – *Recruiting*

Brad Budge – *Recruiting*

John Carlyle – *Match Day Assistant*

Blair Dawkins – *Match Day Assistant*

Gerard Donovan – *Statistician*

Bernard Brickhill – *Statistician*

Mario Cananzi – *Statistician*

Mike Power – *Statistician*

Michael Gill – *Statistician*

Bernard Magher – *Statistician*

Darryn Ricketts – *Statistician*

Neil Johnson – *Trainer*

Guy Balmer – *Trainer*

Barry Kirkwood – *Trainer*

Albert Latu – *Trainer*

John Parker – *Trainer*

Rod Yin – *Trainer*

Dean Rodgers – *Trainer*

Colin Cianter – *Trainer*

Barrie Herbert – *Property Assistant*

James Hammond – *Match Day Assistant*

## **NEW SOUTH WALES**

David Yole – *Recruiting*

## **TASMANIA**

Richard Lakeland – *Recruiting*

## **QUEENSLAND**

Jack Barry – *Recruiting*

# FAREWELLS



## #7 BRETT PEAKE

The son of former West Australian and Geelong star Brian Peake, Brett was picked up in the 2003 NAB AFL Draft 3rd round father-son selection (No. 43 overall). He made his debut in 2005 and notched up 75 games for Fremantle. In 2006, he had his best season for Fremantle where he played in the club's finals campaign. That year also saw him earn selection in the AFL's International Rules Series and he finished third in the Doig Medal count.



## #9 MARCUS DRUM

After debuting in 2006, Marcus played 22 games for Fremantle over his four seasons. He was taken by Fremantle in the 2005 NAB AFL Draft with the club's 1st round selection (No. 10 overall). The nephew of former Fremantle coach Damian Drum, he had another mixed season in 2009 after a number of injury set-backs, playing just five games for Fremantle and playing in the WAFL ranks with Perth.



## #13 LUKE PRATT

Luke is a medium-sized defender from Swan Districts who was retained on the rookie list for a second season. Injuries to senior players saw him upgraded earlier in the year and he made his AFL debut in round 7. After representing WA at the 2007 NAB AFL under-18 Championships he was picked up by Fremantle in the NAB AFL Rookie Draft.



## #24 ADAM CAMPBELL

Adam spent most of the 2009 season playing for West Perth in the WAFL with only three appearances for Fremantle. The former New Zealander took up Australian Rules football when his parents moved to country Victoria in 1999. He was drafted by Fremantle in the 2003 National AFL Draft with Fremantle's 2nd round selection (No. 27 overall) and made his AFL debut in round 10, 2006. He played 13 AFL games.



## #27 DANIEL GILMORE

Elevated from the rookie list in 2003, Daniel played 43 games for Fremantle. A grandson of 1954 Footscray premiership player Brian Gilmore, he made his debut for the club in 2004. Injuries hampered his career at various stages with season 2007 seeing him make the biggest influence with 14 appearances. This year saw him play most of his football in the league ranks for South Fremantle which was rewarded with the 2009 WAFL Premiership.



## #36 ANDREW BROWNE

A popular member of the Fremantle squad, Andrew made his debut for Fremantle in 2002. He was drafted from Claremont in the 2001 National AFL Draft with Fremantle's 4th round selection (No. 52 overall). Renowned for his slick skills, he made 29 appearances for the club after an injury riddled career which saw a shoulder injury bring down the curtains on his AFL campaign. He was the 100th player to debut for Fremantle and won the Beacon Award in 2004.



## #42 JOSH HEAD

Josh spent the 2002-2003 seasons on Fremantle's rookie list before being delisted. A left-footer from South Fremantle he then nominated for the 2008 NAB AFL Pre-Season Draft and was taken with the club's 1st round selection (No. 6 overall). After making his debut in 2008, he played nine games during his two seasons on the senior list. He spent most of the year playing league for South Fremantle where he was a part of the 2009 WAFL Premiership side.



## #44 BRENT CONNELLY

Brent spent two years on the club's rookie list after being taken by Fremantle in the 2007 NAB AFL Rookie Draft. Brent, who stands at 202cm, spent most of the season playing for Perth in the WAFL. He is agile for his size and is also capable of pushing forward and kicking goals.

# SPONSORS

MAJOR



PLATINUM



DIAMOND



GOLD



SILVER



## STRATEGIC PARTNERS



## PLAYER SPONSORS

- 3 Byron Schammer
- 4 Paul Hasleby
- 5 Garrick Ibbotson
- 6 Dean Solomon
- 7 Brett Peake
- 8 Nick Suban
- 9 Marcus Drum
- 10 Rhys Palmer
- 11 Des Headland
- 12 Brock O'Brien
- 14 Antoni Grover
- 15 Ryan Crowley
- 16 David Mundy
- 17 Hayden Ballantyne
- 18 Luke McPharlin
- 19 Clayton Hinkley
- 20 Chris Tarrant

- MBF
- Rick Hart Group
- LG Electronics
- Qantas Airways
- Mazda (WA)
- Derby Club
- Boss Entertainment
- Scope Australia Pty Ltd
- Channel Nine
- Delron Group
- Marine & Civil
- Integrated Group
- Zentner Shipping
- Burrup Fertilisers Pty Ltd
- Mazda (WA)
- The Gate Bar & Bistro
- RAS Marine

- 21 Andrew Foster
- 22 Scott Thornton
- 23 Chris Mayne
- 24 Adam Campbell
- 25 Steven Dodd
- 26 Kepler Bradley
- 27 Daniel Gilmore
- 28 Ryan Murphy
- 29 Matthew Pavlich
- 31 Aaron Sandilands
- 32 Stephen Hill
- 37 Michael Johnson
- 40 Matt de Boer
- 41 Paul Duffield
- 43 Roger Hayden
- 48 Greg Broughton

- Summit Fertilisers
- DLA Phillips Fox
- Westend Financial Partners
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- Racing and Wagering WA
- Jarman McKenna
- Club Warehouse
- Members Equity Bank
- Red Rooster
- Computershare Communication Services
- Inpex
- Hevron Financial Planning Services

# 2010 SEASON FIXTURES

Round 1	Sunday, 28 March at 5:10pm	vs Adelaide Crows	– Subiaco Oval
Round 2	Sunday, 4 April at 2:10pm	vs Essendon	– Etihad Stadium
Round 3	Sunday, 11 April at 2:40pm	vs Geelong Cats	– Subiaco Oval
Round 4	Sunday, 18 April at 4:40pm	vs St Kilda	– Etihad Stadium
Round 5	Sunday, 25 April at 6:40pm	vs Richmond	– Subiaco Oval
Round 6	Sunday, 2 May at 2:40pm	vs West Coast Eagles	– Subiaco Oval
Round 7	Saturday, 8 May at 7:10pm	vs Brisbane Lions	– Gabba
Round 8	Friday, 14 May at 6:40pm	vs Collingwood	– Subiaco Oval
Round 9	Saturday, 22 May at 2:10pm	vs Sydney Swans	– SCG
Round 10	Sunday, 30 May at 2:40pm	vs North Melbourne	– Subiaco Oval
Round 11	Saturday, 5 June at 2:40pm	vs Adelaide Crows	– AAMI Stadium
Round 12	Sunday, 13 June at 2:40pm	vs St Kilda	– Subiaco Oval
Round 13	Saturday, 19 June at 7:10pm	vs Carlton	– Etihad Stadium
Round 14	Saturday, 3 July at 1:10pm	vs Port Adelaide	– Subiaco Oval
Round 15	Saturday, 10 July at 7:10pm	vs Richmond	– Etihad Stadium
Round 16	Sunday, 18 July at 2:40pm	vs Melbourne	– Subiaco Oval
Round 17	Sunday, 25 July at 1:10pm	vs Western Bulldogs	– Etihad Stadium
Round 18	Sunday, 1 August at 2:40pm	vs West Coast Eagles	– Subiaco Oval
Round 19	Saturday, 7 August at 2:10pm	vs North Melbourne	– Etihad Stadium
Round 20	Saturday, 14 August at 1:10pm	vs Sydney Swans	– Subiaco Oval
Round 21	Saturday, 21 August at 2:10pm	vs Hawthorn	– Aurora Stadium
Round 22	TBC	vs Carlton	– Subiaco Oval



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(inc GST)