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# year book 2002 contents



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## FREMANTLE FOOTBALL CLUB LTD

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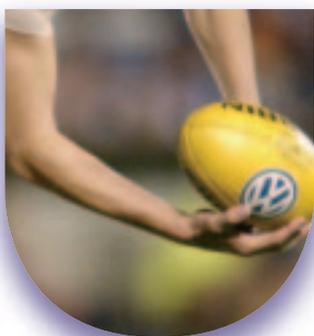
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***The 2002 season was a critical year for the Fremantle Football Club***



THE STRUCTURE, operations and business processes of the Club were subjected to substantial scrutiny and change over the course of the year. All operating divisions of the Club were significantly restructured under the stewardship of our new Chief Executive Officer Cameron Schwab.

We have indeed come a long way in 2002 but we still have an equally long way to go to set the foundations for a great football Club. We have clearly identified the challenges facing us and have earnestly begun the task of addressing those challenges head-on.

The Board of Management and the senior executives have developed a Strategic Plan for 2003 to 2005 and we have gathered quality people to deliver the objectives of that plan.

While we are very much focused on the future, we can look back on season 2002 with pride as the first step our Club has made on its quest to be a consistent finals contender and earn respect in the AFL competition.

The Club's on-field performances demonstrated why the Club is regarded as having one of the most exciting young playing lists in the AFL. Senior coach Chris Connolly has developed strong, professional team structures together with training programmes and a game plan that earned the respect of the players and opposition teams. These are the strong foundations for the Club's continued on field development.

While Subiaco Oval was restored as a ground to be feared by visiting clubs, with memorable victories against grand finalists Collingwood, finalists Melbourne and Essendon, and 2001 finalists Hawthorn, our performances away from

home did not yield success. Fremantle travelled more than any other AFL club in 2002 and faced an extremely difficult travel schedule playing games in Adelaide, Melbourne, Launceston, Geelong, Canberra, Sydney and Brisbane – but no excuses, we must bridge the gap between our best and worst, home and away.

Financially, 2002 saw the Club achieve a significant turnaround of approximately \$1.0m from the 2001 loss of \$2.5 million. This was achieved in a season that saw all clubs under significant financial pressures and further reflects the real inroads we have made off the field in 2002. However, we still have work to do to achieve a result "in the black" and all our efforts over the coming 12 months will focus on our strategic priority of long term financial stability to allow us to make the contribution to WA football required of us.

While the past has not yielded the success that the Club's stakeholders may have expected, especially the Club's loyal and passionate supporters, the foundations have been laid with the strategy, objectives and people to successfully address every challenge facing the Club.

RICK HART

***I think it was Bryce Courtenay who wrote: "If you're skating on thin ice, you may as well tap dance"***



YES, WE HAVE taken many risks since September 2001 as the Club embarked on the process of getting better. They were risks taken knowing the depth of change required to turn this thing around, to break the cycle of mediocrity, but with also an understanding and respect for this toughest of competitions.

Ultimately the passage of time will be the best judge of decisions taken, all of which will have a profound effect on the medium to long term future of the club.

In the meantime many sit in judgment... kick by kick... quarter by quarter... game by game and season by season.

This type of scrutiny can promote a type of 'short-termism' that requires those with whom decision making responsibility is vested to stay focused, to stick thick, to trust each other, even when it appears we are challenging the natural order and the discomfort that will inevitably be a consequence.

This will include our owners, our board, our management and players – and ultimately our supporters.

We have said many times that the Fremantle Football Club will have its day – provided we can maintain that sense of unity and it is supported at all levels.

Let there be no doubt that the fundamentals are in place and we can be confident that we are on track, but there will be times when our patience and belief will be tested.

In 2002 we won seven more games and improved our financial performance by approximately \$1 million though our poor trading performance cannot continue. But it is turning around – it is turning around on the back of a renewed sense of hope and positivity.

Encouraged by our talented young coach to play positive football, our young players grew in confidence and belief, and with that started to build an overwhelming sense of optimism that has so often eluded the Club in its short history.

And our supporters shared some exciting moments with us.

Our after-the-siren victory against Melbourne courtesy of a wobbly Jeff Farmer kick, and our win against Collingwood in our first true Blockbuster match and the coach directing the team to hug the boundary line as they did their warm-up lap in the Western Derby, in front of the biggest ever AFL crowd at Subiaco Oval, take it all in, and running away with a convincing victory.





We also said goodbye to Jason Norrish, who was admired by supporters and genuinely respected by his teammates and coaches, and there was not a dry eye in the ground when we said goodbye to Dale Kickett who played every game as though it was his last and completed the slowest ever lap at Subiaco.

And the effect was contagious. Not only did our members and supporters get caught up in the excitement and the promise of the future, but so did our players. Let us not underestimate the significance of the re-signing of Justin Longmuir, Paul Hasleby and our first All Australian Matthew Pavlich.

And we did not lose our focus during the trading and drafting period. Our priority was to land Brisbane Premiership player and former number one draft choice Des Headland and we did, and we did so knowing that we had the signatures of our best young talent locked away. We can also have confidence in our draft choices, they are well researched and selected to complement our emerging team structures.

But we cannot get carried away with our improved performances in 2002, there is still a hell of a long way to go. The season was promising – that is all – nothing more, nothing less.

The great moments of 2002 are now consigned to history and we move forward.

We understand that Fremantle still has a long way to go to build real respect in this competition and that will come. The signs are good and we have great reason for optimism, but we are not getting ahead of ourselves.

Rest assured – Fremantle will have its day.

CAMERON SCHWAB



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*The single best feature of 2002 was the attitude of the players*



SEASON 2002 was a positive year.

It allowed our newly restructured football department the opportunity to assess all areas of football operations while at the same time our developing team played some exciting, winning football.

The single best feature of 2002 was the attitude of the players. They are desperate to improve their own individual games, hardworking and hungry for team success. Make no mistake, Fremantle players care about Fremantle; they embrace their supporters to the best of their ability and fully support all departments of the Club to assist our financial stability. Their efforts have made a great contribution to the Club in 2002 and I thank them for that.

To those players who have moved on after the season, the Club's appreciation is extended with a special thank you to stalwarts Dale Kickett and Jason Norrish for their loyal service over the years. Leigh Brown and Adam McPhee were a pleasure to coach and were traded with a heavy heart. They will be given better opportunities at their new clubs and have assisted Fremantle in staying on track to achieve its long term on-field goals.

We are an emerging team, on the rise if you like. Opposition teams are clearly aware of this and will try to dismantle us at every turn. Our team will be challenged on all fronts and I look forward to 2003 to see how our young players respond. As individuals they may struggle at times but together they will be difficult to hold back.

Our football department has a huge responsibility in creating an environment where our team continually develops and individual players grow as footballers.

I thank each member of our staff for their efforts in 2002 and I am personally motivated by the energy and excitement they bring every day with a view to 2003 and beyond.

At Fremantle the light at the end of the tunnel is not an on-coming train but an opening to something special. How quickly our team can get there and what it holds in store I am not exactly sure. But I am sure if we remain diligent in all areas, channel our passion in the same direction and are aggressive in our attitude Fremantle will have its day.

CHRIS CONNOLLY



# *the captain*



***The team is without doubt one of the most exciting in the competition***



IT HAS BEEN a long time since I signed as the first Fremantle player way back in 1995. Returning to the Club in 2001 was not the best homecoming as our season was one that I, my team mates and the Club would sooner forget.

We took stock of ourselves as a club at the end of 2001 and began the process of developing a team and a record that the Club and our supporters could be proud of.

Under the leadership of Senior Coach Chris Connolly and the other members of the coaching staff, the 2002 season was one that has proved that we have the attitude, capabilities and ability to deliver success. While the scoreboard will show us with nine wins, though none on the road, we need to look beyond this as we look at the season just gone.

The team is without doubt one of the most exciting in the competition. With experienced players Trent Croad, Jeff Farmer, Troy Simmonds, and Luke McPharlin joining the Club at the end of 2001 to complement our established group and then add to that an exciting band of emerging young talent, I believe we have a team for the future.

With the key players Matthew Pavlich, Justin Longmuir and Paul Hasleby re-signing at season's end, the addition of premiership player Des Headland to the squad, and coach Chris Connolly committing to the Club for another three years, the team has the stability to match its talent.

We are hungry to make our own piece of history to take Fremantle into its first ever finals campaign. We are hungry for success and we all want to be a part of it and set the foundations for a great football Club. The 2002 season was one step on that path and it will be an exciting journey for the players, the Club and supporters.

The attitude of the players is fantastic and it has been a privilege and honour to be the Captain of the Club in these exciting times. We are continually striving to build respect for the club and we know all too well that the future is in our own hands.

With the fantastic support of our passionate supporters we know that one day Fremantle will have its day.

PETER BELL



## the awards

### PAVLICH STORMS HOME

It was a wild night in the giant marquee on Fremantle Oval, but even the gale force winds that struck the port couldn't dampen the enthusiasm of nearly 1,000 Freo supporters who braved the elements to acclaim our new Club Champion.

The awards – the first telecast by media partner Channel 9 – confirmed the dynamic mix emerging in Fremantle football, with players from the class of '95 joining 2002 recruits among the winners.

The new Club champion voting system gave each player a vote from zero to seven for each game, rewarding consistency through the season and ensuring a close, exciting finish.

Before the announcement of the winners, the Club paid tribute to retiring club champions Dale Kickett and Jason Norrish. Earlier in the evening, the 2002 Anchor for contribution to the Club was presented to Fremantle's Deckchair Theatre.



### THE CHAMPION: MATTHEW PAVLICH

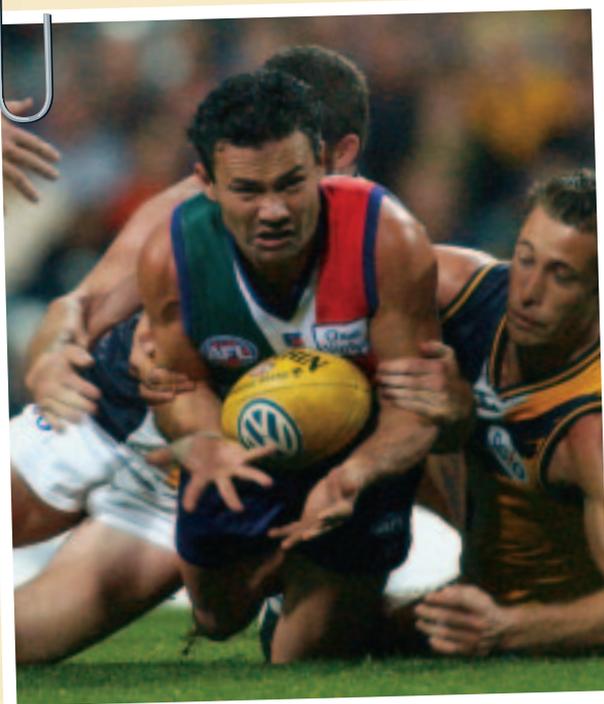
2002 was a stellar season for Fremantle's emerging superstar. His class was evident in a number of dominating performances in defence while his potential was revealed in crucial midfield roles during the season.

Matthew revelled in the leadership responsibilities of the vice-captaincy, and showed great maturity off field dealing with the pressures of speculation about his future.

Supporters were buoyed when Matthew decided to re-sign with the club for three years and followed up with an outstanding performance against James Hird and Essendon at Colonial Stadium. It was one of 14 games during the year that earned him five or six votes from the match committee.

Matthew's 2002 performances were rewarded with selection in the All-Australian team, the first player for Fremantle to achieve that honour. He was the game-breaker and best on ground in his one International Rules test for Australia after the season.

"Matthew is a super-intelligent player with excellent disposal who is going to be enormous for this club as he develops into a class midfielder." Chris Connolly



**RUNNER-UP AND HARBOUR MASTERS PLAYER OF THE YEAR: PETER BELL**

The club's new captain produced another top-two performance in club championships, his fourth in as many years.

Peter remains the AFL's premier endurance runner, and it was little surprise that he topped the league in disposals in 2002.

His extraordinary work ethic and commitment was evident as he marshalled the team's emerging group of young players and led them to a much-improved performance through the year.

Peter played his 150th AFL game in round six, a long way from the starry-eyed 18-year-old who fronted for Fremantle's first-ever training run on October 31, 1994.

"Peter leads this team from the front. He combines great running ability with improving creative disposal." Chris Connolly



**THIRD PLACE: SHANE PARKER**

Fremantle's faith in its new leadership group was rewarded when the captain and vice-captains filled the top three positions in club championship voting.

For Shane Parker, his third placing was his sixth consecutive top-ten finish in the club championships, a testament to the standards he sets for himself on and off the field.

Barring a one-week break for injury in round 21 Shane would have played his 150th game for the club this year, a unique achievement for the club's most durable and respected player.

"Shane's excellent attitude to training and the game makes him the backbone of our defence and rarely beaten."

Chris Connolly

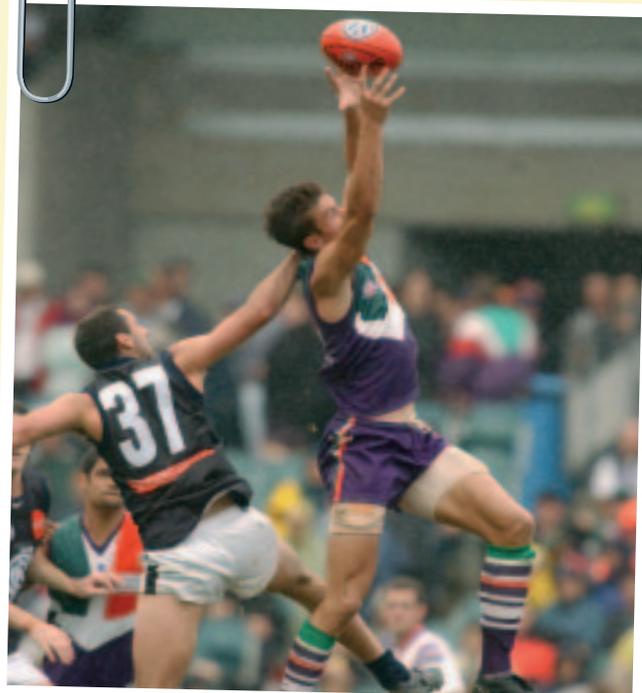


**FOURTH PLACE: PAUL HASLEBY**

After Paul Hasleby's stellar debut year in 2000, when he won the AFL's Rising Star Award and was runner-up to Troy Cook in the club championship, it was no surprise that he struggled to maintain confidence and fitness in 2001.

But the good news was that "Hazy" came back with a vengeance in 2002, earning his fourth place with a series of gritty and skillful mid-field performances, especially through the mid part of the season.

"Paul has excellent ball winning ability and is very difficult to beat one-on-one. He'll become even more valuable as his disposal continues to improve." Chris Connolly



**FIFTH PLACE: TROY SIMMONDS**

The least-heralded of Fremantle's 2001 trades delivered the biggest bonus, as Troy Simmonds produced 12 five and six point games in a season shortened by a serious throat injury.

Troy performed admirably in the ruck, but it was his mobility around the ground and powerful defensive marking which caught the eye of supporters and, obviously, the match committee.

A popular and committed clubman, "Snake" has much more to offer in the years to come.

"Troy is a fierce competitor with exceptional athletic ability, and don't be surprised if his game develops further as we push him forward more." Chris Connolly

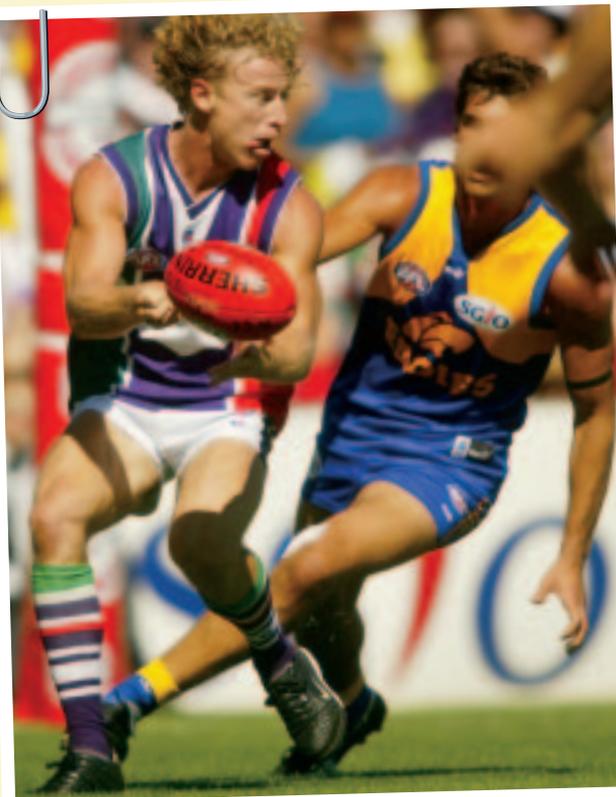


**BEACON AWARD AND AUSTRALIA POST MOST POPULAR PLAYER: PAUL MEDHURST**

An extraordinary debut year saw Paul Medhurst graduate from the WAFL to goal with his first kick in the AFL and add 35 more before the season was out.

Paul's fan appeal won him the popularity poll, but it was his solid skills that impressed football aficionados and marked him as potentially one of the premier small forwards in the AFL and a deserving winner of the Beacon Award.

"Paul is a smart player who is usually one step ahead of opponents. He's got the ability to learn to contribute in a midfield role as well as up forward." Chris Connolly



**BEST CLUBMAN: SHAUN MCMANUS**

Shaun McManus showed that leadership is more than a title in 2002 by relinquishing the captaincy but not his role as an inspiring, tenacious player and an enthusiastic and supportive teammate.

The most pleasing part of the equation was on-field, where he produced the best form since his serious knee injuries in 1997 and '98 to convert many of his detractors as the season progressed.

"Shaun is a fierce competitor with a spirit that is infectious for our younger players." Chris Connolly

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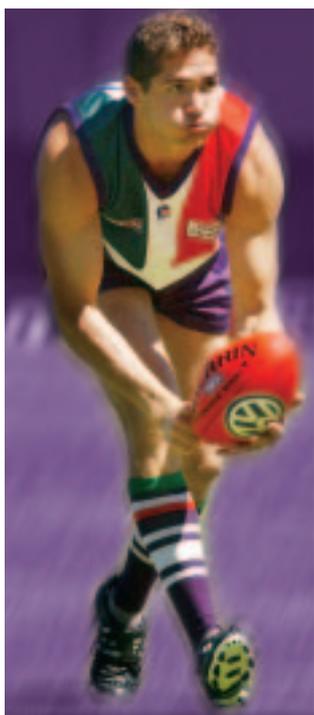
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**DES HEADLAND**

The Club entered the 2002 four day Player Trade period in October with one objective in mind and successfully secured the signature of Brisbane premiership player and 1998 number 1 National Draft selection, Des Headland.

For Des it was a much awaited return home to WA with partner Chantelle and children Madisan aged 2 and Mason 3 months. Having bought a house in Perth during 2002, Des and his family are delighted to be back home and especially to be with Fremantle.

“This is such an exciting Club with such an exciting group of players,” Des said. “I am really looking forward to being a part of history at Freo and be a part of our first finals appearance.”

“The whole Club and the boys in particular have made me feel very welcome and I have settled in easily,” said Des. “I feel like a rookie again and just can’t wait for the season to start.”

With Brisbane, Des’ improvement was dramatic emerging from being a fringe senior player at the start of 2002 to playing 16 senior games plus 3 finals, including the 2002 grand final. Des’ emergence saw a storming finish in the 2002 Brownlow Medal count to finish equal sixth with 16 votes.

Des will wear the number 11 jumper for Fremantle, worn with distinction by Dale Kickett since 1995 until his retirement at the end of the 2002 season.

**Date of Birth:** 21/1/81,  
Perth WA  
**Height:** 187cm  
**Weight:** 87kg  
**AFL Debut:** 1999, Round 13  
v Sydney at SCG aged 18

**AFL Games:** 48 (plus 5  
AFL Finals), **AFL Goals:** 52  
**No 1 selection 1998 AFL  
National Draft; Toured  
Ireland in 1998 with the  
AIS/AFL Academy side**

**Career Highlights:**  
WA and All-Australian  
U16 1997; **Winner U16  
B&F Medal Australian  
U16 Championships  
1997; WA U18 1998  
Winner WAFL Rising Star**

**Award 1998; Subiaco  
Best and Fairest Player  
Award 1998; Ansett Cup  
Grand Final Side 2001;  
Brisbane Lions Reserves  
Premiership Side 2001;  
Brisbane Lions AFL**

**Premiership Side 2002;  
Brisbane Lions Most  
Improved Player 2002;  
Equal sixth, 2002  
Brownlow Medal; WA  
State of Origin 2002**



**BYRON SCHAMMER**

**Height:** 175cm  
**Weight:** 73 kg  
**Date of Birth:** 21/6/85  
**National Draft Selection:** 13  
Regarded as a dynamic inside midfielder with excellent skills on both sides, Byron won the Larke Medal in the AFL U18’s and achieved All-Australian honours in 2002.



**GREG EDGCUMBE**

**Height:** 186cm  
**Weight:** 78 kg  
**Date of Birth:** 1/5/84  
**National Draft Selection:** 48  
Greg is a hard working midfielder/defender with good pace and excellent overall athletic ability. He can play tall or small and uses the ball well.



**RYAN CROWLEY**

**Height:** 188cm  
**Weight:** 83 kg  
**Date of Birth:** 5/3/84  
**National Draft Selection:** 55  
A hard working inside player, Ryan was a member of the Victorian Metro team in the 2002 AFL U18 National Championships. He carries the ball well, is strong overhead and athletic.



**BRETT DOSWELL**

**Height:** 184cm  
**Weight:** 74 kg  
**Date of Birth:** 14/1/84  
**National Draft Selection:** 63  
An agile and skillful player from the Wagga Tigers (club of origin of 1995 Brownlow Medallist Paul Kelly), Brett represented NSW/ACT in AFL U18s this year and was a member of the AIS/AFL Academy in 2000/2001.

**2002 Rookie Draft**

**RICKY MOTT**  
**Height:** 200cm  
**Weight:** 108 kg  
**Date of Birth:** 21/04/81  
**From:** South Fremantle (WA)/Sydney Swans

**STEVEN DODD**  
**Height:** 189cm  
**Weight:** 78 kg  
**Date of Birth:** 20/06/83  
**From:** East Fremantle (WA)

**BEN COLREAVY**  
**Height:** 181cm  
**Weight:** 80 kg  
**Date of Birth:** 29/01/82  
**From:** Claremont (WA)

**DANIEL GILMORE**  
**Height:** 188cm  
**Weight:** 80 kg  
**Date of Birth:** 02/03/83  
**From:** South Fremantle (WA)

# Dale Kickett

## *The Unique Dale Kickett*



ST KILDA fans might remember a skinny young Aboriginal kid who kicked five goals in the first of his fifteen games for their club before homesickness got the better of him and he returned home to his beloved Western Australia.

That kid had already played for Fitzroy and West Coast, and was to also represent Essendon, before he found a home at the AFL's newest club, Fremantle.

His amazing football odyssey finally came to an end on an emotional night at Subiaco Oval on July 6 when Fremantle supporters bade farewell to its favourite son, Dale Kickett, who announced his retirement after twelve years and exactly 200 games in the AFL.

Not surprisingly, Dale played his last game – against Port Adelaide – like he had played the 199 before it, starring in the first quarter (during which he kicked his 63rd AFL goal) before gritting his teeth for a valiant rear-guard action as the eventual minor premiers ran riot in the second half.

Dale had a unique career in the AFL, being the only living player to represent five clubs, but his contribution to football, and Fremantle in particular, goes much deeper than that statistic.

After returning to the West from Essendon in 1995, Dale was a key member of the first Fremantle squad under his long-time mentor Gerard Neesham. His achievements with the club are notable in themselves: runner up in the club champion award in both 1995 and 1996, he was a universally popular winner in 1997. He was for some years the holder of the record number of games played for the club, passed only recently by another Fremantle stalwart, Shane Parker.

But it is for more intangible attributes that Dale will be remembered at Fremantle. His dash and courage off the half-back line were a constant inspiration to the young players around him. His quiet authority at training and around the club mirrored his success on field.

If the wider football community remembers Dale principally for his part in the second derby of 2000 which landed him a nine-week suspension (an interview with Dale a year later cast a very different light on the events of that day than appeared on screen), for his team-mates and Fremantle supporters he was always “Kicketty”, Fremantle’s first true legend.



## **Farewell Jason Norrish**



JASON NORRISH played for Fremantle with distinction for eight years and 128 games, winning the 1998 club championship and serving as a vice-captain from 1999-2001.

He ends his career as one of only six original Dockers still at the club and with the third-highest number of games played for Fremantle behind Shane Parker and fellow-retiree Dale Kickett.

After early football days at Marist College Bunbury – from where he achieved State Schoolboys’ representation – and Hale School, Jason made his WAFL debut in 1990 and played in Gerard Neesham’s 1991 premiership side for the Tigers.

While Jason came to typify the no-nonsense, unglamorous AFL midfielder during his ten years at the top level, it is worth remembering that he was taken at number 5 in the 1991 National Draft ahead of luminaries like Crawford, Dunkley and the Scholls and played in all three of Melbourne’s 1994 finals during his two years for the Dees.

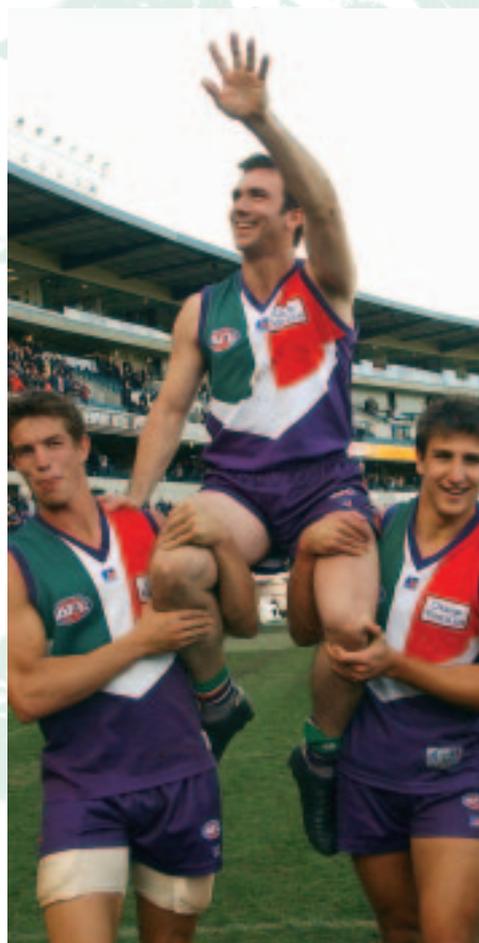
It’s little wonder that Jason was a priority selection as an uncontracted player for the newly-formed Dockers in 1995 and, while he was occasionally hampered by injury, he rewarded his new club with 34 games in his first two seasons at Fremantle. Sadly, in 1997, the year that promised so much for Jason and his team, his season was effectively ended in round 7. His absence from the midfield was a significant factor in the club’s disappointing finish to the year, which saw them fall only one game short of a first finals appearance.

Jason made up for it in an injury-free 1998, playing all games and pipping Adrian Fletcher by one vote for a popular club championship. He accepted the award with his usual modesty, claiming that it was mainly recognition for “doing your job

properly” – a fitting postscript to his entire career.

Jason maintained good form throughout the rest of his career, although his determination and discipline was often missed in the dark days of 2001, when he managed only 12 games because of injury. Happily, Jason’s last year was among his best, missing only two games – one so that he could be present at the birth of his twin daughters – and playing an important supporting role for the team’s emerging stars and the life of the club off-field.

The Fremantle Football Club congratulates Jason on a wonderful career, and wishes him, Kate, and the twins Molly and Grace, every success in the future.



# the year in review

## INTRODUCTION

The 2002 season was one of improved performances not only on the field but also through the entire club. Much has been achieved during the year to set the foundations for a great football Club.

## FOOTBALL OPERATIONS

The structure and operation of the football department was overhauled at the end of the 2001 season. The Club appointed a new Senior Coach, Football Manager, Strength and Conditioning Coach, and Player Contracts Manager to bring about the required improvements in the operations of the football department, team management and player contracts and salary cap administration.

The Club recruited well at the conclusion of the 2001 season attracting senior and experienced players as well as some very promising young talent to the Club.

The year was all about development. Developing the players and team into a professional operation with new team structures, training programmes, disciplines and game plan implemented. The football operations were focused on restoring respect for the Club within the AFL competition.

The implementation of advanced training programmes was the primary focus at the start of 2002 to develop the physical capabilities of the players to withstand the rigours of the season. The results could be seen during the season with the team finishing matches strongly.

While on-field performances at Subiaco restored the Club's home ground advantage, performances away from home continued to be a key issue.

The team travelled to more parts of Australia than any other club in the AFL in 2002 and the travel regimes continued to be improved over the year.

New additions to the playing group and the improved management of the Club's player list in 2002 have positioned the football department in a sound position to meet its strategic priority of being a consistent finals contender.

## COMMERCIAL OPERATIONS

The revenue generation departments, Membership, Corporate Sales, Events and Merchandise, were restructured during 2002 and consolidated into a new centralised Commercial Operations division. This centralisation was completed to deliver a

synergy between all areas to maximise revenue opportunities in the future and improve efficiency of resources.

The year was highlighted by an increase in home attendances at Subiaco Oval with Fremantle achieving the highest percentage increase in the AFL in 2002 of 23 percent, achieved in an environment where home and away attendances across the AFL were at their lowest level since 1996.

The Fremantle home game against West Coast Eagles in the 16th Western Derby set the record for the largest AFL crowd at the new Subiaco Oval, made even sweeter with a comprehensive victory.

The recruitment of new staff and high profile players following the dismal 2001 season created significant momentum at all levels of the Club. With the improvement in on-field performance in 2002 this enabled the Club to maintain its membership and corporate clients based on the new sense of direction.

A special thanks must be extended to all our sponsors for their continued support.

## FINANCE

Following a disastrous 2001 financial year in which the Club recorded a \$2.5 million

loss, it is pleasing that this figure was reduced by approximately \$1 million in the 2002 financial year. However, the 2002 financial year reflected the continuing challenge facing the Club as it strives to balance its financial commitments with its operational objectives.

This improvement was achieved through a mixture of aggressive cost management and increased revenue, particularly improved attendances at home games.

Continuing losses do not provide sustainability for the Club. Improvements achieved in 2002 are required to be repeated again in 2003 for the Club to achieve its strategic priority of being a profitable, financially stable football club.

To ensure this strategic priority is achieved, the Club has undertaken its most detailed budgeting process yet for the 2003 financial year. All involved at the Club are committed to continuing the improvements made in 2002 and the necessary controls, procedures and processes to build revenues, judiciously manage costs and reduce debt have been implemented.



# *the year ahead*

## INTRODUCTION

While everyone involved with the Club can take pride in the improvements achieved in 2002, the challenges confronting the Club should not be underestimated. Significant efforts have been made by players and staff to ensure that these improvements were achieved but at the same time the future was clearly under the microscope.

For over three months, the Board of Management and the senior executives developed the Club's Strategic Plan for 2003 to 2005 – "Every Quarter of Every Match". The plan articulated four strategic priorities for the Club: Financial Viability, On-Field Success, Powerful and Definitive Brand and Ethos, and Successful Decision Making.

The Strategic Plan, presented to the Western Australian Football Commission, the AFL Commission and AFL Executive, and other key stakeholders, establishes the

pathway for the Fremantle Football Club to be a consistent finals contender and be on track to win the Club's first premiership.

The initiatives and strategies contained within the plan have the commitment of the Board of Management, staff and players. The Club has recruited well and now has the people, the game plan and unity of commitment to achieve our strategic priorities.

The plan demands responsiveness and flexibility to rapidly respond to changes and opportunities that present themselves at any time without losing sight of the strategic priorities. It is by managing the Club for "every quarter of every match", both on and off the field, that the Fremantle Football Club will have its day.

Stakeholders, members and supporters will enjoy the fruits of their loyal and passionate commitment to our Club.



## FINANCIAL VIABILITY

To turn Fremantle into a profitable, financially stable football club by building net revenues, judiciously managing costs and reducing debt.

## ON-FIELD SUCCESS

To build a team that is a consistent finals contender and is on track to win Fremantle's first premiership.

## POWERFUL AND DEFINITIVE BRAND AND ETHOS

Building a national, commercially attractive brand that reflects our values and traditions, establish a winning and professional Club culture that demands respect, and make an annual contribution to WA football.

## SUCCESSFUL DECISION MAKING

To be regarded as the best decision makers in the AFL.

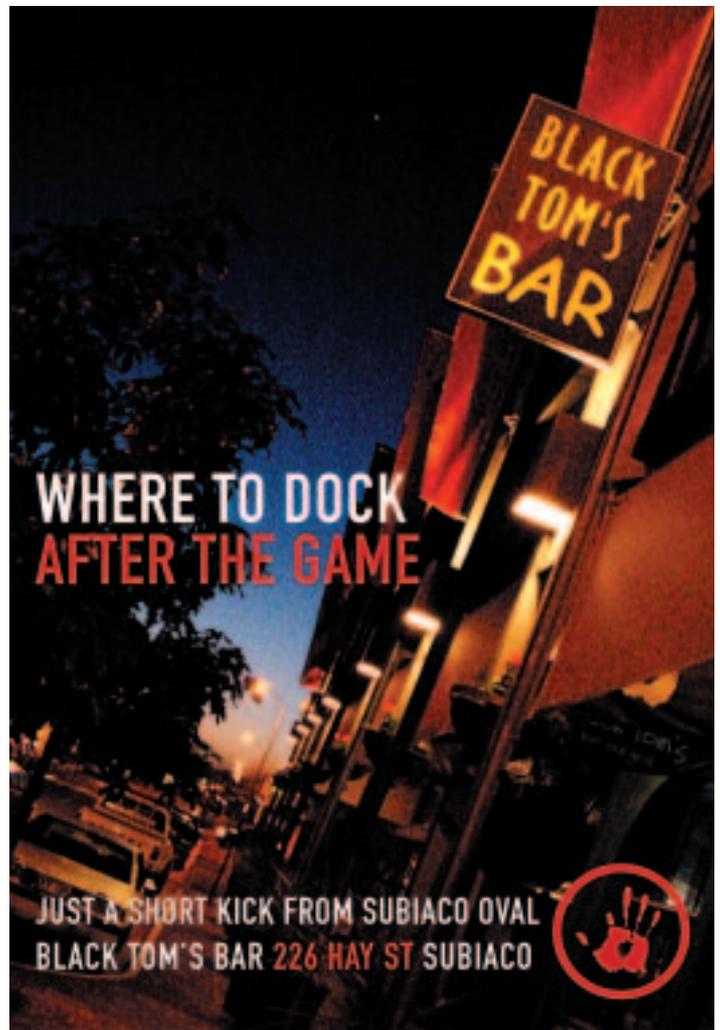
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# *the season in profile*



## *Earning respect in the AFL*

IN SEASON 2002, the Club's improved on-field performances were a reflection of an emerging and exciting young team that is continually developing with each game. Under new Senior Coach Chris Connolly, the team provided clear signs that the team is on track to be a consistent finals contender.

The team restored Subiaco Oval as a venue to be a feared by visiting teams and attracted more people to the home and away season than at any other time in the Club's history.

At season's end, Fremantle had achieved the highest growth in aggregate home and away attendances of any Club in the AFL.

This achievement was capped of with the round 16 clash with West Coast in the 16th Western Derby that attracted a record home and away crowd at Subiaco Oval of 41,779.

And the ever increasing crowds were treated to some memorable moments including the resounding defeat of 2002 grand



finalists Collingwood in the Club's first true blockbuster game, last gasp wins over St Kilda and Melbourne, and comprehensive defeats of Essendon, Hawthorn and West Coast.

The team delivered some great performances during the year. There were also many outstanding individual performances during the season, particularly Captain Peter Bell who led the AFL in total disposals and Troy Cook, the AFL's leading tackler.

While the Club was the most travelled team in the AFL in 2002 spending more time in the air and at airports than any other team, Steven Koops did

some additional flying on his own taking the AFL's Mark of the Week on three consecutive weeks in rounds 14, 15 and 16, a feat never before achieved. The screamer against the Kangaroos in Round 15 was a contender for Mark of the Year.

Everyone will have their own special memories of 2002. When the season is reviewed in its entirety, complete with all its ups at home and downs on the road, there is no doubt that the Fremantle Football Club is on track to achieve its objectives.

*Kicking goals is our business too*

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# rounds 1 & 2

## ROUND 1

vs West Coast at Subiaco Oval

Sunday 31 March

<b>West Coast</b>	<b>6.1</b>	<b>9.5</b>	<b>16.6</b>	<b>21.11</b>	<b>(137)</b>
<b>Fremantle</b>	<b>4.4</b>	<b>8.7</b>	<b>11.9</b>	<b>18.10</b>	<b>(118)</b>

Goals: Trent Croad, Shaun McManus, Paul Medhurst 3; Matthew Carr, Ben Cunningham 2; Peter Bell, Troy Cook, Dale Kickett, Matthew Pavlich, James Walker 1  
 Best: Peter Bell, Troy Longmuir, Troy Cook, Shaun McManus, Paul Medhurst, Antoni Grover  
 Crowd: 39,467

## ROUND 2

vs St Kilda at Subiaco Oval

Sunday 7 April

<b>Fremantle</b>	<b>0.1</b>	<b>3.7</b>	<b>7.13</b>	<b>10.16</b>	<b>(76)</b>
<b>St Kilda</b>	<b>4.5</b>	<b>8.6</b>	<b>10.7</b>	<b>11.7</b>	<b>(73)</b>

Goals: Troy Cook, Ben Cunningham, Justin Longmuir 2; Antoni Grover, Trent Croad, Jason Norrish, Leigh Brown  
 Best: Steven Koops, Paul Hasleby, Brendon Fewster, Troy Cook, Troy Longmuir, Matthew Pavlich  
 Crowd: 21,137

FREMANTLE went into the first game of the 2002 season a couple of weeks from their best.

The suspension of Jeff Farmer, a season ending injury to Clive Waterhouse and the unavailability through injury of Steven Koops and Troy Simmonds made the team look vulnerable.

Fremantle ran the game out well kicking seven goals in the last quarter without really threatening to win.

Paul Medhurst kicked a goal with his first kick and earned the round one nomination in the AFL rising star award.



*Shaun McManus kicked three goals in the season opener at Subiaco Oval*

### Milestones

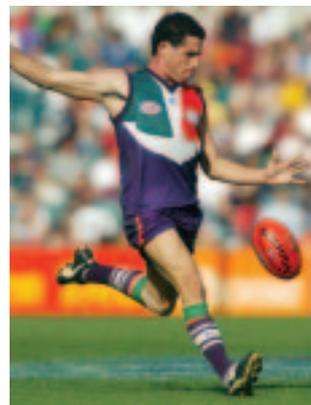
AFL debut: Paul Medhurst, Graham Polak, Andrew Siegert  
 50th AFL game: Matthew Carr (28 games St Kilda)  
 First game for Fremantle: Trent Croad (84 games Hawthorn)

FREMANTLE led in this game for less than two minutes. Fortunately they were the last couple of minutes of the match.

The Saints took control of this game from the early stages and led by seven goals during the second quarter.

Some stand-out individual performances helped the Dockers in their slow climb back.

The hero was Ben Cunningham who marked a Paul Hasleby kick outside 50 metres with a couple of minutes to go and his set shot sailed through for a goal and sealed a surprise victory.



*Unlikely hero Ben Cunningham's long range goal in the dying minutes stole victory*

for the very latest Dockers news and information visit [www.fremantlefc.com.au](http://www.fremantlefc.com.au)

# rounds 3 & 4



## ROUND 3

**vs Hawthorn at York Park, Launceston TAS**

**Sunday 7 April**

<b>Hawthorn</b>	<b>3.3</b>	<b>7.3</b>	<b>8.8</b>	<b>13.11</b>	<b>(89)</b>
<b>Fremantle</b>	<b>2.4</b>	<b>3.7</b>	<b>8.10</b>	<b>11.13</b>	<b>(79)</b>

Goals: Paul Medhurst 3; Justin Longmuir 3; Trent Croad 2; Paul Hasleby, Jeff Farmer, Peter Bell 1

Best: Peter Bell, Steven Koops, Paul Hasleby, Shaun McManus, Shane Parker, James Walker

Crowd: 15,066

## ROUND 4

**vs Richmond at Subiaco Oval**

**Sunday 21 April**

<b>Fremantle</b>	<b>2.2</b>	<b>8.3</b>	<b>15.7</b>	<b>21.12</b>	<b>(138)</b>
<b>Richmond</b>	<b>5.3</b>	<b>7.4</b>	<b>9.4</b>	<b>11.6</b>	<b>(72)</b>

Goals: Trent Croad 5; Justin Longmuir 3; Troy Longmuir, Leigh Brown, Peter Bell 2; Paul Hasleby, Jeff Farmer, Antoni Grover, Adam McPhee, Matthew Pavlich, Paul Medhurst, Ben Cunningham 1

Best: Troy Cook, Matthew Pavlich, Shane Parker, Trent Croad, Matthew Carr, Antoni Grover

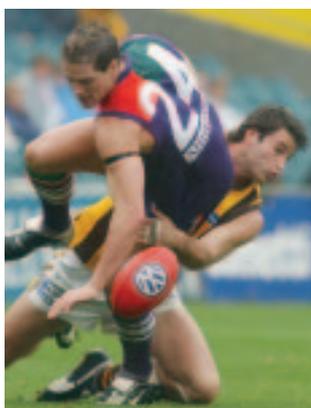
Crowd: 23,571

ANOTHER game for the "ones that got away" file.

After an inaccurate first half the Dockers fought strongly in the third quarter to gain control of the very even game.

Jeff Farmer and Troy Simmonds were seen in Fremantle colours in a game for premierships for the first time.

With less than five minutes to go the Dockers led by eight points but the Hawks were able to gain possession in space through the midfield and kicked the last three goals of the game.



*Trent Croad renews old acquaintances with a former Hawk team mate*

### Milestones

First game for Fremantle:

Jeff Farmer  
(118 games Melbourne)

Troy Simmonds  
(39 games Melbourne)

THIS game signalled that the Dockers of 2002 were truly an improved outfit.

After kicking the first two goals the Dockers conceded the next five and were forced to mount a comeback. What followed was three quarters of sustained intensity.

By three quarter time the Dockers had established what looked like a match winning lead. What pleased Fremantle followers was that after Richmond started well in the last quarter the Dockers again put their foot down and ran away with the game.



*The annual Len Hall Game, a tribute to the ANZAC tradition, was awarded the 2002 AbaF Innovation Award*



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# rounds 5 & 6

## ROUND 5

**vs Geelong at Kardinia Park  
Sunday 28 April**

<b>Fremantle</b>	<b>2.1</b>	<b>3.4</b>	<b>4.7</b>	<b>6.13</b>	<b>(49)</b>
<b>Geelong</b>	<b>4.2</b>	<b>9.4</b>	<b>15.6</b>	<b>17.9</b>	<b>(111)</b>

Goals: Jeff Farmer, Troy Longmuir 2; Trent Croad, Ben Cunningham 1

Best: Steven Koops, Matthew Pavlich, Shane Parker, Peter Bell, Jeff Farmer, Troy Cook

Crowd: 20,075

## ROUND 6

**vs Essendon at Subiaco Oval  
Sunday 4 May**

<b>Fremantle</b>	<b>2.3</b>	<b>5.8</b>	<b>9.9</b>	<b>13.11</b>	<b>(89)</b>
<b>Essendon</b>	<b>3.2</b>	<b>5.5</b>	<b>7.6</b>	<b>9.8</b>	<b>(62)</b>

Goals: Justin Longmuir, Jeff Farmer 3; Peter Bell, Trent Croad 2; Troy Simmonds, Matthew Pavlich, Paul Medhurst 1

Best: Troy Simmonds, Peter Bell, Matthew Pavlich, Leigh Brown, Shane Parker, Jeff Farmer

Crowd: 25,312

THE DOCKERS went into this game confident of victory against a team with a similar 2002 record.

There were no excuses for the resultant thrashing they received but plenty of explanations.

Most notable and frustrating were the fundamental errors. Almost half of Geelong's goals could be directly traced to unforced Fremantle mistakes.

Steven Koops continued his rise as a player with another strong display in defence while Matthew Pavlich played well in a variety of roles.



*Justin Longmuir on the move at Kardinia Park*

FREMANTLE went into this game looking to ensure Essendon did not get away to a flying start and to run in the hope the warm conditions would take a toll on the visitors.

When the Dockers took a three point lead into the half time break there was a growing belief among players and supporters that an upset was possible.

The game will be remembered for the horrific facial injury suffered by Bombers captain James Hird who underwent surgery in Perth on multiple fractures to the left eye socket and forehead.



*Fremantle Captain Peter Bell chaired from the ground after a successful milestone game*

### Milestones

150th AFL game:

Peter Bell  
(123 games Kangaroos)

50th AFL game:

Troy Longmuir  
(17 games Melbourne)

50th game for Fremantle:  
Troy Cook

AFL debut: Daniel Haines



# rounds 7 & 8



## ROUND 7

vs Adelaide at Football Park

Saturday 11 May

<b>Fremantle</b>	<b>2.1</b>	<b>5.3</b>	<b>8.7</b>	<b>13.11</b>	<b>(89)</b>
<b>Adelaide</b>	<b>5.2</b>	<b>8.5</b>	<b>14.8</b>	<b>18.10</b>	<b>(118)</b>

Goals: Leigh Brown 3; Troy Simmonds, Justin Longmuir, Jeff Farmer, Troy Longmuir, Matthew Carr, Adam McPhee, James Walker, Matthew Pavlich, Paul Hasleby, Ben Cunningham  
 Best: Paul Hasleby, Troy Cook, Peter Bell, Andrew Siegert, Leigh Brown, Matthew Pavlich  
 Crowd: 44,058

## ROUND 8

vs Melbourne at Subiaco Oval

Saturday 18 May

<b>Fremantle</b>	<b>2.4</b>	<b>5.8</b>	<b>11.10</b>	<b>14.10</b>	<b>(94)</b>
<b>Melbourne</b>	<b>4.6</b>	<b>6.9</b>	<b>10.10</b>	<b>13.11</b>	<b>(89)</b>

Goals: Trent Croad 7; Jeff Farmer 3; Troy Simmonds, Paul Hasleby, Leigh Brown, Andrew Browne 1  
 Best: Paul Hasleby, Trent Croad, Jeff Farmer, Matthew Pavlich, Graham Polak, Troy Simmonds  
 Crowd: 25,022

BY MIDWAY through the second quarter Adelaide had drawn away to a six goal lead however the Dockers steadied and controlled the game for a long period to kick five unanswered goals.

With the game in the balance close to time on in the third quarter, Crows champion Andrew McLeod stepped forward. He kicked goals and set up others and at the last break Adelaide led by 37 points.

For the sixth time in the first seven rounds the Dockers outscored their opponents in the last quarter.



*Dion Woods strongarms Adelaide's Brett Burton*

### Milestones

50th AFL game:  
Steven Koops

THIS WAS a quality game with a fairy tale ending.

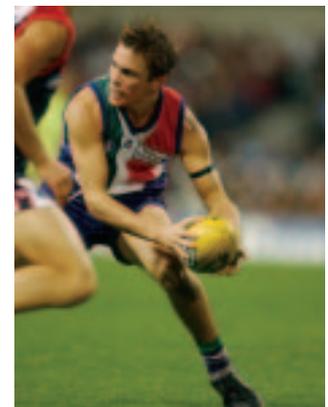
Fremantle stayed in touch early and superb running goals from Jeff Farmer and Troy Simmonds against their old team in the second quarter filled the fans with hope.

Trent Croad kicked four goals for the third quarter and at the last break had scored seven of 11.

The last quarter was one of the most exciting seen at Subiaco Oval.

Farmer was pushed in the back with two seconds remaining.

His kick after the final siren won the game for his new club.



*Andrew Browne made his AFL debut against Melbourne, kicking a goal in the thrilling after-the-siren win*

### Milestones

50th AFL game:  
Leigh Brown  
AFL debut:  
Andrew Browne,  
Scott Thornton

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# rounds 9 & 10

## ROUND 9

vs Brisbane at the Gabba

Sunday 26 May

<b>Fremantle</b>	<b>4.4</b>	<b>8.6</b>	<b>9.10</b>	<b>11.13</b>	<b>(79)</b>
<b>Brisbane</b>	<b>5.2</b>	<b>9.5</b>	<b>13.10</b>	<b>16.13</b>	<b>(109)</b>

Goals: Justin Longmuir 3; Troy Simmonds, Shaun McManus 2; Jeff Farmer, Matthew Carr, Paul Medhurst, Trent Croad 1

Best: Matthew Pavlich, Paul Hasleby, Andrew Siegert, Shaun McManus, Antoni Grover, Troy Simmonds

Crowd: 21,709

## ROUND 10

vs Carlton at Subiaco Oval

Sunday 2 June

<b>Fremantle</b>	<b>1.4</b>	<b>8.6</b>	<b>13.9</b>	<b>14.12</b>	<b>(96)</b>
<b>Carlton</b>	<b>4.3</b>	<b>7.5</b>	<b>8.8</b>	<b>10.8</b>	<b>(68)</b>

Goals: Justin Longmuir 4; Trent Croad 3; Paul Medhurst 2; Matthew Pavlich, Paul Hasleby, Shaun McManus, Jason Norrish, Jeff Farmer 1

Best: Matthew Pavlich, Paul Hasleby, Troy Simmonds, Shaun McManus, Shane Parker, Anthony Jones

Crowd: 27,277

FREMANTLE approached the competition's most difficult task – the premiers at home – with cautious optimism after defeating the Lions in a scratch match.

There was some drama in the week leading up to the game with Antoni Grover suspended for one week for rough play and then winning a reprieve on appeal.

The Dockers played attacking football throughout this game and for the most part matched their highly rated opponents.

However the Lions generally used the ball better than the Dockers and made better use of their third quarter opportunities.



*Matthew Pavlich again showed his growing stature as a player with another strong performance in Brisbane*

### Milestones

50th AFL game:

Paul Hasleby

FREMANTLE went into this game against the bottom team as strong favourites but started slowly as Carlton seemed to get its early match-ups right.

The Dockers reorganised at quarter time and a seven goal quarter put them on the road to a fifth consecutive home win.

It was an unusual game in which there was often nobody in Carlton's half of the ground.

Matthew Pavlich was damaging in a sweeping role from defence and Justin Longmuir made a return to form and two of his goals showed deft soccer skills.



*Paul Hasleby breaks away from Carlton's Andrew McKay in another consistent display from the midfielder*

for the very latest Dockers news and information visit [www.fremantlefc.com.au](http://www.fremantlefc.com.au)

# rounds 11 & 12



## ROUND 11

**vs Western Bulldogs at Optus Oval**

**Sunday 9 June**

<b>Fremantle</b>	<b>3.2</b>	<b>6.4</b>	<b>10.4</b>	<b>12.8</b>	<b>(80)</b>
<b>Western</b>	<b>7.3</b>	<b>12.6</b>	<b>16.10</b>	<b>22.13</b>	<b>(145)</b>

### **Bulldogs**

Goals: Justin Longmuir, Trent Croad 3;  
Daniel Haines, Jeff Farmer, Paul Medhurst,  
Troy Simmonds, Ben Cunningham,  
Matthew Carr 1

Best: Matthew Pavlich, Paul Hasleby, Peter Bell,  
Anthony Jones, James Walker, Andrew Siegert

Crowd: 11,539

## ROUND 12

**vs Collingwood at Subiaco Oval**

**Sunday 16 June**

<b>Fremantle</b>	<b>2.3</b>	<b>3.11</b>	<b>9.13</b>	<b>12.18</b>	<b>(90)</b>
<b>Collingwood</b>	<b>6.1</b>	<b>8.1</b>	<b>10.5</b>	<b>12.7</b>	<b>(79)</b>

Goals: Paul Medhurst 4; Justin Longmuir,  
Paul Hasleby 2; Daniel Haines, Jeff Farmer,  
Trent Croad, Matthew Carr 1

Best: Paul Hasleby, Shane Parker, Troy Cook,  
Peter Bell, Matthew Carr, Ben Cunningham

Crowd: 33, 087

THE BIG problem for Fremantle in this game was wasteful disposal. The Dockers had only 13 fewer disposals than the Bulldogs on the day but turned the ball over twice as many times as their opponents.

For a period in the third quarter it looked like Fremantle could get back into the game but poor disposal again proved costly.

Peter Bell's 28 disposals for the game made him number one in the league, a position he retained to the end of round 22.



*The Fremantle side was well held all day in a game marred by costly errors*

### *Milestones*

50th AFL game:  
Matthew Pavlich

FOR THE first time in its short history Fremantle found itself in a game referred to as a blockbuster.

A record non-derby crowd was attracted to the contest and in the early stages the Magpies looked very much like a top four team.

The first 10 minutes of the third tipped the balance Fremantle's way as the forwards started finding the target, the work of the midfield and defence was rewarded and four quick goals resulted.

A strong win that gave the Dockers a 50% record.



*A record non-derby home crowd witnessed Fremantle at it best, Paul Medhurst starring with four goals*

### *Milestones*

50th AFL game:  
Troy Simmonds  
(40 games Melbourne)  
First game for Fremantle:  
Luke McPharlin  
(12 games Hawthorn)

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# rounds 13 & 14

## ROUND 13

vs Sydney at SCG

Sunday 30 June

<b>Fremantle</b>	<b>2.3</b>	<b>7.4</b>	<b>9.6</b>	<b>9.8</b>	<b>(62)</b>
<b>Sydney</b>	<b>6.3</b>	<b>10.5</b>	<b>15.11</b>	<b>20.19</b>	<b>(139)</b>

Goals: Jeff Farmer, Justin Longmuir,  
Troy Simmonds, Paul Medhurst 2;  
Trent Croad 1

Best: Shaun McManus, Troy Simmonds,  
Jeff Farmer, Steven Koops, Troy Cook,  
Matthew Pavlich

Crowd: 16,844

## ROUND 14

vs Port Adelaide at Subiaco Oval

Saturday 6 July

<b>Fremantle</b>	<b>3.5</b>	<b>6.5</b>	<b>7.8</b>	<b>9.9</b>	<b>(63)</b>
<b>Port Adelaide</b>	<b>4.5</b>	<b>8.10</b>	<b>14.12</b>	<b>22.15</b>	<b>(147)</b>

Goals: Jeff Farmer, Luke McPharlin 2; Dale  
Kickett, Adam McPhee, Justin Longmuir,  
Paul Medhurst, Andrew Siegert 1

Best: Shane Parker, Troy Simmonds,  
Antoni Grover, Dale Kickett, Peter Bell,  
Dion Woods

Crowd: 24,194

TROY COOK returned to his original AFL home to play his 100 AFL game and 57th in succession for the Dockers.

However despite a typically hard working effort from Cook little went right for Fremantle and the second half was particularly disappointing.

Sydney was more proficient at getting the ball out of the centre and entered their forward 50 on 21 more occasions.

One bright note for the Dockers was the effort of Jeff Farmer who kicked two goals and was effective as a midfielder at the stoppages.



*Not every landing from high-flyer Steven Koops went smoothly*

### Milestones

100th AFL game:  
Troy Cook  
(43 games Sydney)

AFTER this game coach Chris Connolly observed that Port Adelaide was playing the kind of football Fremantle aspired to produce.

Port was far too good in the second half and inflicted the first home loss for the season on the Dockers in emphatic fashion.

The game was Dale Kickett's last in the AFL. The great original Docker had the first kick of the game and scored Fremantle's first goal. Most of the crowd stayed on after the final siren to say farewell to Dale.



*In his last game for the Dockers, Dale Kickett kicked the team's first goal against Port Adelaide*

### Milestones

AFL 200 club qualification:  
Dale Kickett  
(135 games Fremantle, 15 Fitzroy, 2 West Coast, 21 St Kilda, 8 Essendon; 17 pre-season, 2 state of origin.)

for the very latest Dockers news and information visit [www.fremantlefc.com.au](http://www.fremantlefc.com.au)

# rounds 15 & 16



## ROUND 15

**vs Kangaroos at Manuka Oval Canberra  
Saturday 13 July**

<b>Fremantle</b>	<b>5.3</b>	<b>10.5</b>	<b>12.7</b>	<b>12.10</b>	<b>(82)</b>
<b>Kangaroos</b>	<b>2.3</b>	<b>6.5</b>	<b>10.9</b>	<b>12.11</b>	<b>(83)</b>

Goals: Jeff Farmer, Paul Medhurst 3; Peter Bell, Paul Hasleby, Steven Koops, Leigh Brown, Troy Cook, Justin Longmuir 1

Best: Luke McPharlin, Troy Cook, Shane Parker, Troy Simmonds, Matthew Pavlich, James Walker

Crowd: 9,242

## ROUND 16

**vs West Coast at Subiaco Oval  
Saturday 20 July**

<b>Fremantle</b>	<b>3.1</b>	<b>5.5</b>	<b>10.7</b>	<b>15.10</b>	<b>(100)</b>
<b>West Coast</b>	<b>5.0</b>	<b>6.1</b>	<b>7.3</b>	<b>11.4</b>	<b>(70)</b>

Goals: Paul Medhurst 4; Matthew Carr, Trent Croad 3; Paul Hasleby, Steven Koops, Matthew Pavlich, Leigh Brown, Peter Bell 1

Best: Paul Hasleby, Matthew Pavlich, Paul Medhurst, Matthew Carr, Luke McPharlin, Shaun McManus, Roger Hayden

Crowd: 41, 776

A CHANGE in travel plans with the team leaving a day earlier than normal worked well for Fremantle and the team had its best first quarter for the season.

The Dockers extended their lead to 31 points during the second quarter but the Roos gradually got back and with six minutes to go hit the front for the first time.

The Dockers dominated possession in the closing stages but couldn't get the goal they needed.

Steven Koops provided the game's highlight with a soaring high mark in the second quarter.



*Roger Hayden made his AFL debut in the nail-biter in Canberra*

### Milestones

50th AFL game:

Justin Longmuir

AFL debut:

Roger Hayden

A RECORD crowd for an AFL game in WA was attracted to the 16th derby and they witnessed a classic encounter.

In the third quarter Jeff Farmer had 10 kicks and Fremantle powered away to kick five goals to one and set up victory.

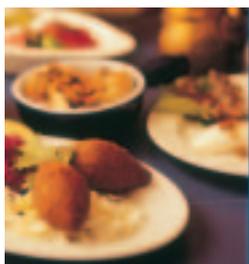
West Coast challenged hard in the final quarter but their efforts were swiftly answered by the confident home team.

Planning was a key to this win with a number of match-ups working perfectly.

The Ross Glendinning Medal was awarded to Paul Hasleby.



*The AFL's leading tackler Troy Cook was instrumental in setting the foundations for a memorable Derby win*



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# rounds 17 & 18

## ROUND 17

vs St Kilda at Optus Oval

Saturday 28 July

<b>Fremantle</b>	<b>4.5</b>	<b>6.7</b>	<b>9.11</b>	<b>11.13</b>	<b>(79)</b>
<b>St Kilda</b>	<b>3.0</b>	<b>4.3</b>	<b>10.8</b>	<b>18.10</b>	<b>(118)</b>

Goals: Justin Longmuir 3; Paul Hasleby, Steven Koops, Luke McPharlin, Dion Woods, Matthew Pavlich, Paul Medhurst, Antoni Grover, Troy Simmonds 1

Best: Troy Simmonds, Luke McPharlin, Antoni Grover, Shane Parker, Paul Hasleby, Matthew Pavlich

Crowd: 8,078

## ROUND 18

vs Hawthorn at Subiaco Oval

Saturday 3 August

<b>Fremantle</b>	<b>4.3</b>	<b>8.6</b>	<b>11.11</b>	<b>14.12</b>	<b>(96)</b>
<b>Hawthorn</b>	<b>1.1</b>	<b>2.5</b>	<b>2.8</b>	<b>4.11</b>	<b>(35)</b>

Goals: Trent Croad, Jeff Farmer, Justin Longmuir, Paul Medhurst 3; Steven Koops, Peter Bell 1

Best: Troy Simmonds, Justin Longmuir, Peter Bell, Steven Koops, Paul Medhurst, Matthew Carr

Crowd: 24,330

FOR THE second away game in a row Fremantle got off to a good start and led at quarter time.

In fact the Dockers, with Troy Simmonds in commanding form, dominated the first half but missed a number of simple scoring opportunities and gave the Saints a chance.

The nature of the game changed radically in the second half with St Kilda winning the ball away from the centre and Fremantle regularly wasting possession.

Another loss on the road. Another game that should have been won.



*Athletic big man Troy Simmonds in outstanding form against St Kilda*

### Milestone

100th AFL game:  
Trent Croad  
(84 games Hawthorn)

THE RESULT of this game was seldom in doubt. After establishing a rare quarter time lead the Dockers increased the margin at each break and keep the Hawks to just two goals by three quarter time.

Troy Simmonds dominated in the ruck and the forward line functioned well with Paul Medhurst enterprising and dangerous and Justin Longmuir marking well.

The defence also performed well to restrict Hawthorn to the second lowest total ever registered against Fremantle. (Sydney scored 3.15 (33) at the WACA in 1997.)



*Steven Koops on the attack in the demolition of finals contenders Hawthorn*

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# rounds 19 & 20



## ROUND 19

vs Richmond at MCG

Saturday 10 August

<b>Fremantle</b>	<b>2.3</b>	<b>3.8</b>	<b>6.11</b>	<b>10.12</b>	<b>(72)</b>
<b>Richmond</b>	<b>4.3</b>	<b>7.6</b>	<b>10.10</b>	<b>18.14</b>	<b>(122)</b>

Goals: Luke McPharlin 4; Paul Hasleby 2; Peter Bell, Matthew Carr, Ben Cunningham, Jeff Farmer 1  
 Best: Luke McPharlin, Peter Bell, Paul Hasleby, Shane Parker, Troy Simmonds, Shaun McManus  
 Crowd: 19,509

## ROUND 20

vs Geelong at Subiaco Oval

Saturday 17 August

<b>Fremantle</b>	<b>6.3</b>	<b>9.7</b>	<b>13.10</b>	<b>17.15</b>	<b>(117)</b>
<b>Geelong</b>	<b>3.3</b>	<b>6.3</b>	<b>8.5</b>	<b>11.6</b>	<b>(72)</b>

Goals: Paul Hasleby, Jeff Farmer, Matthew Carr, Trent Croad, Paul Medhurst 2; Troy Simmonds, Dion Woods, Adam McPhee, Justin Longmuir, Matthew Pavlich, Leigh Brown, Peter Bell 1  
 Best: Peter Bell, Shane Parker, Steven Koops, Luke McPharlin, Antoni Grover, Paul Hasleby  
 Crowd: 22,610

THIS WAS a curious performance by Fremantle. Overall it was the team's inability to curb Richmond's big men Matthew Richardson and Greg Stafford that led to defeat. The complexion of the game changed for a brief period in the second half when Luke McPharlin went forward and it appeared the Dockers could pull off an unlikely victory. However when Shane Parker was knocked out in the last quarter it led to a reshuffling of the defence and Richmond took full advantage.



*Luke McPharlin's move to the forward line was a highlight in an otherwise disappointing rare MCG appearance for the Dockers*

THERE are times when statistics tell the story of a game very effectively. This was one such occasion. The Dockers had 52 more disposals than Geelong and pulled in 26 more marks including 18 to five in contested situations. In addition the Dockers had 143 handballs for the day which was more than any team in round 20. Peter Bell made 31 disposals in a brilliant display for the winners while Shane Parker was superb in defence.



*Matthew Carr celebrates one of his two goals against the Cats*

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# rounds 21 & 22

## ROUND 21

**vs Essendon at Colonial Stadium**  
**Sunday 25 August**

<b>Fremantle</b>	<b>2.5</b>	<b>5.6</b>	<b>7.8</b>	<b>10.12</b>	<b>(72)</b>
<b>Essendon</b>	<b>5.3</b>	<b>7.8</b>	<b>9.12</b>	<b>13.15</b>	<b>(93)</b>

Goals: Trent Croad 4; Paul Hasleby 2; Jeff Farmer, Troy Cook, Steven Koops, Paul Medhurst 1  
 Best: Matthew Pavlich, Troy Simmonds, Trent Croad, Luke McPharlin, Paul Hasleby, Peter Bell  
 Crowd: 32,667

## ROUND 22

**vs Adelaide at Subiaco Oval**  
**Sunday 1 September**

<b>Fremantle</b>	<b>1.1</b>	<b>3.3</b>	<b>9.6</b>	<b>12.8</b>	<b>(80)</b>
<b>Adelaide</b>	<b>8.4</b>	<b>12.9</b>	<b>15.13</b>	<b>17.8</b>	<b>(120)</b>

Goals: Paul Medhurst 3; Paul Hasleby, Troy Cook, Matthew Pavlich 2; Troy Simmonds, Justin Longmuir, Ben Cunningham 1  
 Best: Matthew Pavlich, Troy Cook, Shaun McManus, Luke McPharlin, Peter Bell, Justin Longmuir  
 Crowd: 21,609

THIS was one of Fremantle's better performances away from home, played in cold and slippery conditions with the Colonial Stadium roof closed on a sunny Melbourne Sunday.

Ruck dominance from Troy Simmonds, attacking defence from Matthew Pavlich and inventive forward work by Trent Croad ensured the Dockers were always in the game.

However Fremantle paid dearly for wasteful kicking for goal and didn't make the most of some promising forward moves.

The club received a boost in the lead up to the game when Pavlich announced he had signed a new three year contract.



*Anton Grover takes a strong mark at Colonial Stadium*

IN 2001 Fremantle finished a very disappointing season on a high note with a round 22 win over Adelaide at Subiaco Oval.

The 2002 season was more successful but in round 22 the Crows proved far too strong.

The game was decided in the first quarter with Adelaide kicking eight goals to lead by 45 points at the first break.

After the game Fremantle supporters had the opportunity to say farewell to original Docker Jason Norrish who retired with 148 AFL games to his credit including 128 for the Dockers.



*Andrew Siegert wraps up his Adelaide opponent in the final home game for 2002*

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*go the Dockers!* **scoutcreative**

# the 2002 team



## 2002 Season At A Glance

- Finished 13th on the Premiership Ladder with 9 wins 13 losses
- Scored 274 goals, 256 behinds for and conceded 319 goals, 237 behinds
- The highest score was 138 points and the lowest 49 points
- The average winning margin was 31 points
- The average losing margin was 36 points
- Won 2 games by less than 7 pts and lost 1 game by less than 7 pts
- Over the season the club used 34 of its listed players



- Back Row Standing (l-r): Clive Waterhouse, Steven Koops, Trent Croad, Anthony Jones, Daniel Metropolis, Adam McPhee, Brad Dodd, Robert Hadrill, Antoni Grover
- Middle Row Standing (l-r): Scott Thornton, Graham Polak, Luke McPharlin, Leigh Brown, Simon Eastaugh, Justin Longmuir, Brendon Fewster, Matthew Pavlich, Dion Woods, Troy Simmonds
- Middle Row Seated (l-r): Paul Hasleby, James Walker, Troy Longmuir, Shaun McManus, Chris Connolly (Senior Coach), Peter Bell (Captain), Matthew Carr, Troy Cook, Jason Norrish, Dale Kickett
- Front Row Seated (l-r): Shane Parker, Ben Cunningham, Jeff Farmer, Luke Toia, Andrew Browne, Paul Medhurst, Brad Bootsma, Andrew Shipp, Daniel Haines
- Not included in photo: Rookie Players – Joshua Head, Luke Webster, Roger Hayden, Andrew Siegert, Aaron Sandilands

# 2002 stats

IN SEASON 2002, the Club's improved on-field performances were a reflection of an emerging young team that is continually developing with each game and in the process Subiaco Oval was restored as a venue to be feared by visiting teams.

The Club's loyal and passionate supporters were treated to some memorable highlights including the resounding defeat of grand finalists Collingwood in the Club's first true blockbuster game, last gasp wins over St Kilda and Melbourne, and comprehensive defeats of Essendon, Hawthorn and the West Coast Eagles.

The season was highlighted by many great team and individual performances. Captain Peter Bell led the AFL in total disposals in 2002 and Troy Cook was the AFL's leading tackler. High flyer Steven Koops took the AFL's Mark of the Week on three consecutive weeks in 2002 in rounds 14, 15 and 16, a feat never before achieved. The screamer against the Kangaroos in Round 15 was a contender for Mark of the Year.

## HONOUR BOARD

### 1995

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

### 1996

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

### 1997

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

### 1998

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

### 1999

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

### 2000

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

## 2002 Ladder

	P	W	D	L	F	A	%	TOTAL
1 Port Adelaide	22	18	0	4	2360	1783	132.36	72
2 Brisbane Lions	22	17	0	5	2520	1843	136.73	68
3 Adelaide	22	15	0	7	2308	2007	115	60
4 Collingwood	22	13	0	9	2081	1897	109.7	52
5 Essendon	22	12	1	9	1939	1847	104.98	50
6 Melbourne	22	12	0	10	2243	2245	99.91	48
7 Kangaroos	22	12	0	10	2241	2269	98.77	48
8 West Coast	22	11	0	11	2208	2254	97.96	44
9 Geelong	22	11	0	11	1933	2029	95.27	44
10 Hawthorn	22	11	0	11	1938	2107	91.98	44
11 Sydney	22	9	1	12	2123	1976	107.44	38
12 W. Bulldogs	22	9	1	12	2335	2246	103.96	38
<b>13 Fremantle</b>	<b>22</b>	<b>9</b>	<b>0</b>	<b>13</b>	<b>1900</b>	<b>2151</b>	<b>88.33</b>	<b>36</b>
14 Richmond	22	7	0	15	1801	2172	82.92	28
15 St Kilda	22	5	1	16	1785	2271	78.6	22
16 Carlton	22	3	0	19	1682	2300	73.13	12

### 2001

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

### 2002

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

## CLUB RECORDS

### Games

149: Shane Parker (1995-2002)

### Consecutive games

66: Troy Cook (2000-2002)

### Goals (overall)

164: Clive Waterhouse (1996-2002)

### Goals (season)

71: Tony Modra (1999)

### Goals (game)

10: Tony Modra (R10 1999)

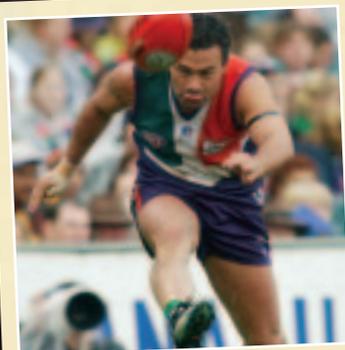
# 2002 stats



## 2002 GAMES

Peter BELL	22	Brendon FEWSTER	7	Troy LONGMUIR	10	Aaron SANDILANDS*	0
Brad BOOTSMA	0	Antoni GROVER	22	Shaun McManus	22	Andrew SHIPP	1
Leigh BROWN	21	Robert HADDRILL	0	Luke McPHARLIN	11	Andrew SIEGERT*	21
Andrew BROWN	1	Daniel HAINES	9	Adam McPHEE	11	Troy SIMMONDS	20
Matthew CARR	22	Paul HASLEBY	22	Paul MEDHURST	20	Scott THORNTON	1
Troy COOK	22	Roger HAYDEN*	5	Daniel METROPOLIS	0	Luke TOIA	1
Trent CROAD	21	Joshua HEAD*	0	Clem MICHAEL	0	James WALKER	22
Ben CUNNINGHAM	19	Anthony JONES	6	Jason NORRISH	20	Clive WATERHOUSE	0
Brad DODD	0	Dale KICKETT	4	Shane PARKER	21	Luke WEBSTER*	0
Simon EASTAUGH	1	Steven KOOPS	21	Matthew PAVLICH	22	Dion WOODS	9
Jeff FARMER	20	Justin LONGMUIR	21	Graham POLAK	6		

\* Rookie List



## TOTAL DISPOSALS

Peter BELL*	572
Paul HASLEBY	486
Troy COOK	440
Matthew PAVLICH	411
Shaun McMANUS	375

\* 1st in the AFL

## REBOUNDS FROM 50

Matthew PAVLICH	106
Shane PARKER	60
Antoni GROVER	60
Peter BELL	55
Steven KOOPS	49

## HARD-BALL GETS

Paul HASLEBY	74
Troy COOK	57
Troy SIMMONDS	55
Justin LONGMUIR	41
Peter BELL	39

## LOOSE-BALL GETS

Peter BELL	116
Paul HASLEBY	102
Shaun McMANUS	75
Troy COOK	72
Steven KOOPS	64

## GENERAL KICKS

Peter BELL*	308
Matthew PAVLICH**	307
Paul HASLEBY	261
Troy COOK	224
Shaun McMANUS	209

\* 7th in the AFL

\*\* 8th in the AFL

## HANDBALLS RECEIVED

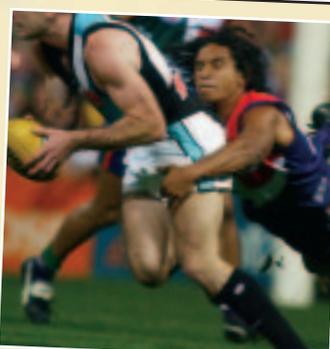
Peter BELL	276
Paul HASLEBY	156
Troy COOK	156
Matthew PAVLICH	137
Shaun McMANUS	127

## HANDBALLS

Peter BELL*	264
Paul HASLEBY**	225
Troy COOK	216
Shaun McMANUS	166
Jason NORRISH	156

\*1st in the AFL

\*\* 6th in the AFL



## TACKLES

Troy COOK*	110
Paul HASLEBY	54
Steven KOOPS	53
Shaun McMANUS	51
Matthew CARR	50

\* 1st in the AFL

## LONG KICKS

Matthew PAVLICH	151
Peter BELL	119
Paul HASLEBY	116
Troy COOK	113
Shaun McMANUS	99

## MARKS

Troy SIMMONDS*	127
Matthew PAVLICH	124
Justin LONGMUIR	111
Paul HASLEBY	97
James WALKER	87

\* equal 10th in the AFL

## CONTESTED MARKS

Justin LONGMUIR	36
Matthew PAVLICH	23
Troy SIMMONDS	21
Luke McPHARLIN	21
Paul MEDHURST	20

## INSIDE 50

Paul HASLEBY	92
Troy COOK	72
Ben CUNNINGHAM	65
Shaun McMANUS	61
Jeff FARMER	58

## FREES FOR

Steven KOOPS*	32
Peter BELL**	28
Troy SIMMONDS**	28
Justin LONGMUIR	22
Shaun McMANUS	21

\* 6th in the AFL

\*\* equal 10th in the AFL

## SHORT KICKS

Peter BELL	139
Matthew PAVLICH	112
Matthew CARR	97
Troy SIMMONDS	88
Paul Hasleby	84



## LEADING GOALKICKERS

Trent CROAD*	42
Justin LONGMUIR	36
Paul MEDHURST	36
Jeff FARMER	29
Paul HASLEBY	18

\*14th in the AFL

## HITOUTS

Troy SIMMONDS*	337
Justin LONGMUIR	101
Brendon FEWSTER	32
Trent CROAD	21
Leigh BROWN	20

\* 7th in the AFL

## FREES AGAINST

Troy SIMMONDS*	30
Trent CROAD	28
Shaun McMANUS	22
Matthew PAVLICH	21
Troy COOK	20

\* 10th in the AFL

Steven Koops flies high at Manuka Oval, Canberra to take Mark of the Week in Round 15 against the Kangaroos. Koops completed the rare feat of taking Mark of the Week in Rounds 14 and 16, and this effort in Round 15 was a final contender for Mark of the Year.

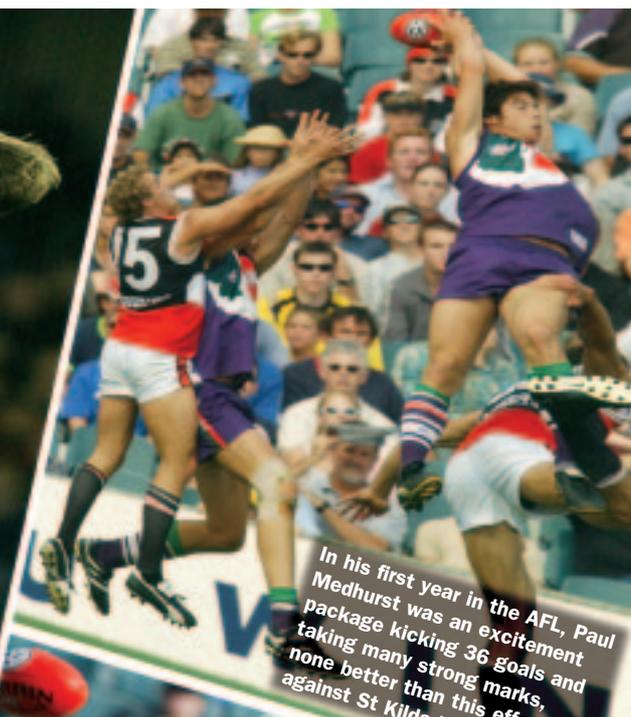




*excitement*



Full Forward Trent Croad took this screamer against Essendon at Colonial Stadium in Round 21. Croad returned his best goal kicking performance booting 42 in his first season with Fremantle.



In his first year in the AFL, Paul Medhurst was an excitement package kicking 36 goals and taking many strong marks, none better than this effort against St Kilda in Round 2.



Recruit of the year, Troy Simmonds showed his athleticism against the Western Bulldogs in Round 11 seen here soaring over Luke Darcy.



Justin Longmuir crashes through to take another mark against Adelaide in Round 22.

## PLAYERS



### *Leigh Brown*

Taken at selection 5 in the 1999 National Draft, Leigh debuted in Round 1 2000 and played 63 of a possible 66 games for Fremantle. A loyal and well respected player and person, Leigh was traded to the Kangaroos for selection 13 at the 2002 National Draft which was utilised to select Byron Schammer.



### *Adam McPhee*

Adam was selected by Fremantle in the 2000 National Draft from the Dandenong U18s and debuted in 2001 playing 25 games for Fremantle over 2001/2002. Adam was traded to Essendon as part of the arrangement which resulted in Des Headland becoming a Fremantle player.

### *Brad Bootsma*

AFL debut 2000, 42 AFL games

### *Brad Dodd*

AFL debut 1998, 50 AFL games

### *Simon Eastaugh*

AFL Debut 1998, 29 AFL games  
(17 Essendon 1998/1999)

### *Brendon Fewster*

AFL debut 1996, 63 AFL games  
(33 West Coast 1996/1999)

### *Dale Kickett*

AFL debut 1990, 177 AFL games  
(15 Fitzroy 1990, 2 West Coast 1991,  
21 St Kilda 1992, 8 Essendon 1994)  
see tribute page 16

### *Daniel Metropolis*

AFL debut 1992, 114 AFL games  
(108 West Coast 1992/2000)

### *Clem Michael*

AFL debut 1998, 43 AFL games

### *Jason Norrish*

AFL Debut 1993, 128 AFL games (20  
Melbourne 1993/1994) see tribute page 17

### *Andrew Shipp*

AFL Debut 1999, 35 AFL games

## BOARD OF MANAGEMENT

*Peter Phillips* (2001)

*Ron Alexander* (2001)

*John Inverarity* (2001)

*John Fiocco* (2001)

*Jock Clough* (2001)

*Bob Maumill* (2002)

*Frank Cooper* (2002)

## STAFF

### *Emma Blain* –

Football Department Coordinator

*Adam Beard* – Assistant Weights Coach

### *Michel Cameron* –

Events and Promotions Manager

*Ric Charlesworth* – High Performance Coach

*John Cumming* – Business Manager

*Karen Dawson* – Football Administrator

*Gemma Gardiner* – Membership Officer

*Lisa Gindein* – Assistant Accountant

*Ross Glendinning* – Chairman of Selectors

*Natalie Hancock* – Receptionist

*Paul Harding* – Ruck Coach

*Christi Martin* – Corporate Sales Executive

*Cindy McIntyre* – Functions Coordinator

*Melissa Miller* – Accounts Officer

*Mick Moylan* – Player Contracts Manager

*Vern Reid* – Marketing Manager

*Sharon Rowley* – Corporate Sales Executive

*Debbie Stirrup* – Receptionist

*David Tasker* – Communications Manager

## IN MEMORIAM

The club lost one of the members of its Fremantle Hall of Legends, East Fremantle's great full-forward George Prince, during the year.

George made his debut with Old Easts in 1939 and was a key figure in their post-war premiership side of 1945-6. Before he retired in 1952 after 231 games, George won the Lynn Medal for East's fairest and best in 1947 and, late in his career, was the WAFL's leading goal scorer in 1949.

Our sympathy goes to George's family and the East Fremantle Football Club who, in a sad year for the Sharks, also lost club legend Norm Rogers. Norm assisted the Fremantle Football Club recruiting department through its formative years.

The club also acknowledges the superb career of Hall of Legends member John Todd, who retired this year after coaching over 700 WAFL and AFL games.

# 2003 AFL season



## PRE-SEASON MATCH

Fremantle V West Coast Eagles

Friday 21st February, 7.30pm, Subiaco Oval

## Premiership Season Fixtures

ROUND	CLUB	DATE	TIME	VENUE	H/A
1	Adelaide	Sun 30 March	1.10pm	AAMI Stadium	Away
2	Sydney	Sat 5 April	5.40pm	Subiaco Oval	Home
3	Richmond	Sun 13 April	2.10pm	MCG	Away
4	Kangaroos	Sun 20 April	1.40pm	Subiaco Oval	Home
5	West Coast	Sun 27 April	1.40pm	Subiaco Oval	Home
6	Essendon	Sun 4 May	1.40pm	Subiaco Oval	Home
7	W. Bulldogs	Sun 11 May	2.10pm	Telstra Dome	Away
8	St Kilda	Sun 18 May	1.40pm	Subiaco Oval	Home
9	Melbourne	Sat 24 May	2.10pm	MCG	Away
10	Carlton	Sat 31 May	1.40pm	Subiaco Oval	Home
11	Port Adelaide	Sun 8 June	1.10pm	AAMI Stadium	Away
12	Geelong	Sat 14 June	5.40pm	Subiaco Oval	Home
13	Hawthorn	Sun 29 June	1.10pm	York Park	Away
14	Brisbane	Sat 5 July	1.40pm	Subiaco Oval	Home
15	Collingwood	Sat 12 July	2.10pm	MCG	Away
16	Adelaide	Sun 20 July	1.40pm	Subiaco Oval	Home
17	Sydney	Sun 27 July	1.10pm	SCG	Away
18	Richmond	Sat 2 August	1.40pm	Subiaco Oval	Home
19	Kangaroos	Sun 10 August	2.10pm	MCG	Away
20	W. Bulldogs	Sun 17 August	1.40pm	Subiaco Oval	Home
21	Essendon	Sat 23 August	2.10pm	Telstra Dome	Away
22	West Coast	Sat 30 August	5.40pm	Subiaco Oval	Away

# off the field

## BOARD OF MANAGEMENT

Rick Hart (Chairman)

Len Hitchen

(Deputy Chairman)

Tony Buhagiar

Gary Berrell

David Rawlinson

Greg Wall

Mel Ashton

## ADMINISTRATION

Cameron Schwab

– Chief Executive Officer

Keith Black

– Corporate Affairs and  
Communications Manager

Amanda Benny

– Executive Assistant

## FINANCE

Gary Walton

– Chief Financial Officer

Phil Warren

– Financial Controller

Nicole Hobbs

– Assistant Accountant

Akshay Nasta

– Accounts Officer

Minh Tran – IT Manager

## COMMERCIAL OPERATIONS

Narelle Finch

– Commercial Operations  
Manager

Meredith Eddington

– Membership Manager

Alana Bagnara

– Membership Operations  
Coordinator

Bianca Craven

– Membership Clubs  
Coordinator

Debe Daniel

– Events Coordinator

Jayden Kahl

– Sponsorship Coordinator

Shelly Jackson

– Membership Officer

Beryl Hogan – Volunteer

Stuart Hogan – Volunteer

Colin Young

– Corporate Sales Manager

Daniel Metropolis

– Business Development  
Manager

Marion Shervington

– Sales Executive

Gordana Sciano

– Sponsorship Coordinator

Nicole Walker

– Sales Coordinator

## FOOTBALL

Steven Icke

– Football Manager

Chris Connolly

– Senior Coach

Chris Waterman

– Assistant Coach

Kelly O'Donnell

– Assistant Coach

Adam Larcom

– Strength and  
Conditioning Coach

Kevin Ball

– Weights and Skills Coach

Lee Walker

– Player Welfare Manager

Phil Smart

– Recruiting Manager

Brent Dawkins

– Recruiting Officer

Ben Marks

– Recruiting Assistant

Kevin Bryant

– Coach's Assistant

Norm Tame

– Video & Statistics  
Manager

Neil McLean

– Team Psychologist

Julie Meek – Dietician

Gary Antulov

– WAFL Coordinator

Frank Woods – WAFL Scout

Murray McDonald

– WAFL Scout

Simon Eastaugh

– Rehabilitation  
Coordinator/Ruck Coach

Stephanie Neesham

– Player Liaison Officer

Jeff Boyle – Physiotherapist

Craig Allen

– Assistant Physiotherapist

Pat Watson

– Property Manager

Frank Widdicombe

– Assistant Property Officer

Con Regan – Team Manager

Gary Ingraham

– Fitness and Boxing  
Coach/Runner

John Rankin

– Fitness/Swimming Coach

Brad Ravenscroft

– Yoga Instructor

Dr Ken Withers – Doctor

Dr David Day – Doctor

Steven Jackson – Podiatrist

Ivo Capelinha

– Head Trainer

Tanya Reschke – Trainer

Brendan August – Trainer

Karen Emery – Trainer

Michael McBride – Trainer

Stephen Platt – Trainer

Vic Salic – Trainer

Jason Courtney – Trainer

Les Barry

– Recruiting Officer/  
Doorman

John Nykyforak

– Recruiting Officer

Graeme Hadley

– Recruiting Officer

Tony Fiorentino

– Statistician

Mike Atkinson

– Statistician

Luke Lasscock

– Statistician

Andrew Webster

– Statistician

Frank Riccelli – Statistician

Andrew Stone – Statistician

Brad Willey – Statistician

## VICTORIAN OPERATIONS

Wayne Hughes

– Victorian Operations  
Manager

Gary Burleigh

– Opposition Coach/  
Forward Scout

Jeff Morgan

– Coach's Assistant

Justin O'Dwyer – Runner

Noel Bosch

– Recruiting Officer

Shane Rodgers

– Recruiting Officer

John Burns

– Recruiting Officer

Colin Cianter – Trainer

Barry Kirkwood – Trainer

John Parker – Trainer

Rod Yin – Trainer

Guy Balmer – Trainer

Albert Latu – Trainer

Dean Rodgers – Trainer

Barrie Herbert

– Assistant Property  
Officer

Barry Watson – Doorman

Peter Hanna – Transport

Bernard Brickhill

– Statistician

Mario Cananzi

– Statistician

Michael Gill – Statistician

Bernard Magher

– Statistician

Mike Power – Statistician

Darren Ricketts

– Statistician

## SOUTH AUSTRALIA

Geoff Prest

– Recruiting Officer

Graeme Robertson

– Recruiting Officer

Tim McLeod

– Recruiting Officer

Box Fox – Statistician

David Fox – Statistician

Mark Fitzpatrick

– Statistician

Greg Sproule – Statistician

Dennis Burchett

– Statistician

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