

Sydney Women's Australian Football League

Annual Report 2009

2009 EXECUTIVE COMMITTEE

President	Jemma Still
Vice President	Lianne Watchman
Treasurer	Karen James
Secretary	Maggie Jenkins

2009 GENERAL COMMITTEE

Registrar	Cynthia Dufaut &		
Football operations manager	Richard Anderson		
Umpires coordinator	Lancelot Yu		
Equipment manager	Joanne Farrell		
Events manager	Sarah Court		
Website manager	Lancelot Yu		
Junior development	Lisa Roper & Christine Coles		





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Message from the President

Dear players, coaches, officials and supporters,

On behalf of Sydney Women's AFL, I am pleased to present to you the 2009 Annual Report.



This report highlights our achievements and reflects our progress over what was an exciting, competitive and enjoyable year of women's football.

With two new clubs on board in Bondi Shamrocks and Macquarie University Warriors, along with strong recruitment from St George and Easts, and solid player retention at Sydney Uni, Newtown, Wests and Balmain, it was a record breaking year in 2009. Total player registrations indicated over 260 players were involved in the 14 round competition, a significant increase on the 2008 figures.

Other major achievements for the league included:

- sending away a committed squad of 31 to the National Championships, with 22 players, 3 development players and 6 officials including coach, manager and two qualified physiotherapists
- blooding two new female umpires to the sport and building on the umpiring fraternity
- a well run trivia night which brought in a profit over \$1000 to the league
- the largest ever turn out for the 2009 presentation night which included 10 year anniversary celebrations
- the selection of the team of the decade, with over 70 nominations taken through the website
- a greater number of games held at iconic ovals including Sydney Uni No.1, Village Green, Mahoney Park and Drummoyne Oval, along with the new field of Pioneer Park and access to Macquarie Uni's home oval
- the introduction of the Respect the Game campaign
- the collation of the History of SWAFL, which resulted in a published document available through the website
- an open survey for all those involved in the game, the results of which suggested the league is well run and indicated that the majority of players enjoy the sense of community, the mateship, the friendly rivalry and the level of competition
- the inaugural SWAFL rookies vs USA Freedom match, which allowed players new to the league to come together and play as a team again our American counterparts





building on the website to introduce match previews, game day reports and online registration and administration to create an extensive resource for players and officials and an effective marketing tool for the league.

All of these achievements could not have been possible without the dedication, diligence and professionalism of the 2009 SWAFL committee.

To Le Watchman, Karen James, Maggie Jenkins, Cynthia Dufaut, Rich Anderson, Lancelot Yu, Sarah Court, Tracey Kick, Lisa Roper, Jo Farrell and Jason King – thank you for giving up your time to assist the league and develop women's football. You are all amazing individuals and I've had a great time working with you over the year.

To Lou Graham, Felice Tong, Alex Roberts, Kath Kobzan, Bec Burridge, Belinda Harrison, Christine Coles, Kristy Sharpe, Teej Searle and Janice Virant – Bell, thanks for coming to various meetings over the year and for making yourself available when the league required your assistance.

I would also like to thank all of the umpires and coaches for helping making this year such a success – without your knowledge, enthusiasm and commitment, the league would not function as such a successful entity.

Finally, I'd like to thank the NSW/ACT AFL for all of their assistance over the year, especially to Chris Mintern, Bob Robinson and Gary Burkinshaw for their support of the league and also myself in the role as President.

It has been an honour to serve you all in my capacity as President of Sydney Women's AFL over the past two years and I wish the best of luck to the committee in 2010 and beyond.

Yours in football,

Jemma Still

2009 SWAFL President





OPERATIONS MANAGER/REGISTRAR'S REPORT

This year marked a decade of Sydney Women's AFL. In that time there have been varying forms of what we now know today as the League Registrar and Operations Manager. Once again the role changed in 2009.

SPORTING PULSE

This year was the first year we went all things Internet. It has been a leap forward from the previous system of mountainous paperwork and hours spent calculating match results, not to mention the tabulating of votes for Best and Fairest and Players Player. Apart from this, it has made SWAFL a more professional organization in its own right. Although we had previously had a web page, Sporting Pulse has made it much more interactive with constant news updates from within the league as well as advising people of developments SWAFL has made. This move was well over due and brings SWAFL closer to resources that the NSW/ACT AFL can offer.

But with new technology brings, new issues and new challenges. After an induction course given to all team managers, and myself, before the season started, we were sent on our way to navigate the new world that is Sporting Pulse. From the outset, I would like to thank Mr Chris Mintern from the AFL for assisting SWAFL with the transition. He provided both the league and clubs with a wealth of knowledge of Sporting Pulse and policies and procedures employed by other leagues. On numerous occasions, Chris would often stay back after work hours to help me iron out any technical issues I encountered throughout the season. Many thanks.

As previously stated, the change over was not all-smooth sailing. Some issues could be envisaged, however easily dealt with by returning to practices previously employed by SWAFL in the preceding years. Such issues included the registering of players by a certain date, the method of transferring of players and the entering of information in a timely manner both before and after the game. All of these issues had flow on effects to the integrity of the system and often resulted in a delay of updating the website causing much frustration on my part.

A clear set of instructions at the beginning of season 2010 outlining the rights and responsibilities of the week to week running of a club would be advantageous and could possible dispel any previously held conceptions of SWAFL Laws. This could be opened to not only team managers, but coaches and club presidents as well. Furthermore, a review by the Match Committee of the current penalties for not adhering to the procedures could be advantageous.

LOOKING FORWARD

In light of the recent changes, I feel SWAFL would benefit from a review of positions. Previous years, this one included, SWAFL has had a requirement for an Operations Manager and a Registrar. In my opinion, these 2 positions can become the one role and only be known as the Operations Manager. Furthermore there has been some suggestion at recent SWAFL meetings regarding the induction of a Ground Manager at all SWAFL





games. Although I was once in agreement of this position, I feel that this position would only cause more problems than we currently have. The current system of placing responsibilities of Ground Condition Reports, entering of results etc onto the home team has worked in the past and will work in the future. By creating a position of Ground Manager, I feel we (SWAFL) are making the current workload harder.

A review would also bring to light the many positions that we have and the blurring of the roles. For instance, the position of web page is not too far removed from the current role of Registrar. A clearer definition of roles and responsibilities needs to be developed and adhered to, and then made known to SWAFL as a whole. The lines seemed to have blurred somewhat and in my opinion it requires a little house keeping. I will be formulating a more in depth reconstruction of SWAFL and forwarding it to the incumbent President.

WITH THANKS

I would like to take this opportunity to thank the President of SWAFL, Jemma Still. For the past year you have thrown everything you had at SWAFL and made it what it is today. You have steered the SWAFL ship past 10 years and like presidents before you can hold your head up high. You should be very proud of your achievements, which have included, but not limited to the success of the 2009 NSW State Team. SWAFL President is almost a fulltime job in itself, but to organise flights, accommodation and uniforms among other tasks, for close to 30 people is a feat in itself. You must have a very understanding boss. Take a bow Jemma Still, NSW/ACT AFL Volunteer of the Year.

I would also like to thank Karen James Lawson. I have turned to Karen on number of occasions for counsel regarding rules and procedures. Aside of her normal duty of Treasurer she has often been asked to investigate various incidents due to her in depth knowledge of the SWAFL Laws and her impartiality. Karen you are an asset to SWAFL and hope that you will remain a part of SWAFL in any form you deem fit.

I would also like to thank my fellow committee members for the time they have put in all year. For most of us it is not just a 1-2 hour meeting once a month. Our roles often require us to put in some hard work behind the scenes. As a volunteer based organisation SWAFL would not been in existence in 2009 without your efforts. For this I thank you.

Last of all, but far from the least, I would like to thank the team managers. I have often fallen into the role of Team Manager at various stages and as such I can say with conviction it is not an easy job. I know it is hard to juggle coaches, players and the league responsibilities but I can say that each year it does get easier. I'm sure the clubs appreciate your efforts.





SECRETARY'S REPORT

SWAFL was very successful this year. This was due to the committee communicating and respecting each other. I enjoyed the role of Secretary and I would be happy to do it again in the future.

SWAFL is a great association with huge potential. The work that happens behind the scenes is phenomenal. Thanks to my fellow committee members. May SWAFL get stronger and stronger as time goes on.

The role of secretary involves:

- Sending notice to committee members of the monthly meeting and collating agenda items
- Sending agenda to committee members and collecting any apologies for the meeting
- Taking the minutes at the SWAFL meeting
- Emailing minutes to committee After SWAFL meeting
- The secretary is on the executive so any decisions or votes that are taken on issues require a vote from the secretary
- The president, treasurer, secretary and other committee members communicate to plan events or game day preparations
- The secretary is responsible for communicating anything relevant to members of the committee

Recommendations to SWAFL:

- The secretary should be able to be contactable by phone or email easily
- There should be a secretary folder or something that is used to keep all documents from meetings together
- Bring a laptop to meetings and typing minutes straight onto computer to save the time of handwriting them then transferring to electronic form
- Collate all teams' important contact at the start of the season This list will help people contact each other
- Use the SWAFL website more. Put documents and procedures on the website so that if teams have questions regarding procedures, the website can be the first point of call.





UMPIRES REPORT

2009 was an exciting year for the umpires department in more ways than one! We saw an expansion of the umpires used in the SWAFL competition and inaugurated a permanent award in umpiring to encourage excellence.

The Sydney Women's Australian Football League, under the leadership of Umpires Coordinator, expanded the number of field umpires in 2009 from 4 to 11. This year we welcomed to the league a few new umpires including Joanne Farrell, Emily Robson, Jason King, Mark Lee and Garry McBain.

This year the umpires continued to focus on discipline amongst the players and it was pleasing to see that the number of yellow and red cards issued by the umpires was less than five. The "Respect the Game" initiative led by SWAFL President held mid-season was of great assistance in allowing clubs, coaches and captains contribute to the umpiring department develop a consistent approach to the game.

One of the highlights as umpires coordinator was publishing the umpires roster in advance for the season ahead to provide certainty for umpires in organising their weekends. The roster was flexible allowing for last minute changes.

Another highlight was by giving opportunity to female umpires to excel and this was shown by Victoria Rawlings, being the first female umpire in SWAFL to be appointed to the SWAFL Grand Final. Victoria won her position on merit as being one of the top three umpires in the league. I have no doubt Victoria will be the first of many female umpires, umpiring the Grand Final.

The last highlight was the inauguration of the *Golden Whistle award*. Based on feedback from fellow peer umpires, captains and coaches, the winner was John Van Den Ham. John is our second senior umpire in the league and has won respect from all stakeholders with his clear communication on the field and flexibility to umpire extra games at short notice.

Major thanks to all the umpires who umpired in 2009 and I hope to see you back next year. So thank you to John Van Den Ham (32 games), Lancelot Yu (23 games), Garry McBain (16 games), John Freeland (14 games), Victoria Rawlings (11 games), Jemma Still (9 games), Emily Robson (7 games), Mark Lee and Jason King (4 games each) and Joanne Farrell (2 games).

Major thanks to John Freeland, our senior umpire of the league who used his umpiring fees to buy umpire clothing kits for our regular umpires, as well as the regular goal umpires of Alan Brown (Wests), Alan Paton (UNSW Easts) and Liam Hogan (Sydney University).





WHY GET INVOLVED IN UMPIRING?

There are a variety of reasons. Firstly, our existing umpires are a relaxed and friendly group that get along well with each other and the players, which fosters a great atmosphere. Secondly, our league pays for the great job they do, which all say is just icing on the cake. Thirdly, they enjoy themselves, and that is evident for anyone who watches to see. And, finally, they love the game, and can think of no better way to help grow the game than to umpire and be involved.

This year with the greater number of trainee umpires, we have tried to have two umpires at each game which means umpires are fresh for each game as well as leading to fewer decisions being missed. Hopefully this leads to the umpire being positioned closer to the contest and play. This leads to better player compliance during the game and a better spectacle of football for all involved. Most of our players have a genuine liking and respect for our umpires. Our umpires respect the players, with some of them having played themselves at one time or another, and when everybody does the right thing on game day, whether it be players, umpires or supporters, a good afternoon of football is enjoyed by all.

So if you used to play or football, or just have a genuine love of the game and want a bit of exercise on a Friday Night or Saturday, why not try umpiring. It is a rewarding, enjoyable sport, in which you can give back something to the game you love. If you think umpiring could be for you, go to the "umpires" tab on the SWAFL Website for more details. I will be stepping down as umpires' coordinator so I wish my successor in 2010 all the best.







EVENTS MANAGER'S REPORT

This year's quiz night was held on 7 August at the City of Sydney RSL. Overall the night was a success, with approximately 100 guests and over \$1,000 being raised for SWAFL.

With regard to the running of the quiz night and making it even more successful in the future, I would make the following recommendations:

- Keep the venue as the City RSL as there are no room hire fees, the room is suitable for the event and it's in a central location
- Hold the night earlier in the year and not so close to other SWAFL events
- Schedule the night so it does not clash with games/byes etc (e.g. on a Saturday night when there are no night games or games the following day)
- Individual clubs promote as a 'compulsory' event for players
- Incorporate other things into the night to make it more attractive (e.g. a raffle draw, some kind of mid-season awards etc).

With regard to the role of Events Manager, I would make the following comments/recommendations:

- The person(s) in this role could become more involved in other SWAFL events in addition to the quiz night (e.g. end of season dinner, pre-season 'welcome to SWAFL' drinks etc)
- The Events Manager should work with the president / vice president to schedule events at appropriate times through out the season so as to promote SWAFL to existing/new players and make the most of the fundraising opportunities that the events present.
- All events should, if at all possible, be scheduled at the start of the season so that individual clubs can advise players of SWAFL commitments

In conclusion, I believe the role of Events Manager could be expanded, formalised and more successful. There is potential for SWAFL to better utilise events as a way of not only keeping existing players interested in AFL but also attracting new players to the league.





JUNIOR DEVELOPMENT

In season 2009, we went back to having a junior committee to look after the promotion of the game to the younger ranks. No gala days as such were planned on SWAFL playing days as we had done previously, and instead we ran two clinics, during the July school holidays.

The idea was to run this in line with the NSW AFL junior development program, though keeping in mind the costs, ages and appropriate staffing required.

The 10-16 years group was chosen, and the coaches were to be players from the NSW Women's AFL team to promote the pathways into senior women's football. Location 1 was at the home of Sydney Women's Football, Mahoney Park, Marrickville, and location 2 was at the SCG. The cost at each clinic was \$10 or \$15 for the both. We had 16 girls register for the first one and 14 register for the second, with 3 taking up both.





All players received an Auskick football, a SWAFL tee, and Auskick DVD, and a goalkicking guide put together by one of the coaches. One player has since spoken directly to a club about joining next year, while a few others still have two years of juniors to go.

In the Illawarra area, a junior league kicked off with four teams involved and playing on a Friday night. They also hosted a NSW vs ACT junior tournament for U16, and U14s. The plan for 2010 is to send a women's team into SWAFL and some of these players will make that step up.

Three 15 year olds also travelled to the National Women's tournament in Perth to gain experience from a sideline perspective as part of their development. These girls were from Newcastle, Dubbo and Campbelltown. Two of these players are also current players in a senior SWAFL team, and go well amongst the older players. Ideally we need to develop games closer to these girls, especially Newcastle, where there is a lot of interest and quite a bit of junior development already going on outside of SWAFL's involvement.

The goal next year is to have a junior league running in Sydney, and continue the pathway into senior Women's Football.





STATE TEAM

The NSW Blues travelled to Perth in early June for the 2009 Women's AFL National Championships. This was to be the first year that the competition would be divided into two divisions, with NSW in Division 2 based on previous championships results. A travelling squad of 31 headed to the west coast eager to prove the division status was an anomaly that would be rectified by the end of the competition.

The NSW Blues contingent was made up of 22 players, 3 development players, 1 coach, 1 manager, 2 qualified physiotherapists and two eager parents who assisted with filming games and running messages.

Led by captain, Trish Muller, the team played well over their three round matches. Results were:

Game 1: NSW 10.5.65 to NT 6.6.42 **Goal Kickers:** (NSW) Bell 4, Keating 3, McGee 1, Dufaut 1, Kobzan 1

Game 2: SA 6.3.39 to NSW 5.4.34 Goal Kickers: (NSW) Bell 2, Fitzsimmons 1, Keating 1, McGee 1

Game 3: NSW 8.6.54 to WA2 4.7.31 Goal Kickers: (NSW) Keating 3, Kobzan 2, Bell 2, McGee 1

Following the round matches, NSW were in second position and qualified for the Grand Final against South Australia, which was to played at the unenviable time of 9am at Fremantle Oval, the home of the Fremantle Dockers.

The picturesque oval was still wet with dew when the two teams took the field, and it took a while for both teams to get used to the ball skidding when it hit the surface and clean marks were hard to take given the slipperiness of the ball. Nonetheless, NSW got the first score on the board with a great goal which pumped the team up. Unfortunately after a great start, the girls were soon over run by a team that was fitter and possessed an overall higher skill level than the Blues. Final score: SA 12.10.82 to NSW 4.5.29.

All in all, it was a successful trip for the NSW team, with 17 players representing their state in women's AFL for the first time.

Congratulations to the following NSW Players who received awards during the National Championships:

Natalie Redford All Australian Team 2009

Marie Keating All Australian Squad 2009

Natalie Redford & Trish Muller (Tied)
Best and Fairest, National Championships – Division 2

Una McKay NSW team Players' Player







PLAYING ROSTER				
Name	Recruited from			
Trish Muller (Captain)	Western Wolves			
Natalie Redford (Vice Captain)	Newtown Breakaways			
Kate Fitzsimmons (Deputy VC)	Balmain Dockers			
Cynthia Dufaut (Leadership)	Western Wolves			
Marie Keating (Leadership)	Bondi Shamrocks			
Jemma Still (Leadership)	Newtown Breakaways			
Kath Kobzan	Balmain Dockers			
Lizzy Gavaghan	Bondi Shamrocks			
Una McKay	Bondi Shamrocks			
Kate Lancaster	Bondi Shamrocks			
Lisa Roper	Bondi Shamrocks			
Emma Brown	Development Player			
Lauren Hazell	Development Player			
Caitlin Stuchbury	Development Player			
Roxy McGee	Newtown Breakaways			
Claire O'Neil	Sydney Uni Bombers			
Kyrsten Winkley	Sydney Uni Bombers			
Sarah Court	UNSW/Eastern Suburbs			
Jenna Lineham	UNSW/Eastern Suburbs			
Cherie Harmer	UNSW/Eastern Suburbs			
Jo Willesee	UNSW/Eastern Suburbs			
Nadine Miller	UNSW/Eastern Suburbs			
Kaya Lyons	Western Wolves			
Cassi Bell	Western Wolves			
Heidi Wiedner	Western Wolves			

SUPPORT STAFF		
Jason King	Coach	
Felice Tong	Trainer	
Claire Wells	Trainer	
Annie Phillips	Manager	
Allan Brown	Cameraman	
David Hazell	Runner	









TEAM OF THE DECADE

Preface

In 2009 SWAFL celebrates 10 years since the competition was founded. The competition has grown from teams of nine players playing across the oval with PVC goal posts, to the 18 player full field version of 2009. We have competed in every National Championships since 2000, hosting it twice. We've had players in the All Australian team every year since 2001, and even had a one of our own travel to Ireland representing Australia in the 2006 International Rules series. The strongest of friendships have been forged over the years, as our hardy players do battle each weekend, in an increasingly professional standard of competition.

The awarding of the SWAFL Team of the Decade is to recognise the best players of the past 10 years, our dream team, with the hope that their achievements will inspire a future generation of SWAFL players as we set out to grow our league.

Selection Committee

I would like to thank the members of the Selection Committee:

- Lachlan Worthy, former state coach and Syd Uni coach for many years
- Kellie Nolan, former player with Balmain, Syd Uni and the NSW Blues, committee member and current coach
- Tracey Kick, former player, current committee member, current president/coach of Balmain
- Jason King, NSW coach and Wests coach, heavily involved with SWAFL since 2007
- Sarah Groube former player for Sydney Uni, Newtown Breakaways and NSW Blues since foundation, current assistant coach of Newtown
- And I was privileged to chair the committee, as a former player for Easts, NSW Blues and past president of SWAFL.

Criteria

- Exceptional player obviously!
- We considered how good the player was at their peak...and how long that peak lasted for!
- Minimum number of three seasons played
- Did they represented NSW/ADF, were they Best and Fairest in the League, were they an All Australian? These weren't essential criteria but items that we considered.





Team of the Decade

Backs: Gianna Abbonzio, Vicki Keys, Caroline Epstein

Halfback: Jemma Still, Kristen Winkley, Michaela Ekman (VC)

Centre: Kerry Taylor, Natasha Devlin, Alison Parkin

Half Forward: Cynthia Dufaut, Stephanie Foster (C), Talei Owen

Forwards: Natalie Morgan, Marie Keating, Rebecca Burridge

Followers: Tarsha Gale, Natasha Redford, Emma Yuen

Interchange: Kath Kobzan, Heather Noblett, Kim Rielly, Shelley Bates, Mel Hyland, Yvette Andrews

Coach of the Decade

The selection panel for the Coach of the Decade award consisted of senior players from each of the foundation teams. I'd like to express SWAFL's appreciation to Nat Morgan, Tarsha Gale, Michaela Ekman, Gi Abbonizio and Alyssa Stewart for their participation.

The selection criteria considered:

- Furthering the aims of SWAFL with respect to the Spirit of the Game:
 - Respect for each player
 - o Respect for officials
 - o Enjoyment of the game
 - Sense of fair play
 - o Encourage good sportsmanship
- Development and improvement of the playing squad
- On-field success
- Enthusiasm and commitment shown, eg. both week to week effort and number of years involved
- Participation in SWAFL initiatives outside their own team.

With two dominant coaches in SWAFL over the past ten years, choosing a Coach of the Decade wasn't easy.

Congratulations to SWAFL's Coach of the Decade, Lachlan Worthy. Lachie coached Sydney Uni for seven years (2000-2005 and 2007) winning two premierships. He coached the NSW Team for three years (2000-2002) with the team taking out second place in 2002, NSW's highest finish in a National Championships. Lachie also has coached 18 of the top 27 players as ranked by the Team of the Decade Selection Committee and also coached seven of SWAFL's female coaches at some point in their playing career.

Karen James Chair of Selection Committees





BALMAIN DOCKERS



In 2009, the Balmain Dockers Women's Club had a great preseason, retaining the majority of the team from 2008 and recruiting a group of first-timers with pace and potential. In the first half of the season, a very tight SWAFL competition provided the impetus to further improve our attack on the footy.

With a renewed focus on goal kicking, working around ball ups and packs and hard running, the second half of the season cemented our top 3 position.

The preliminary final was without doubt one of the greatest games of women's football the Sydney Women's AFL has witnessed. However, some controversial events after the siren abruptly ended the Docker's season.

In 2009, we farewell three of the more mature (well in age anyway!) members of the team. Nat Morgan (former NSW Captain and President of the Club), Katie Walsh (2009 captain) and Kylie Maxwell. All three have contributed significantly to the club on and off the field. While we won't be seeing them on the playing field in 2010, all three have committed to assisting at the club in the future.

Congratulations to Kate Fitzimmons and Kath Kobzan for representing the Dockers in the NSW Blues at the National Championships in Perth and to winners of our 2009 club awards:

Players' player Karla Spilarawicz
Best and fairest Karla Spilarawicz
Rookie of the year Lisa McGinnigle
Most improved Hayley Warren
Coach's award Aynslee Rodger
Dockers award Sherelle Moore
Golden boot Belinda Pride



In 2010, we will work on recruiting new players, are looking forward to playing a curtain raiser for the Fremantle Dockers at Subiaco and hope to maintain the momentum of 2009. On a personal note, I will be retiring from the role of President of the Club to concentrate on coaching the team. I'd like to thank the Balmain Women's committee, the SWAFL committee, everyone at both the men's and women's teams, our partner club Fremantle and our major sponsors the Bald Rock and Dry Dock Hotels for their support in 2009.

Tracey Kick
President/Coach





BONDI SHAMROCKS



By the time 2008 came around there had already been a number of players who had crossed codes, with a number of AFL girls playing in the Gaelic Football league and some Gaelic Footballers taking on AFL. There is much to be learned from the Gaelic sport as regards the development of our skills as well as promoting the game here in NSW. It was in trying to get this message across that we came up with the idea of having a team of Gaelic footballers playing in SWAFL.

We actually began laying the foundations for Bondi Shamrocks back in October 2008, when a bunch of girls representing NSW at the Australasian GAA State Games got together and discussed the idea. As the tournament progressed, so too did the number of players who showed an interest, including the South Australian captain who had plans to move to Sydney.

Our first step was to recruit a team for the Compromise Rules game where they would take on the best players from SWAFL, teach them the physical components of the game and gauge their interest in establishing a Gaelic AFL team. It worked, and 22 of that squad of 25 put their hand up to play as part of the Bondi Shamrocks in season 2009.

Our crest was designed using traditional Celtic symbols found on most GAA crests, as well as some well known Australian icons. Our Guernsey followed suit, and was designed with the view that we could sell them as souvenirs for Irish ex-pats living here as well as to Irish backpackers returning home.

Having a coach who has played both sports was an advantage in designing our 13 week pre-season training plan. This covered the cross-over of skills and new game rules to a team consisting almost entirely of rookies. As part of that programme, one day a week for 10 weeks was spent working on correct tackling techniques, something which is often neglected at other clubs

Off-field we set up a committee, registered as a non-associated organisation, uploaded our website and collectively wrote our club constitution. From the onset, we wanted to be set up in a professional manner so we would be taken seriously, not just by the organisation we were applying to join, but also by potential sponsors.

Our first media release, featured in the Irish Echo newspaper, generated immediate interest from sponsors, allowing us to decide who we wanted to build a relationship with and at what price. After a number of meetings, we signed Sydney City RSL as our major sponsor under a two year deal worth \$14,000, and The Gaff as a Silver sponsor for a two year deal worth \$8,000, with the potential to rise to \$10,000. In addition, associate sponsorships from Taste Ireland for our team polo shirts and Logos Made Real for merchandise discounts, helped ensure that we have the financial stability to cover all our costs for two seasons.

Next, we set our membership fees at a level that was easily purchased by any interested parties: \$40 for players and \$30 for supporters. By the end of the playing season, we had sold 50 playing memberships and





26 supporter memberships. As part of the membership package, each member received a Club t-shirt (player members also received a Polo Shirt), VIP cards from our sponsors and some promotional products, all at no extra costs to the club.

With the knowledge that a large majority of our team would be competing in two and sometimes three physical sports at the weekend, as well as training up to four nights a week, we decided to provide our players with the gold level of insurance, making sure it covered those on working holiday visas as well as Australian residents.

Recruitment was not a major challenge, as we garnered plenty of interest from all four Sydney Clubs that participate in Ladies Gaelic Football, after it was announced at the NSW GAA AGM and following the Compromise Rules game. We even had considerable interest from existing AFL players from other teams, to the point where we had to start saying no more. Only one player was asked directly to transfer across as she had been looking to join a new club, and we were keen to make use of her experience and knowledge of the game.

We felt it was important to not only teach the rules and skills of AFL but also the traditions of the game. With this in mind, we had planned for the two Irish Sydney Swans to attend our inaugural Guernsey presentation. Unfortunately in the meantime, Tadgh Kennelly headed back home, and Brendan Murphy ended up receiving an operation on his shoulder on the night planned. However, Kristin Thornton and Jarrod Crouch attended on the night and spent time chatting with the girls about the importance of numbers, jumper presentations, and gave useful tips on how to get past the knocks and recover for the next game. Crouch was able to share his experiences of playing Compromise Rules and how he thought the skills of Gaelic Football could transfer to AFL.



We also took a busload of girls to Canberra to watch and study their first live game of AFL. The night before the bus trip was our first team meeting and although it was sponsored by Midori and Bulmers Cider, we took in the Umpires DVD of the rules of the game in preparation for the season ahead.

In the lead up to our inaugural game, two of our Irish players wrote our team song (which followed the air of a traditional Irish Rebel song), our captains were

named (one Aussie GAA player, and one Irish girl with AFL experience), and our game banner was constructed (with a Gaelic message on one side and English on the other). We were ready to take on SWAFL!

Pre-season training was split between Bat & Ball Oval and Coogee Beach, and during the season at Mahoney Park and Redfern Oval (on occasion sharing with the South Sydney Rabbitohs). On the field the girls adapted well to the new game, and even pushed the more experienced teams to work harder for the points.

The handball possession game developed, and often proved a dominating force in many games. Providing a full squad each week proved a harder task as many picked up injuries from competing in various sports. Our first season goal was to finish in the top half of the table and we set out to achieve that.







Off the field we continued to raise our profile and that of women playing AFL in Sydney. We marched in the St Patrick's Day parade to raise awareness of the game, we launched a cocktail named in our honour, and our major sponsor Sydney City RSL renamed their Sports Bar after

us. We hit the headlines in a National Newspaper back in Ireland (Evening Echo), and were often featured in the Irish Echo (Australian Irish newspaper), as well as receiving a feature on World Footy news when we reached the SWAFL Playoffs.





Round Three was the first time we experienced the singing of our team song, as we chalked up our first win.

We also had SWAFL's first mother/daughter combination play, the daughter originally joining just to run water, and then deciding she wanted to be a part of the action too!

Our semi final was a tough match and we struggled to get a fit 18 players to start the game, and although we lost to a better side, for a team who only had five players with previous AFL experience we were extremely proud of the way we played, and for how well we did throughout the season.



During the year we had five players selected for the NSW team, and had eight involved in the SWAFL Rookies v USA Freedom match, with our captain Kate Woodlands getting the USA's pick for Best on Ground. We finished fourth on the ladder, and third best on accuracy in front of goal. We had a share in the golden boot (with Marie Keating, despite her been injured for the second half of the season), won best rookie (Una McKay), and featured highly in the best and fairest results at the SWAFL presentation.

Our website has been seen in 24 countries, and was a valuable recruiting tool for us early on. We continue to sell our merchandise, and to date have sold 12 replicas of our Guernsey all for a profit for our club.

We have generated plenty of excitement amongst the Gaelic community and it was not uncommon to head out to the Gaelic fields and have many people come up and ask us how we were doing. Night games were better for us, not only so the girls could rest up on the Saturday ahead of Sunday's GAA games, but also to get the lads down to cheer us on.





Our end of season presentation was an informal evening at the Shamrock Bar with about 60 in attendance where we thanked all who had contributed to our history and celebrated our winners:

Rookie of the Year – Una McKay. Coaches Player of the Year – Kate Lancaster. Shamrock Award for Best Club Person – Jamie Fitzsimons. Player's Player and Best and Fairest - Kate Woodlands.

In our inaugural season we have achieved our goals, we have shown SWAFL that we are well able to play this game, we have secured our sponsors for two seasons, and proved we can be financially stable, we have built a professional committee and club structure, we proved we don't tolerate foul play of any nature, we have actively promoted the women's game of AFL as well as our own brand, and we ensured the girls all had fun doing this and want to be back for more.

Next year we plan to build on what we have achieved already, and with only a couple of the girls heading home, most are keen to play again and have encouraged more to come and have a go as well. Our sponsors are secure, our playing numbers healthy, and again we will use the Compromise rules match to build that interest and start our recruiting.





MACQUARIE UNIVERSITY



It has been a tough year starting out but we have learnt some valuable lessons and are motivated to come back next season bigger better and stronger and with more players!! We officially have 20 players on the books now, and with the experience of Bel, VB, Kat and Kerry our newly converted AFL loving girls are learning quickly. We've developed into a close team and will be recruiting hard next year!!

Some highlights saw a few of our girls playing in the SWAFL Rookie team vs USA! They had a great experience and enjoyed mixing it with players from the other clubs that were all new to the game. The final game for the season saw us finally bring all our training and experience together to have a highly competitive match against UNSW and we finished on a high note!

With the support of the whole Macquarie Uni AFL club we've had some great social nights including preseason player auctions, trivia nights, costume parties, and we capped off the season with the most fantastic end of season footy trip to Sussex Inlet for the Warriors Wakeboarding Weekend!!

Our Best and fairest winner was Kerry Taylor, the Players' player award was won by Kim Wholdhuis and the Golden Boot was won by Alex Frolich who kicked 10 goals. Most improved would have to go to everyone, as none of the girls knew anything about AFL let alone playing it, besides Kerry, Cat, VB and myself.

The SWAFL presentation night was a fantastic night and we loved being included in the slideshows, photos and awards to really feel a part of the league. We thank the league, officials, umpires, teams, players and coaches for giving Macquarie Uni the opportunity this season to develop and grow and we look forward to next season.





NEWTOWN BREAKAWAYS



Newtown Breakaways started training in February for the 2009 season, with over 30 players on the books. With the boost of new players, the transfer of experienced players and the majority of the 2008 squad returning for another year, coach Jamie Robertson came out of retirement to see if she could steer the team towards another final series.

A successful season saw the Breakaways take out the minor premiership undefeated but Wests enthusiasm thwarted their first attempt to go through to the SWAFL Grand Final. This lead to Newtown taking on the Balmain Dockers for a spot in the Grand Final, with a closely fought game resulting in a Breakaways win after the buzzer.

The Grand Final was played in front of over 200 spectators on a sunny September day and the Breakaways took out the game in the last five minutes to claim the 2009 premiership. Newtown would like to congratulate Talei Owen, from Wests, for her best on ground performance.

The club's success continued off the field with the following players picking up awards during the season:

- All Australian Natalie Redford
- Best and Fairest (National Championships) Natalie Redford
- Best and Fairest (Sydney Women's AFL) Natasha Devlin
- Players Player (Sydney Women's AFL) Roxy McGee
- Golden Boot (Sydney Women's AFL) Rebecca Burridge (three way tie)

Newtown would also like to congratulate their NSW Blues representatives – Natalie Redford (VC), Jemma Still (Leadership Group) and Roxy McGee.

At the end of season presentation, Newtown also had the following players selected in the team of the decade:

- Tarsha Gale (current)
- Rebecca Burridge (current)
- Natasha Devlin (current)
- Jemma Still (current)
- Natalie Redford (current)
- Cazz Epstein (retired)
- Steph Foster Captain (retired)





The Breakaways would also like to thank these various groups who contributed to making the season so successful:

- The Sydney Women's AFL committee for a season well run
- The Breakaways committee for their dedication, hard work and enthusiasm
- The club's major sponsor, the Parkview Hotel, for their support and encouragement.

Finally, the club congratulates retiring foundation player, Tarsha Gale, for her passion and commitment to women's football, and coach Jamie Robertson for her dedication to the sport and the club.

Well done to all teams involved in the league in 2009. It was exciting to see the development of two new clubs and encouraging to see such a competitive level of football offered by all team this season. See you all again on the field in 2010.







SYDNEY UNIVERSITY



The 2009 season was the tenth year that the Sydney University Women's Australian Football Club (SUWAFC) was involved in the Sydney Women's AFL (SWAFL) competition. As usual the team consisted of a number of rookies with significant potential.

At the end of the regular season, SUWAFC finished in fifth position, and just missing out on a place in the finals series. Unfortunately injuries did not help the team's push into finals however the depth of the squad proved that the girls play as a team, not relying on individuals.

SUWAFC had several player achievements this season with Meredith Gray becoming the third person in SUWAFC history to play 100 club games. Felice Tong also reached the 50 game milestone.

Two players (Kyrsten Winkley and Claire O'Neill) were selected for the NSW Blues Team for the Women's AFL National Championship that was held in Perth. Two other club members Felice Tong and Clare Wells were invited to be team Physiotherapists.

A range of players polled in the SWAFL Best and Fairest count, with Emma Yuen finishing in sixth position. At the SWAFL Presentation Night a Team of the Decade was also announced with SUWAFC being represented both as players selected and for the team's coach.

Congratulations to the following award winners:

Club awards

Best and Fairest Belinda Michalk Players Player Kyrsten Winkley

Rookie of the Year Renee Harrington, Katrina Byrne, Simone Walsh (tied)

Coaches Award

Most Improved
Golden Boot
Clare Wells
Amelia Dever
Club Member of the Year

Libby Sadler
Clare Wells
Amelia Dever

SWAFL Team of the Decade

Emma Yuen
Gianna Abbonizio
Kyrsten Winkley
Melinda Hyland (past player)
Lachlan Worthy (selected as Coach – retired SUWAFC Coach)





On behalf of the Club, I would like to extend our thanks to all those who supported us in 2009 – including The Forest Lodge Hotel, Scooteria, SUSF and SUANFC.

I would like to make special mention to our coaching personnel Kellie Nolan and Penny Stronger, to Alex Roberts and Liam Hogan (runner and goal umpire respectively), Stephen King our always hard working Club Administrator and lastly to the 2009 Committee who helped the Club to function another year.

Looking forward into 2010, SUWAFC will enter into its eleventh season in the SWAFL competition and look forward to competing for the 2010 Premiership.







University of New South Wales



The UNSW Stingrays went into the 2009 season with a small band of returning players from the 2008 season and a high number of new recruits, many of which had never seen a game, let alone played AFL before joining the team. Also new to the team was Coach Ben Porter, a Melbournian who had some playing experience and had coached in other sports but had no experience coaching a woman's AFL team. His enthusiasm and positive attitude were essential to the team's development throughout the season.

The UNSW Stingrays came away from the 2009 season without a win however managed to take several positives from the season. These include:

- Winning both development games against Macquarie University with even numbers and playing experience on the field
- Improvement on numbers of players at training and games throughout the season in comparison to the 2008 season
- Five players being selected in the NSW State Team
- An improved relationship with the UNSW male teams and the club in general
- Early indications that we will retain our coach and a high number of players going into the 2010 season.

The UNSW Stingrays are looking forward to 2010 and have already set a number of goals for the upcoming season. It is likely that pre-season training will begin towards the end of the year as a part of the Stingrays goal to be taken seriously in 2010. The Stingrays would like to take this opportunity to thank our coach Ben Porter who has given up endless amounts of his time for the benefit of the team. We are delighted that he has decided to return in 2010. We would also like to thank the partners, family and friends of the players who gave up their spare time to help out throughout 2009.

The annual UNSW Awards Night was held on Friday 9 October. Club awards included:

Most Improved Sian Eagles

Coaches Award Jess Copper

Best & Fairest Jenna Lineham

B &F Runner-Up Cherie Harmer







ST GEORGE DRAGONS



St. George had 25 financial registered players in 2009, this compared to 16 players in 2008. The team recruited more players in 2009 as well as a new coach, Gary Slowgrove and fitness coach, Fabiola Case.

St. George recorded three wins for the season and beat Sydney University for the first time in the history of the St. George women's team. The game results showed a vast improvement on the previous two years... with closer results against league leaders Newtown and Balmain.

Unfortunately a number of players sustained serious injuries, with four suffering season ending injuries. Three of those players are expected to make a full recovery and be fit to play in 2010.

In 2009, St. George established a relationship with the Illawarra AFL Youth Girls Association for development of girls currently playing in the youth comp and creating a pathway for future SWAFL players. Players from St. George attended the launch night of the IYGAFL competition, speaking to the girls of each team competing in the competition and also met with committee members of the IYGAFL. It is hoped that this relationship will continue into the future... with the aim of keeping those young girls in the sport.

Thanks to the committee and coaching staff - Gary Slowgrove (coach), Fabiola Case (fitness coach), Christine Coles (SWAFL rep).





WESTERN WOLVES



The 2009 season was another successful season on and off the field.

During pre-season we had a good turnout at our first couple of training sessions. By the start of the season, West's had 35 players registered. We managed to recruit a lot of new players. We even had three players who travelled from as far as the Blue Mountains. Great commitment and we thank them.

For Preseason this year, we were fortunate enough to arrange a preseason game against the Riverina Lions in Wagga. This meant a road trip for West. We hired a bus and Richard Anderson was lucky to be our bus driver. It was a perfect opportunity for us to get to know our newbies. We all enjoyed the trip....it was memorable. The game was very tough....I think we lost by 1 point. For the first time in ages it rained in Wagga.....talk about four seasons in one day. Our new players did well under the circumstances providing them a taste of what was ahead. Let's just say the trip back home was very very long and quiet.

For 2009, the standard of football was fantastic and Wests had to work hard to reach the finals. At the end of the playing season we finished second on the ladder. It was great to see that there was no easy game. The standard of footy had improved between all teams. This season saw more matches being played under lights. West were very fortunate to play many Friday night games at Mahoney Park and Saturday Evening at Picken Oval, in front of our men's team.

This season we have taken a step closer in forming a stronger relationship with our Men's club. Over the season they have given us greater support. For the first time ever they allowed us to join them in one of their training sessions. We weren't just girls.....they treated us as part of the team. The conditions were not favourable, if I remember, it was pouring down but we all had a lot of enthusiasm and enjoyed the session. We look forward to another couple next season.

West had 5 players this year represent NSW in the nationals which were held in Perth. Trish Muller (Captain), Heidi Wiedner, Kaya Lyons, Cynthia Dufaut (Leadership Group) and our youngest member, Emma Brown. Well done to all the girls. Also, I would like to mention our wonderful coach, Jason King who was selected as our NSW Coach. This was his second nationals. Thank you! Congratulations to Trish who was selected as best player in Division Two.

Despite missing out on the Premiership this year, the Wolves have become a well cohesive team. On and off the field we have bonded well with one another.....great friendships have developed.

Jason King has worked with us tirelessly to develop a different style of play to other teams. We hope to continue working on this so we can lift the standard to another level.

This year saw the return of our major sponsors - West club, KRM, DFS Equities. We would like to thank them all so very much for their support and hope they will continue to support us in 2010. Also, I would like to





make a special mention that Jim Purnell from DFS Equities (our arse sponsor) has informed us that he would like to become our major jumper sponsor. Great news for Wests. Thank you Jim!

Sorry...We have two more special thank yous. One to the Erko (Erskineville Pub) The Erko provided us with our polo's this season as well as our 12 jugs of beer on Silly Sunday. Hopefully next year we can secure more of a sponsorship deal with them. Another thank you goes out to Baccara Griffiths' Aunt for purchasing our tracksuit pants and getting them all embroided. Thank you!

Wests have come a long way since the beginning. Next year we might be returning back to the men's strip. We are currently still in talks with the President of the Men's club, Mr Andrew Taylor, but I'm sure Wests will benefit from this greatly. We will wait and see early next year!

2009 marked our leagues 10 year anniversary. West's was one of the teams that's been here since the start. Last month was our Presentation night, so it was a special night of nights. West had a very successful night.

Rookie Georgia Woodyard came close to winning the leagues Best and Fairest which is a mighty achievement for a new player. Talei Owen, an exceptional footballer, finished third. Well done girls!!

Congratulations to Cynthia Dufaut in winning the Players' Player Award. This award is now known as the 'Yvette Andrews' Award. Yvette is a former Wests player, coach and foundation player. What an honour!

On this night, a Team of the Decade was announced to celebrate 10yrs. The Club was well represented – Talei Owens, Yvette Andrews, Vicky Keys, Michaela Ekman, Kerry Taylor, Shelley Bates and Cynthia Dufaut. Congratulations! They're all exceptional players and well-deserved inclusions in the team.

Wests will be holding their presentation night and end of season trip in coming months. Thank you goes out to Trish for taking time out to organise it all as well as our Footy Tipping during the season.

We would like to thank Jason King for his time and dedication. We have learnt so much from him. What can we say....words can't express how grateful we are for all that you have done for the Club and SWAFL. Thank You!

Wests would like to say a big thank you to the SWAFL Executive for all your hard work this year, particularly to outgoing President Jemma Still, for her dedication over the past two seasons. We couldn't have done it without you. Congratulations to all the teams for getting through another season. See you all in 2010, Year of the Wolf!







FINANCIAL STATEMENTS

Sydney Womens AFL 1 October 2008 to 30 September 2009 **Profit & Loss** Balance 4-0000 INCOME 4-1000 League Income 4-1001 Affiliation Fees Income Credit 19,784.00 17,568.00 6.237.50 4-1002 Presentation Night Receipts 4.800.00 Income Credit 4-1003 League Fundraising Income Credit 1,130.40 2,000.00 4-1005 Donations / Grants Income Credit 2,500.00 2,500.00 Equipment Sales, Canteen, Merch 4-1006 4-1007 Income Credit 2,740.00 800.00 Interest Income Credit 18.34 32,410.24 27,668.00 4-2000 State Team Income Fundraising & Merchandising 4-2001 Income Credit 1.990.00 4.000.00 4-2003 Player Contributions Income Credit 14,075.00 25,000.00 4-2007 Donations/Grants 18,565.00 31,500.00 Total Income 50,975.24 59,168.00 6-0000 **EXPENSES 6-1000** 6-1001 League Costs Medical Assistants Costs Debit 2,400.00 Expense 6-1002 6,427.50 4,300.00 Presentations Expense Debit 6-1003 Ground Hire Expense Debit 5,196.53 3,600.00 6-1004 Affiliation Fees Expense Debit 80.00 200.00 5.540.00 6-1005 Insurance Expense Debit 4.432.00 6-1006 Expense 4,525.37 2,812.00 Equipment Debit 6-1007 Expense Debit 5,877.50 5,280.00 League Development 6-1008 6-1009 Expense Debit 320.13 500.00 Fundraising & Merchandise 53.60 Expense Debit 28,020.63 23,524.00 6-2000 State Team Costs 6-2001 6-2002 580.00 ST Ground Hire Expense Debit Expense ST Fundraising & Merchandising Debit 400.00 6-2003 ST Team Kit Expense Debit 2,415.90 3,750.00 6-2004 ST Equipment Expense Debit 700.00 6-2005 ST Management Team 4.000.00 Expense Debit ST Nationals Affiliation Fee 6-2006 Debit 810.00 Expense 6-2007 ST Presentations Expense Debit 1,000.00 600.00 6-2008 6-2009 ST Accommodation Expense Debit 4,470.00 5,000.00 ST Transport Expense Debit 13.347.00 16.000.00 22,042.90 31,030.00 **6-3000** 6-3001 General Expenses Expense Debit 150.00 400.00 Filing Fees 6-3002 Web Hosting Expense Debit 300.00 6-3003 Bank Fees Expense Debit 115.00 150.00 6-5100 Wages & Salaries Expense Debit 6-5200 **Employment Expenses** Expense Debit 6-5300 Volunteer Recognition 700.00 Expense Debit 6-5400 Expense 1.550.00 265.00 **Total Expenses** \$50,328.53 \$56,104.00 Total Profit/(Loss) before abnormal items \$646.71 \$3,064.00 8-0000 OTHER INCOME \$0.00 8-1001 Interest Income Other Income Credit 9-0000 OTHER EXPENSES 9-1999 Unrecoverable bad debts Other Expenses Debit \$6,370,60 Total Profit/(Loss) \$3,064.00





Sydney Women's AFL

Balance Sheet

30 September 2009

eets eque Account - CBA sh Management Account sh to be banked de Debtors pilities	Asset Asset Asset Asset Asset Liability	Debit Debit Debit Debit Debit Debit	18,184.02 - 995.00 13,860.50 33,039.52	2,742.41 930.51 - 30,478.96 34,151.88
sh Management Account sh to be banked de Debtors	Asset Asset Asset	Debit Debit Debit Debit	995.00 13,860.50 33,039.52	930.51 - 30,478.96 34,151.88
sh to be banked de Debtors bilities	Asset Asset Liability	Debit Debit - Credit	13,860.50 33,039.52	30,478.96 34,151.88
de Debtors pilities	Asset Liability	Debit	13,860.50 33,039.52	34,151.88
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ASSETS			13,828.99	19,552.88
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RESPECT THE GAME

It's bigger than the lot of us...

SYDNEY WOMEN'S AFL - PLAYERS CODE OF CONDUCT

As a player in the Sydney Women's AFL, I understand that as an integral component of my participation as a player, I must maintain a standard of behavior and conduct in the best interests of the game. In representing myself and my club in an honest manner, and without bringing the game of Australian Rules Football into disrepute, I will endeavour to uphold the following to the best of my ability:

- 1. I will respect the rights, dignity and worth of all individuals within the context of my involvement in Australian football, including refraining from any discriminatory practices on the basis of race, religion, ethnic background, sexual orientation, or special ability/disability.
- 2. I will abide by the AFL Laws of the Game and the Rules of my Club and League/Association.
- 3. I will never dispute an umpire's decision. If I disagree, I will discuss the matter with my coach during a break or after the game.
- 4. I will control my temper: I will not use verbal abuse or vilification of any type of other players, officials or provoke an opponent.
- 5. I will work equally hard for myself and my team knowing it will both benefit me and my team.
- 6. I will be a good sport: I will applaud all good plays whether they are by my team, opponent or the other team.
- 7. I will treat all players as I would like to be treated. I will not interfere with, bully or take unfair advantage of another player.
- 8. I will co-operate willingly with my coach, officials, team-mates and opponents.
- 9. I will take responsibility for my actions and at all times show respect and manners to everyone concerned.
- 10. I understand that my registration can be cancelled if the SWAFL committee find me guilty of any of the above behaviour whilst participating in this sport.
- 11. I understand that SWAFL is the governing body of this sport and that I will adhere to the rules for the season, as can be viewed at the SWAFL website www.swafl.org.
- 12. I understand that action such as a tribunal hearing at the AFL and a ban from playing in the league can be consequences of any inappropriate behaviour.

Respect the game – the officials, the opposition, your coach and your team mates.

Play hard but play fair – Sydney Women's AFL





