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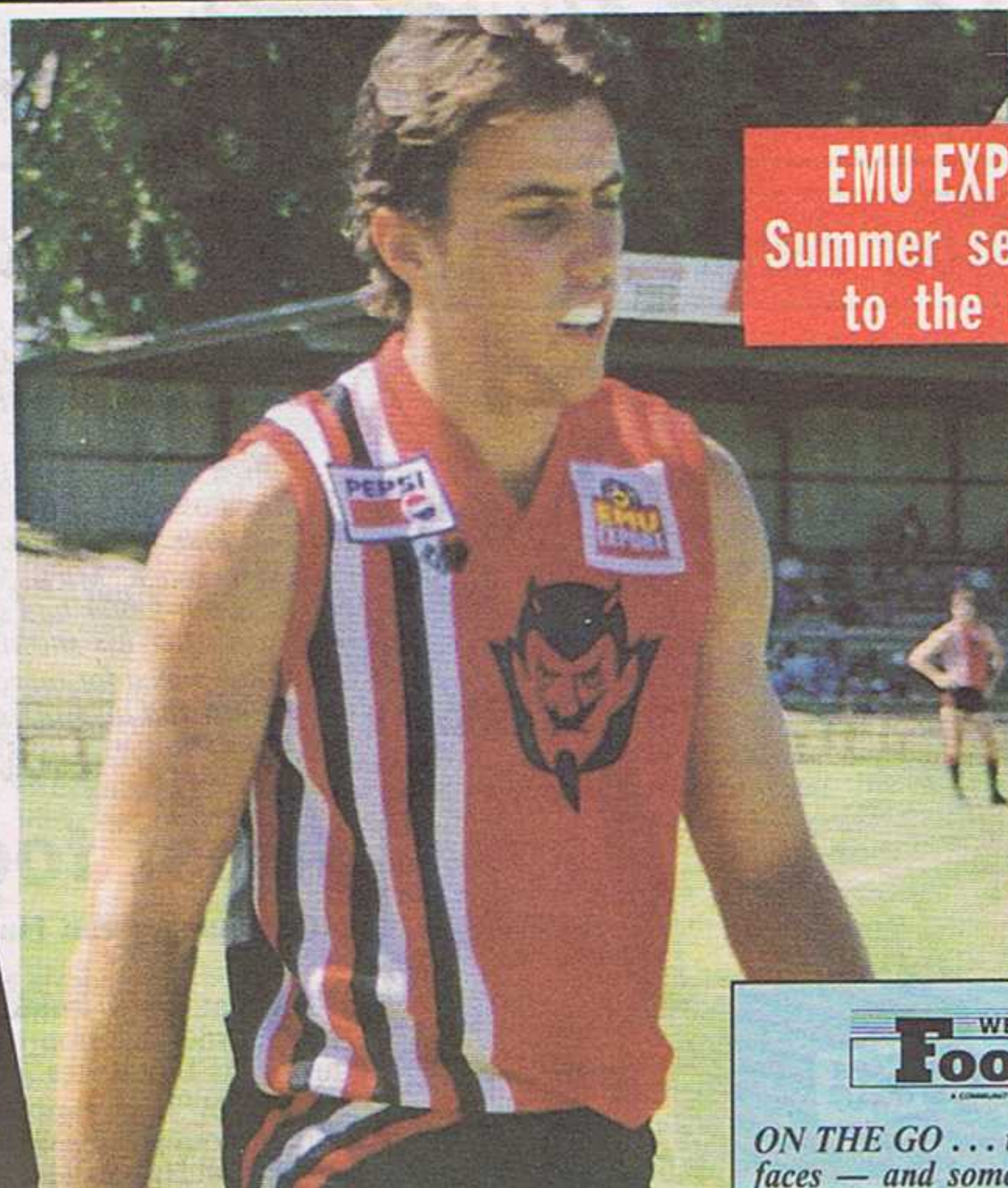
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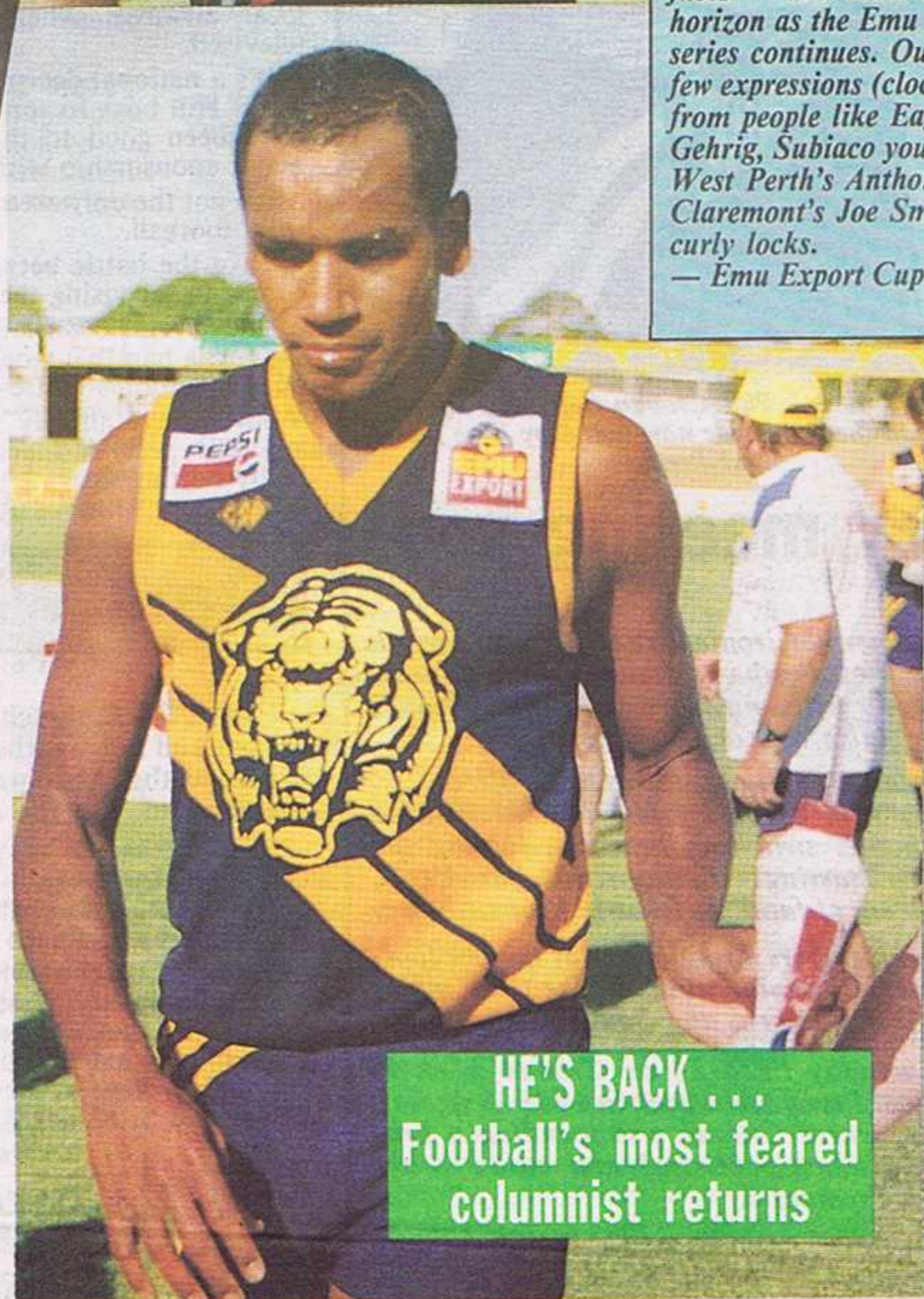
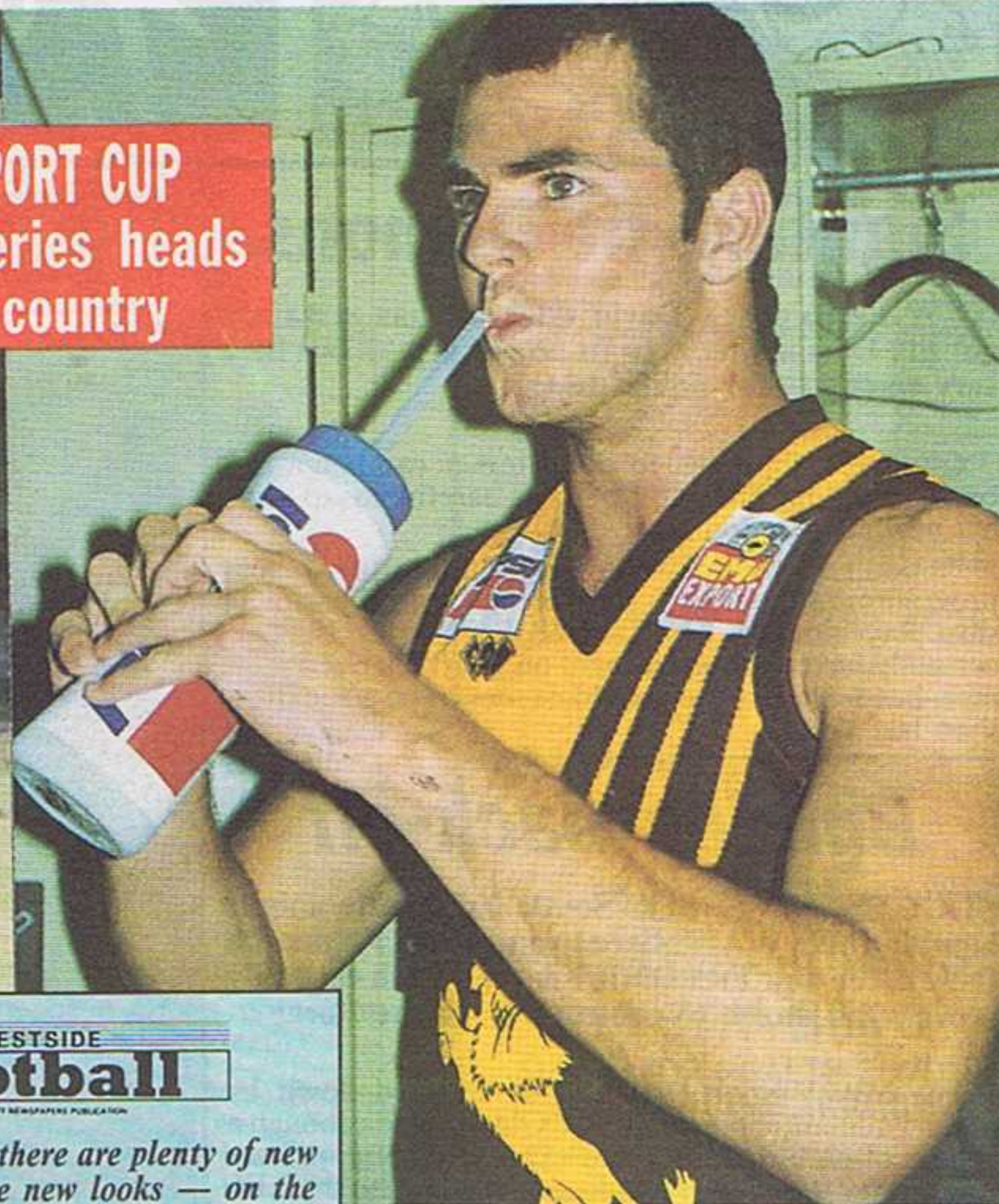
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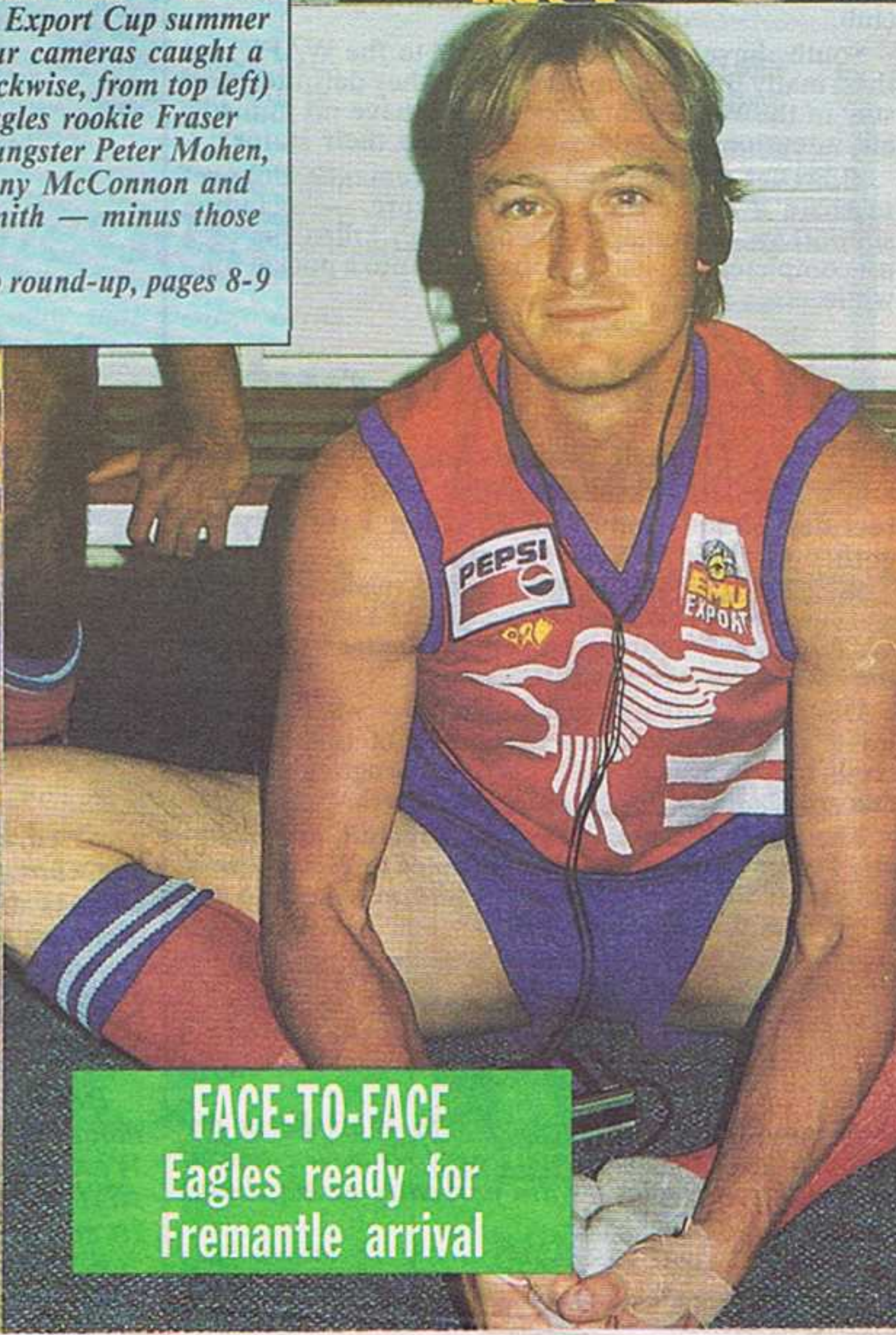
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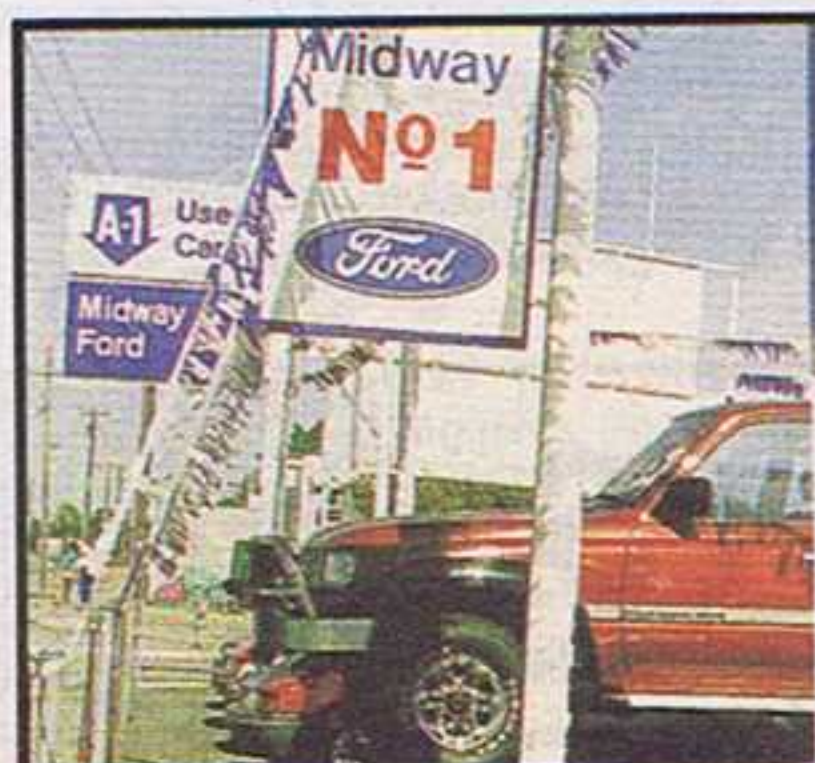
HE'S BACK ...
Football's most feared
columnist returns



FACE-TO-FACE
Eagles ready for
Fremantle arrival

**WESTSIDE
Football**
A COMMUNITY NEWSPAPERS PUBLICATION

ON THE GO ... there are plenty of new faces — and some new looks — on the horizon as the Emu Export Cup summer series continues. Our cameras caught a few expressions (clockwise, from top left) from people like Eagles rookie Fraser Gehrig, Subiaco youngster Peter Mohen, West Perth's Anthony McConnon and Claremont's Joe Smith — minus those curly locks.
— Emu Export Cup round-up, pages 8-9



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TALK TO THE WINNING TEAM — Dave Green (left) Dealer Principal
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Footy Rumours

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around
the traps

Fighting-fit Demons

NEW Perth coach David Glascott has certainly got his Demons looking fit and sharp — but he's very wary of over-doing things.

Glascott's approach to his summer campaign has been a cautious one and he's been careful not to push his new charges too far.

"I don't really know how demanding the fitness programme should be," admits the Carlton premier-ship player on his first look at the WA levels. "We certainly haven't flogged them on the track over summer, but I suspect they could expect to be a bit fitter than last year."

Bulldog back-off

SUGGESTIONS that South Fremantle might hand in their WAFL licence and leave Fremantle Oval to the new Fremantle Football Club certainly provoked a storm of controversy in the Port.

The initial report was quickly watered down by South Fremantle president Ric Gloede, even though a couple of club directors had expressed some private support for the idea of handing over assets to the AFL club.

Souths have since made it clear to the WAFL and their many Bulldog supporters that they definitely will stay in the WAFL competition and have no immediate intentions to re-locate or change their status.

However, with the new and old Fremantle clubs set to share a lot of things in the future — including supporters — perhaps Gloede hasn't killed the idea off completely . . . just handballed it into a pocket for a while.

Royals win out

THE WA Football Commission has stood firm and agreed to the West Coast wishes that new recruits Shane Bond and Brayden Lyle stay together in their WAFL careers.

The Port Adelaide pair were drafted together in 1992 and came West this summer seeking AFL status — and the Eagles believe they can settle in better by being at the same club.

Despite objections from Subiaco — who once enjoyed a player-allocation from each of their WAFL rivals to help prop up their playing strength — the SA duo will both be placed with East Perth.

The Eagles other Eastern States recruit, tall youngster Fraser Gehrig, has been allocated to Perth — over objections from East Fremantle, who were keen to add a big man to their thin squad.

Training hardships

WHILE everyone connected with West Perth are excited about the prospects of their new home at Joondalup, the players are currently doing things the hard way.

The Falcons are almost back to the bad old days as they survive a lack of good facilities and are forced to change in the car park and drive home for their showers.

But the big squad are taking the hardships in their stride as the Joondalup Arena comes together quickly.

The changerooms are still being constructed, which means that the players have to be careful where they tread and generally it's a pretty interesting sight in the car park as bodies strip down for action.

Many of the young Falcons live out Joondalup way, so the drive home to a shower isn't all that bad.

Falcon rendezvous



MATES NOW . . . Phil Cronan (left) and Richard Dennis are on the same side now that they have joined West Perth

Fancy meeting you!

IT WAS somewhat ironical that Richard Dennis should join West Perth on his return from Victoria — linking up with much-travelled Phil Cronan who is the club's new assistant coach.

The 27-year-old Dennis returns home after a 70-game career with Carlton and North Melbourne and though he's switching loyalties, joining the Falcons after starting with city rivals East Perth, there are plenty of familiar faces in his new home.

He well-remembers Cronan, one of the few footballers to achieve senior status in the three major States — WA, Victoria and South Australia.

Dennis actually lined up on Cronan when he made his East Perth debut back in 1983 — against West Perth, where Cronan was spending a brief stint after a much-publicised and costly switch from South Fremantle.

Four years later, when he made his VFL debut in Carlton colours, Cronan was a Footscray man and his opponent again.

"I remember him alright," says Dennis. "He gave me a biff in my first VFL game and I never caught up with him!"

Dennis, a talented half-forward who was troubled by injury in his latter years in Victoria, was enticed to West Perth through the presence of brother Jeff, who is the club's football manager.

Suma kicks back

MUCH-maligned Eagles full-forward Peter Sumich showed the benefit of some extra work when he kicked back strongly against Geelong.

Sumich, who didn't kick a goal in West Coast's thrilling Foster's Cup loss to Adelaide at Football Park, notched four majors against the Cats on Sunday.

Eagles coach Mick Malthouse revealed that the booming left-footer had spent extra time on the training track after his showing against the Crows.

Sumich was a lot more desperate when the ball was up forward and his work ethic when the Cats defenders had possession was heartening.

Fast food battle

HOW hungry can Hungry Jack's get?

Just watch how quickly they react to the Channel 7 (Melbourne) decision to cut them out of advertising during AFL matches.

Channel 7 have opted for the bigger advertising dollars from rival fast food chain McDonald's, which means that HJ's will hardly get a commercial in on the local airwaves when Eagles matches are being televised.

It's a national decision by Seven, which leaves the Tuart Hill boys in something of a dilemma, as HJ's have been good to them, mainly because of their major sponsorship with the Eagles.

It's not the only area where the power of television rules football.

Take the battle between Seven and Nine when it comes to televising the game.

The Seven Network in Melbourne want the AFL to support a ban that would keep the Nine cameras out of changerooms and even match venues.

Seven have already stopped Nine from televising any AFL practice matches this year, so the battle is really hotting up.

Cats wilt in heat

PRACTICE matches are played early in the season and hot weather has to be expected — but it's time the AFL woke up and scheduled pre-season games in the cooler evenings.

Geelong utility Paul Brown lost five kilograms in only one half of football in the Cats narrow win over West Coast at Subiaco Oval on Sunday.

Although coaches Malcolm Blight (Geelong) and Mick Malthouse (West Coast) weren't overly concerned with the 33-degree heat, it surely makes more sense to play matches under lights — like this Saturday night's clash at the WACA Ground between the Eagles and St Kilda.

Female touch

THE WA Women's Football League is following West Perth to Joondalup — as well as South Lakes — in an attempt to expand their competition this season.

Clubs are already established in Victoria Park, Koongamia, Murdoch University and Innaloo as the league continues to grow.

Training for the four established clubs has already started. For further information on women's football call Dhara on 271 9729.



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PERCY'S POINT . . .



Fast-talking hard-hitting 6PR football critic and Aussie Rules addict PERCY JOHNSON has his say in Westside Football

WEST Perth have seen the light — so how long will it be before East Perth and Perth catch up with reality?

The sensitive question of the future facing those three city-based clubs has dominated a lot of thinking in recent years — just have a look at the Football Commission's Football 2000 Report a couple of years back — and when you review their premiership achievements, you'll realise they've been out of the ball park for a long time.

Royals and Demons should look ahead

It's 19 years since West Perth won a flag; 17 since Perth's last premiership and 16 years for East Perth. The Falcons at least got to a grand final last year, so they're on the way back.

And now look at them — they've taken the plunge to move out to Joondalup, their membership is already up on last year's and they seem to be getting great sponsorship support from out that way. Their football should improve as a result.

The City of Perth is the dead heart of football in WA — the residential districts surrounding the three grounds — Leederville Oval, Perth Oval and Lathlain Park — are stagnant, they've lost their football productivity.

Unless Perth and East Perth move out to the suburbs, where the people are, they'll wither and die — and the Royals could be dead and buried before Charlie Chandler's tree blossoms again.

Go to those clubs and what do you see? The same old faces around the bar, talking about the good old days!

Perth should be looking at the Canning Vale area. It's a huge growth region, not only industrial, but residential. Forget about Kelmscott and Armadale — they're half-way to being dead areas anyway.

Perth should be south-east of the city, in that southern corridor where thousands of new homes and potential footy fans are growing up.

As for East Perth? Well, they should have gone to Dianella years ago; now it's too late. They should go further north . . . Ballajura, Malaga and Beechboro are huge residential and industrial growth areas.

They need to locate somewhere north of the city and east of Joondalup.

It's not possible for clubs to survive in the city, even if some die-hards think we should keep a city-based ground.

Let's take the footy out to the people.



INJURY WOES . . . Mitchell White faces an agonising time on the sidelines as he recovers from a groin injury

Quiet achiever sadly sits on the sidelines

FORGOTTEN West Coast defender Mitchell White is facing an opponent more daunting than any opposition forward.

The premiership half-back is playing a frustrating waiting game on a slow-healing groin which could keep him off the field for six months.

Orthopaedic surgeons have ruled out surgery as a solution, prescribing rest as the only suitable rehabilitation.

"The doctors told me the success rate for operations on this type of injury are very low, so there was no point in having surgery," White said.

"It is not a common injury, so there is not a lot they can tell me, apart from giving it plenty of rest."

UNFAMILIAR

The young Eagle is in unfamiliar territory, as he has never before had to deal with a serious injury.

He was unscathed throughout his junior career and in his first two seasons with West Coast.

It was testament to White's perseverance that he managed to play 20 games last season, including two finals.

The injury has been attributed to wear and tear.

"The strange thing was I didn't actually do the groin at any one time, you know, it didn't pop out or anything like that. It just became sore over a period of one week last July," White recalled.

"I couldn't improve playing every week, so I had to nurse myself through training and the matches.

"Then I slipped and did the splits against Essendon in the first semi-final and I knew I was in real trouble."

CARTILAGE

White has damaged cartilage and bone in his groin and has lost a pre-season of preparation.

"I have been able to swim and do bike riding, but I'm not allowed to run until it feels right and it doesn't feel right," he said.

"That is the worst part of it, watching the rest of the blokes running around and kicking footies. I have to wait until the groin feels right before I can even think about starting all that."

As a result, White will be eased back into form with Subiaco.

"By the time I get back onto the field it will be six or seven months since I last played," White said.

West Coast football manager Trevor Nisbett said it was impossible to put a time-span on White's return.

"It comes down to rest and that could mean six weeks or six months, we just don't know," Nisbett said.

By GLEN QUARTERMAIN

"Mitchell has been training very hard, trying to maintain his aerobic fitness, but it does set you back when you can't do the running work."

White, a fourth year commerce student at Curtin University, at least has

the benefit of time.

It is difficult to believe White, a member of West Coast's historic premiership team in 1992, will celebrate his 21st birthday later this month.

Sadly, he will not be enjoying the occasion as a member of the West Coast line-up.

Eagles on way back

WEST Coast will be bordering on full strength entering Saturday night's practice match with St Kilda at the WACA Ground.

The Eagles are set to welcome back Don Pyke, Michael Brennan, Guy McKenna and Paul Harding after they were rested for last Sunday's Geelong clash.

Harding was named, taped up and stripped, but spent the entire four quarters against the Cats on the interchange bench as "insurance" for starting ruckmen Ryan Turnbull and Jason Ball.

Veteran tagger Dwayne Lamb and on-baller Matthew Connell are uncertain starters and could line-up for Subiaco against West Perth in their Emu Export Cup match on Sunday.

Winger Chris Mainwaring (hamstring) and robust forward Karl Langdon (knee) remain doubtful.

"Mainy will be very much touch and go," West Coast football manager Trevor Nisbett said this week.

Rover-forward Tony Evans is a definite non-starter with a cracked cheekbone and severe concussion, the legacy of a clash with Geelong's Tim McGrath last Sunday. He will be sidelined for a minimum of two weeks.

The St Kilda trial match will be the Eagles final opportunity to experiment against a quality AFL team before the opening round against Essendon.

A large group of West Coast players, including forwards Peter Sumich and Brett Spinks, have been training an extra 30 minutes each session in the last week or so to reach peak fitness in time for the Bombers appointment.

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PRESENTS ...

He's back!

... and we'd like to apologise in advance

FOOTBALL's most-feared columnist returns to the pages of Westside Football after a four-year absence — brought back by public demand, with a need to inject some humour and controversy into our great Aussie game. However, the opinions of The Hood are not necessarily those of Westside's management!

THE HOOD



HAVE a good look at this photograph, Falcon fans ... you mightn't see this broad grin for a while.

Yes, you've guessed it. Big Basil Zempilas has done it again — found a reason to be sitting on the sidelines nursing an injury.

And nursing is the apt word.

Basil's got a rather punctured face after a sickening meeting with a large lump of wood — a goalpost nonetheless.

Now the gangly big man is recovering from stitches to his mouth and head region and won't be appearing on your television screen for a little while.

With Basil's move into the TV arena, his football career could well be in jeopardy, as television rosters don't always provide the right time off for sporting stars.

But if Basil can't keep his nose out of danger, his TV career could be under review as well!

DAVID Glascott's enthusiasm with last year's cellar-dwellers Perth, is something to be admired.

The rookie Demons mentor is quick to encourage his charges and seems to prefer addressing his players one-on-one — a ploy which has worked with Perth winning their opening two Emu Export Cup matches.

His eagerness to get down to his players at half-time against East Perth at the WACA Ground on Monday night, did cause him some problems, however.

In his first coaching stint at Western Australia's home of cricket, the former Carlton star took the wrong turn from the balcony on the way down the stairs and headed towards the media's tea-room.

During his brief moment of apprehension, David blurted out "how do you get out of this place?"

Let's hope Glascott doesn't have the same problems at other grounds!

THE change-of-mind by Eagles Mr Fix-it, Chris Waterman, about his long-term future was rather mystifying last week.

The word was out that Muddy was avoiding signing a contract because he wanted to keep his options open for the Fremantle side in 1995.

But when he was left behind as the Eagles flew off to Adelaide for their Foster's Cup clash, Waterman realised that it could get mighty lonely on the sidelines this season.

So he accepted an interesting contract binding him to the Eagles for three years — and leaving the Fremantle recruiters scratching their heads.



Chris Waterman

SO who hasn't re-signed with the Eagles so far?

Just Chris Mainwaring and Peter Matera, that's who!

The dashing pair of wingmen are the only two Fremantle-produced Eagles who haven't been stitched up on long-term contracts — and they are unsigned for contrasting reasons.

Matera is holding out for a pay rise — not quite \$150,000 a year, but it's a six-figure sum — while Mainwaring's whole future, football and television, hinges around his public image and his ability to keep out of controversy for a while.

AND talking about contracts . . . don't let the five-year deal signed by Eagles ace Peter Sumich fool you.

The talented vegie buyer might be looking fitter and trimmer this year and determined to bag a heap of goals, but that won't guarantee him a life-time career with the West Coasters.

Suma's no cabbage when it comes to collecting plums and he's obviously had the carrot dangled in front of his nostril. He could well end up at another club as part of a future trade-off . . .

SOUTH Fremantle, it seems, are spitting chips about a few things at present — including money owed to them by East Perth.

The Royals put the pressure on to win a clearance for Paul Mazurek — who was immediately their best in an Emu Export Cup clash — but the Bulldogs reckon they're still out of pocket over the Derek Collard clearance a year earlier.

SOUTH Fremantle officials were in a glum mood as West Perth kicked off their Emu Export clash at the WACA Ground with a host of goals.

Some Bulldogs die-hards had just backed their beloveds to win this year's Pepsi Cup and as the team was routed by the rampaging Falcons, the September finals looked a long way away.

Souths got their big-man/small-man formula wrong against West Perth.

You can't have a team full of big men and not enough little men to carry the ball . . . so there's a Situations Vacant sign hanging outside Fremantle Oval calling for mobile midfielders to apply within.

With the Bulldogs frothing at the mouth and the Royals putting the bite on them for players — and a Fremantle AFL side about to rip their supporter's hearts out, things aren't all that rosy at the Port.

THE insiders who are tipping deposed Hawthorn coach Alan Joyce as the man for the Fremantle job are building in confidence.

But don't rule out Robert Shaw!

The Fitzroy Lions are struggling to beat off the creditors and while Shaw is contracted to the end of this year, that doesn't mean he's not high up the list for Fremantle.

And while we're down Freo way, there's certainly a perception that Claremont coach Gerard Neesham can't get the job simply because he hasn't had Victorian experience.

That's garbage!

What about Graham Farmer, Ross Glendinning, Barry Cable and so forth? They didn't have Victorian experience, but they went East and showed the Vics how to play!

KARL Langdon might be everyone's friend out there in TV-land, but he's not too popular in the AFL tribunal, is he?

His 10th visit to the tribunal resulted in another three-week suspension, this time for deliberately tripping Adelaide's Mark Bickley.

Langdon's comments after the tribunal inferred that he's being picked on by the umpires, but maybe it's time he let his boots do the talking and kept his feet out of his mouth.

He's starting to look bigger than the game and he's whingeing far too much about his treatment on the field.

The video replay clearly showed that he tried to trip Bickley and that's all there is about it.

What about playing footy, Karl? Forget about the things that go on around you; learn to apply the second and third effort a bit better; hold your marks and let your footy speak for you.

REMEMBER Shane Stempel?

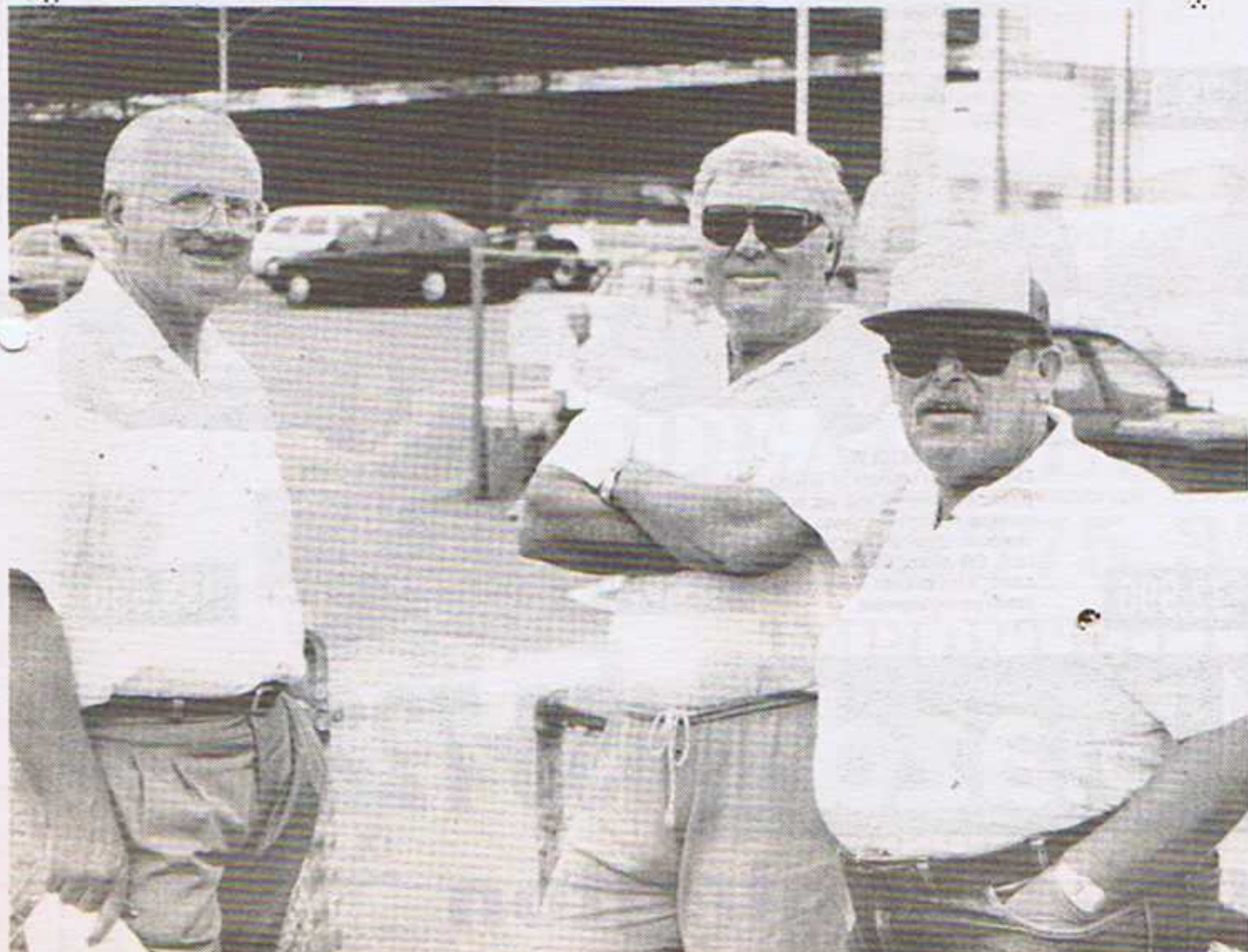
Swan Districts people certainly do as he featured prominently in their 1990 premiership.

But he's a bit of a mystery man is the boy from Bunbury and he's had more chances to graduate to the big-time than Mal Brown retirement announcements.

Surprise, surprise . . . big Stemp was back at Bassendean Oval this year seeking to revive his career once again under the only man who's ever been able to get through to him — John Todd.

But while Stempel was listed to play in the Emu Export clash with Subiaco, he didn't line-up. Seems as though his on-again-off-again career is back in limbo land once more.

HEAVYWEIGHTS . . . there's no shortage of strong off-field support for the Bulldogs, as this picture shows. Keeping a careful eye on training at Fremantle Oval are (from left) vice-president Terry Dean, radio and TV megastar Bob Maumill and Malcolm Brown's long-serving right-hand-man Tom Lobban, who serves as chairman of selectors



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- 49 Troy Davis (Perth)
- 49 Jason Ball (Swan Dist)
- 48 Matt Connell (Subiaco)
- 48 Steve Malaxos (East Frem)
- 47 David Hynes (Eagles)
- 47 Clinton Wolf (Claremont)*
- 47 Greg Turner (South Frem)
- 47 Paul Evans (East Perth)
- 47 Michael Sidebottom (Swan Dist)

* Denotes that tally includes games with more than one club as follows: Clinton Wolf 28 Claremont, 19 East Fremantle

100 GAMES

- 99 John Zaikos (Perth)
- 97 Peter Wilson (East Frem)
- 96 Mark Amaranti (East Frem)
- 97 Darren O'Brien (West Perth)
- 93 Karl Langdon (Eagles)
- 93 Greg Walker (Swan Dist)
- 93 Chris Waterman (Eagles)

150 GAMES

- 146 Dwayne Lamb (Eagles)
- 145 Chris Waterman (Eagles)*
- 141 Lucio Baroni (East Perth)
- 140 Adrian Barich (Perth)
- 140 Richard Dennis (West Perth)*
- 140 Michael Brennan (Eagles)

* Denotes that tally includes games with more than one club as follows: Richard Dennis 70 East Perth, 57 Carlton, 13 North Melbourne; Chris Waterman 93 Eagles, 52 East Fremantle

200 GAMES

- 199 Steve Malaxos (East Frem)*
- 198 Craig Nelson (West Perth)*
- 192 David Hart (Eagles)*

* Denotes that tally includes games with more than one club as follows: Steve Malaxos 48 East Fremantle, 151 Claremont; Craig Nelson 175 West Perth, 23 West Torrens; David Hart 112 Eagles, 73 South Fremantle, 7 West Perth

250 GAMES

- 248 Darrell Panizza (Claremont)

300 GAMES

- 281 Dwayne Lamb (Eagles/Subiaco)*

* Denotes that tally includes games with more than one club as follows: Dwayne Lamb 146 Eagles, 135 Subiaco.

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Two new columnists

Oh, to be a forward

PITY those poor AFL or WAFL full-backs during the pre-season competitions.

Healthy goal tallies by Jason Dunstall and Tony Modra in the AFL competition and Jon Dorotich and Jason Heatley locally would be giving goal custodians across the country nightmares.

However, without denigrating the ability of the quartet, there is no doubt they have been aided and abetted by the experimental three umpire system.

It has been noticeable that an umpire has been stationed in the 50-metre attacking zone at each end of the ground and is virtually waiting for the ball to be delivered to the full-forward.

Statistically, at least, no more free kicks have been evident and there is uncertainty over these tactics returning when the AFL and Pepsi Cup seasons unfold.

Writing as a former defender (and perhaps a little biased), the rules are being modified too much to assist forwards and with the aid of the centre square rule, goal sneaks could easily kick 150 majors a season with the trio of field umpires on the job.

RECRUITING

While on the subject of umpires, congratulations to David Johnson, the WAFC Director of Umpiring, who has achieved a 100-percent increase in numbers this season.

The popular former umpire has worked particularly hard in the recruiting area and is using the Emu Export Cup series experimental three-umpire

system to "fast track" inexperienced whistle-blowers by placing a rookie with two more seasoned campaigners.

Johnson also has a refreshing attitude to discussing the inadequacies of umpiring.

For too long umpires have not been accountable to anyone within the football system.

"We have improved a lot since the first series of Emu Export games" said Johnson this week, in reference to the three umpire system.

"At one point Sam Kronja worked in the end zone for 10 minutes at a stretch and thought he had better pay a free kick to justify his existence.

"As a result, he gave what was generally considered a soft free."

CONCENTRATION

Johnson also recognises that some umpires — just like players — could have a problem with concentration when not involved in the play for long periods.

However, he continues to work with his Victorian counterpart, the much-maligned Bill Deller, to streamline the three-umpire system.

Both men believe it is imperative that the system is adopted sooner rather than later.

"The pace of the game demands it," says Johnson. "But can football, especially the WAFL, afford a 50-percent increase in field umpiring fees for each of the 84 games of the qualifying rounds?"

The umpires must also be congratulated on the interpretation of the 50-metre and 25-metre rules so far in the Emu Export series.

The 50-metre penalty has always been like shelling a peanut with a sledge hammer. After all, the old 15-yard rule read that a player could be taken back "up to 15-yards"

So far the umpires have interpreted the lesser offences very well, especially an accidental indiscretion with a player stepping over the mark.

Obviously the 50-metre penalty re-

Sprigg Marks



with **TREVOR SPRIGG**

Radio 6PR's former State and East Fremantle defender and West Coast Eagles chairman of selectors

mains and should be rigidly enforced for blatant time-wasting infringements.

While handing out bouquets, Johnson's development plan is to be commended with many district junior council umpires coming through the system to graduate to league ranks, with Grant Vernon, Trevor Garrett, Greg Scroop and Kronja earmarked for regular AFL action.

MY VIEW



with **ALAN JOYCE**
former Hawthorn premiership coach and player

IT surprised no-one when the army of Collingwood supporters expressed outrage over the axing of premiership icon Peter Daicos.

The switchboard at Victoria Park was jammed with telephone calls the following day with some angry supporters threatening to stage a protest rally.

The Daicos emotion was obvious when he said: "I've just had my heart torn out."

But spare a thought for the man who had to deliver the news, Collingwood coach Leigh Matthews.

Take it from me, it's not easy telling a club stalwart that his career is over.

Daicos axing was not easy

In my four years as coach of Hawthorn, I had to face the likes of Robert DiPierdomenico, Peter Schwab and John Kennedy with the same news as Matthews delivered to Daicos.

These players had given their bodies and souls to the club over a long period, but it came down to one fact of life — no footballer can play forever.

As a coach, it is a heart-wrenching dilemma.

Your heart is recalling memories of great deeds of courage and skill, but your head is telling you to be practical.

It's not a decision you can not take lightly.

A coach will spend countless hours talking with his staff and other club officials before reaching a decision.

But ultimately, the coach has to take the responsibility of making the final decision and informing the player.

It is a no-win situation. You put the club first and incur the wrath of supporters and vice versa.

The reduction of AFL lists to 42 has only made the job more difficult for coaches.

Players often do not understand why when the news is first broken and feel rejected.

But in time they learn that the club always comes first.

Matthews is moulding the foundation of what he hopes is a premiership side, and cannot afford to deviate from his plans, even for a player as decorated and universally admired as Daicos.

My mind is cast back to the minutes leading into the 1991 grand final when Hawthorn defeated West Coast at Waverley Park.

The sight of Dipper, Schwab and Kennedy in the rooms, despite the fact they had not made the grand final side, shaking players hands and wishing them luck, was a genuine spirit-lifter.

It showed that they were not just great club men, but real men.

I am sure Collingwood can expect no less from Daicos.

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Demons hope for another goal-machine

PERTH can feel grateful that first impressions are often deceptive.

When Demons president Barry McGrath first watched Brenton Cooper, the Victorian country recruit did not exactly set the football world alight.

Playing for the Goulburn Valley league against Bendigo, Cooper failed to earn a kick and, in his own words, was "very ordinary".

But Perth persisted, signed the Shepparton United forward and the result could just turn around the Demons fortunes in attack.

The 20-year-old Cooper has been the star of the Emu Export Cup series.

He kicked nine goals from a forward

By **GLEN QUARTERMAIN**

pocket in the Demons opening Cup 63-point thrashing of East Fremantle at Lathlain Park and followed up with seven majors in last Monday night's 24-point win over East Perth at the WACA Ground.

"It has been a great start, but I've had a lot of help with the blokes upfield looking for me," a modest Cooper said.

"You can't kick many goals if you

keep leading out and no-one kicks it to you."

Cooper joined Shepparton United at under-14 level from Notre Dame College and in 1991 graduated to senior ranks.

He played 60 games in three seasons, but initially earned his jumper as a half-forward or half-back.

It wasn't until last year that Cooper settled at full-forward, kicking 104 goals.

"Up until I was 18, I was only 5ft 10in (178cms) tall. But all of a sudden I shot up and they started looking at me as a full-forward," Cooper said.

AMBITION

Cooper is not over-reacting to his early success, but holds onto a long-term ambition to play at the elite AFL level.

He was contacted by Hawthorn and Melbourne two seasons ago and Collingwood earlier this year, but is yet to figure in the national draft.

That could all change next season when Fremantle enters the national league.

"In the long run I would like to go as far as I can," he says.

"But at the moment I'm a Perth player and my goal is to establish a senior position and keep it; that's as far ahead as I can look."

Cooper is not the only Victorian newcomer to the Perth outfit.

Apart from coach, former Carlton premiership winger David Glascott, the Demons have recruited Dustyn McKenna and Shane Guthrie from Lemnos, which is also in the Goulburn Valley league.



ON TARGET ... Victorian recruit Brenton Cooper has given the Demons a boost in the goalkicking department



EAST Perth skipper Lucio Baroni has been in solid form after an injury-free season and here he has the goals in his sights as he attempts a soccer shot under the watchful eye of the goal umpire

— Picture by **MICHAEL RADALJ**

Perth pair set the pace

PERTH'S Brenton Cooper and Winston Abraham share the lead in the John Worsfold Medal after two rounds of the Emu Export summer series.



HANDY HELPER ... Jon Dorotich has been a big influence since returning to South Fremantle

The pair have starred at opposite ends of the ground for the Demons and hold a two vote lead over Subiaco skipper David Snow with eight votes.

Cooper has been in scintillating touch, kicking 16 goals in just two games, while Abraham, a forward last year, is appreciating the switch to defence by coach David Glascott.

Snow polled one point in the Lions first round loss to Swan Districts, but received top votes in Subiaco's win over South Fremantle at Mandurah last weekend.

A group of seven players are a further vote away in equal third place

Leading vote-getters:

8 — Brenton Cooper (P), Winston Abraham (P); 6 — David Snow (S); 5 — Andrew McGovern (C), Derek Hall (WP), Fraser Gehrig (P), Greg Jones (WP), Kelvin Holmes (C), Stephen Pears (P), Travis Edmonds (SD); 4 — Brendan Green (C), Brendan De Gois (WP), Darren Finlayson (SD), Darren Harris (WP), Jon Dorotich (SF), Quenton Leach (C).

Friendly start



WEST Perth midfielder Darren O'Brien, who has enjoyed a rare summer without the worry of injury, gets to know young umpire Tim Priest before an Emu Cup hit-out



1994 EMU EXPORT SERIES

ROUND 3

Friday, March 11:

South Fremantle v Swan Districts, WACA 6pm
East Perth v East Fremantle, WACA 8pm

Sunday, March 13:

West Perth v Subiaco, Bruce Rock 3pm
Claremont v Perth, Albany 1pm





ABOVE: SAID YES ... Guy McKenna is welcomed into the Optus camp by regional manager Ian May, with national marketing manager Russell Scrimshaw (right) in town for the sponsorship announcement

What a

THE West Coast Eagles have announced a 17-percent increase in their sponsorship for season 1994 — and a minor change in their on-field leadership. A special sponsor's function this week heard details of how 25 companies will inject a record \$2.8-million in funds — putting the Eagles near the top of the AFL sponsorship ladder. Joint major sponsors Hungry Jack's and SGIO are joined



ABOVE: FLYING HIGH ... Qantas duo Justine Bell-Morris and John Purnell enjoy the Eagles function



ABOVE: TOP TRIO ... the Eagles on-field leaders (from left) Michael Brennan, John Worsfold and Guy McKenna were introduced by another impressive trio at the annual sponsor's function



LEFT: FINE TASTE ... Emu Export pair Michael Cope (left) and new managing director Gary Smith with Eagles winger Chris Mainwaring

RIGHT: BIG BACK-UP ... Coach Mick Malthouse announces the 1994 on-field line-up, with the impressive list of sponsors at his back-drop



BOUNCE INTO

CLUB

RUMOURS

top trio

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by elite-level sponsors Optus, Swan Brewery and Town and Country Bank, with 20 other firms adding a minimum of \$50,000 each to be associated with the club.

The re-appointment of captain John Worsfold for a fourth year was a natural decision, with Michael Brennan again serving as vice-captain and Guy McKenna stepping into the deputy vice-captain's role.



KICKING ON... Town and Country Bank's chief executive Ray Turner welcomes Eagles coach Mick Malthouse to the team once again, with Kevin Ridgewell (left) and John Harries in the action also



WITH YOU... Eagles skipper John Worsfold with the SGIO camp (from left) Ian Brown, Darryl Regan and Brian Allen



Michael introduced function
e (left) and inger Chris
nounces the sponsors as

RIGHT: RIGHT PRICE... Don Pyke chats to Marlows chief Ray Della-Pollina, with Eagles chairman of selectors Ian Miller in the background



MEETING PLACE

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PRESENTS . . .



Face to face

Football life will change in Western Australia next year with a second AFL team in the State. ALAN EAST talks to Eagles general manager Brian Cook about the challenge ahead for the 1992 AFL premiers.

Eagles are ready to face the Freo attack

THE burning issue of a second AFL team out of Western Australia has been simmering for a couple of years — and now that the Fremantle club has become a reality, the fire is raging.

It's a topic that could well divide the entire West Coast — and that's not only the existing AFL club, but the whole populace itself.

Two teams from the one town — Fremantle is still part of Perth, even though geography tells you different — competing at the elite national level is bound to create some enormous rivalries . . . but that's going to be tremendous for football itself.

However, the people who are going to be most crucially affected are the West Coast Eagles themselves — they will suddenly have to share their town; their loyal followers; their players; their sponsors and the one-team-town advantage they have enjoyed for seven years.

Brian Cook, West Coast's general manager, is one of the key men who turned the fledgling Eagles into a fighting force feared by all across the borders.

The glitzy 1987 start to the Eagles campaign was fraught with danger, especially as the high-fliers burnt their millions in trying to keep the club alive. It's history now that Cook and his efficient band of workers have turned it all around to where they are a very profitable operation — with a premiership after six years to boast about.

So how will this new club on the block affect the Eagles?

“We're not sure,” says Cook, with his typical straight-forwardness.

“On and off the field, we're stabbing in the dark a little bit as we try to assess the effects.”

“We commissioned accountants Arthur Anderson to survey our members and sponsors and they came up with some interesting commercial results.

“They estimate we'll lose about 10-percent of our membership, which isn't all that bad when you consider we're up to 26,000 this year and we're probably limited to that figure in the future. Given good on-field performances, we should be able to cope with a loss of 2500 or so, keeping in mind our new members.

“About 25-percent of our members actually live in the Fremantle region, so we're obviously worried about that position.

“But the sponsorship figure is a bit more concerning. They suggest we'll drop about 25-percent, something between \$400,000 and \$700,000, which on a total figure of \$2.6 million is rather damaging.

“We accept the fact that there will be some

West Australian firms who will share their loyalty and go with the Fremantle team as well. There will be others who'll pull out completely to avoid being labelled with one side or the other.”

Cook says that overcoming the sponsorship drop won't be easy; there's only so much money to go around a State like WA.

But the problem could well be someone else's — not the Eagles.

With the WA Football Commission owning 75-percent of the Eagles, the coffers of football in general will suffer if West Coast's income drops.

That means the Commission, who should receive something like \$2-million in profits from the Eagles this year, will have to cover any shortfall themselves — as well as prop up the new side under their licence umbrella. The new side certainly won't return a profit for a few years, based on the Eagles track record.

“It's going to be a pretty aggressive marketplace,” says Cook. “We understand that and for that reason we've signed major sponsors like SGIO, Hungry Jack's, the Swan Brewery and Optus up for three years.”

Cook, a former Hawthorn player who came West to continue his career, turned to coaching and then sports administration, knows how to learn from your opposition.

One of the first things he did when he stepped up from WAFL administration to the Eagles hot seat was to spend a day in the Hawthorn camp sampling the organisation of a club considered to be trend-setters off the field.

And he expects the Fremantle camp to learn from the Eagles and their many early mistakes.

“It's generally accepted within the AFL that the Eagles have got an excellent off-field set-up,” says Cook, who heads an 18-strong team of full-time administrators, marketing, sponsorship and football people.

“Adelaide have copied many of our policies, but



RIGHT ROAD . . . Brian Cook has steered West Coast on the road to stability and financial success

football in Australia is still five years behind the managerial and corporate attitudes of the big business world.”

There are a number of other areas that worry Cook and he's not afraid to lay the West Coast worries on the table.

“What do we do about junior development?” he asks.

“The Eagles do a lot of work in the development area, right around the State. But do we suddenly stop visiting schools and holding coaching clinics in the Fremantle region? I certainly don't think so, but we have to weigh up the future benefits if we're working in the breeding ground of a rival club.

“Hopefully, the Fremantle side will also get right into development and we'll share the load, with centralised programmes and maybe even independent people doing the work.

“The same applies to our very considerable charity programme. We don't want to have to cut certain projects out simply because they might have a Fremantle affiliation.”

The question of zoning the eight WAFL clubs — who come under the Football Commission umbrella and are, therefore, financially linked to both AFL camps — is a sensitive issue, especially now that the initial player rules from the AFL tie the two Fremantle clubs, Swan Districts and Claremont — certainly the plumb development areas — to the new side.

Initially, the Eagles felt they would have to move their squad members out of those four clubs.

For example, a player like Brett Spinks would have mixed feelings developing his raw football talents via the South Fremantle club, only to be aligned with the West Coast camp.

“But we don't think now that we'll do that,” says Cook.

“We'll just have to sit back and have a look at how things pan out with players like Spinks. We won't jump at shadows at this stage.

“We're not in favour of the zoning of four clubs to each team; we'd rather have an open State, but they are the rules, so we'll play by them and watch the developments closely.”



LOYALTY . . . will dedicated Eagles fans — and even sponsors — like these continue to follow the Eagles?
Page 12 — Westside Football — Thursday March 10, 1994

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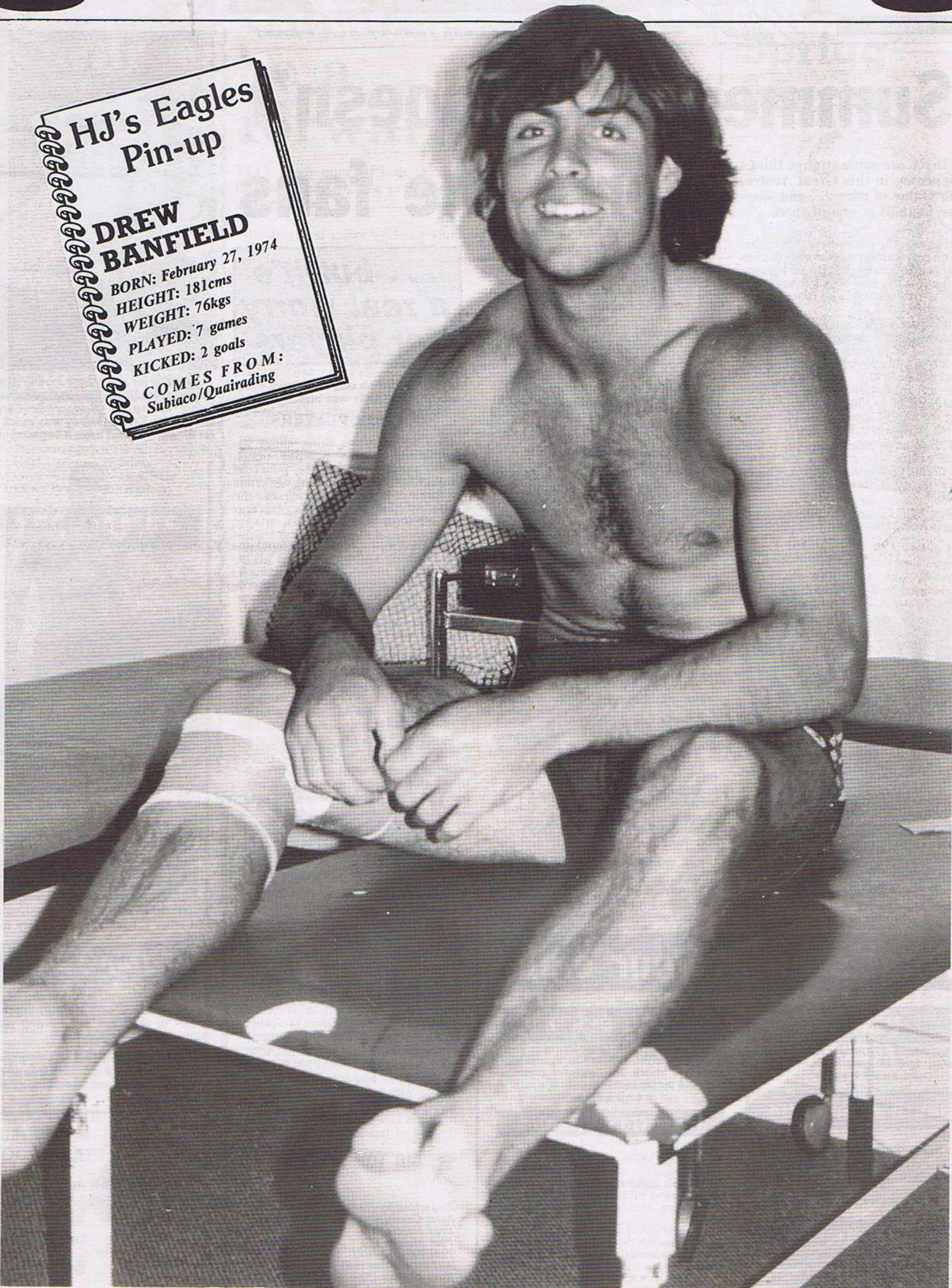
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Thinking aloud



A column of news and views by ALAN EAST

Presents . . .

Summer footy doesn't worry the fans

THERE are some strange things happening in this Great Australian Game of ours . . . and summer football is one of them.

It's got to the stage where the emphasis on pre-season practice matches has changed noticeably and it's no longer a hit-out for the new boys to show their stuff — it's become a lot more serious than that.

The football season now officially extends from February — when the Foster's Cup prizemoney battle begins — to October, when the AFL grand final will be held . . . and there's generally an exhibition match or three scheduled after that date; not forgetting the SANFL grand final, of course, which is always running a week late.

Things have changed so much that some people who should know better are urging their coaches on to achieve great things at the wrong end of the season.

Sure, the Foster's Commercialised Cup is worth big dollars — \$55,000 to the winners; \$25,000 for the next best and \$5500 even if you lose your first match.



COOLING DOWN . . . Eagles ace Chris Mainwaring was running hot in the heat of the battle

But when you get cases like club directors castigating coaches for not playing their strongest team; for resting stars; leaving key players out and not giving the match a "full-on" approach, then one wonders where September sanity has gone.

Geelong coach Malcolm Blight is one of those elite men of motivation who is worried about the increasing importance placed on the results of practice matches — so much so that he believes these pre-season games should be played without scoreboards.

QUIET AFFAIRS

He recalls the days when practice matches were played without the fans hardly even knowing about them; now the die-hard supporters want to cancel their memberships when their loved ones lose a March match.

Blight makes the point that practice matches are exactly that — games where you try things out, put big blokes in key positions to see if they are more than just a ruckman; try out a few little men in defence to see if they can run and rebound; move the forwards around to see where they best kick goals from and even find out if those up-front men can play down back; in other words, find a forward who can be converted into a defender.

The season has become alarmingly long — but that doesn't seem to worry the fans; even the paying public.

Look at the crowds the West Coasters have been drawing to practice matches — even the February game between the Eagles rookies and the young guns from Brisbane attracted a crowd bigger than most of last year's best WAFL matches.

The WAFL's pre-season Emu Export Cup series has been a resounding success from a crowd point of view — Monday's triple-header at the WACA Ground attracted nearly 4000 people,

. . . but it's a real worry for players

which was the second successive weekend that the tally was above budget.

POOR PLAYERS

But does anyone think about the footballers in this practice match round-about? Hardly. The poor old players have to give up long weekends in summer to keep the coach and the president happy . . . and they have to survive some incredible heat.

Running yourself into the ground on a hot summer's afternoon doesn't help your fitness; in fact, it causes so much dehydration that it can often take a player weeks to recover . . . Collingwood proved that after their heat-riddled effort against the Eagles in Darwin last year.

On Sunday we saw Geelong player Paul Brown lose 5kg in a half of footy — and even the men in white suffer. Boundary rider Bernie Roberts consumed seven litres of water after the match to replace his lost fluids.

The question of more night games is continually raised and maybe that's where the Foster's Cup series will have to go. But then again, television tells football what to do these days and



HEAT WAVE . . . East Perth's Lucio Baroni (above) applies some sun cream before hitting the field, while Claremont's Joe Smith (below) was quick to get his guernsey off after a hot work-out



maybe the Seven Network can't handle all of these fixtures at night.

What's on at your club

PERTH

Sunday, March 27: Jumper presentation.
Monday, April 18: Quiz Night.

South Fremantle

High Roller bingo, third Tuesday of each month, tickets \$18. Normal bingo every Tuesday, \$10. Daytime bingo, Mondays, 12.30pm.

SUBIACO

Sunday March, 27: Jumper presentation, 4pm. Bar open Thursday evenings.

Swan Districts

Friday, March 11: Col Elliot Show, 7.30pm, tickets \$20.
60th Anniversary year functions. Enquiries to club.
Lockeroom restaurant open Saturdays, 6.30-8.30pm.

WEST PERTH

Saturday, March 19: Troupadores at Vasto Club, Wanneroo. Tickets \$20, light supper.
Saturday, March 26: Guernsey presentation and player auction.

West Coast Eagles

Wednesday, March 30: Sausage Sizzle at training.
Supporter's Club bar open every afternoon. Lunch served Fridays. Watch training in comfort on Mondays, Wednesdays and Fridays.
There are places available for kids under 15 years of age for the Peter's Junior Eagles Club. For information phone Chris Radicy on 381 1111.

East Fremantle

Saturday, March 12: Sharks Emu Export Race Night at the club, \$1 entry for race guide. First race, 6.45pm.
Sunday, March 27: Guernsey presentation and family fun day at the Swan Brewery, Canning Vale, 11am. BBQ packs available. Training Mondays, Tuesdays, Wednesdays and Fridays, East Fremantle Oval, 5.30pm.

GIO AUSTRALIA Presents Top Score

VICTORIAN recruit Jason Heatley became only the fifth Subiaco player to top the WAFL goalkicking when he finished with 90 majors in last year's home-and-away season.

His feat earned him a \$500 reward from WAFL sponsors GIO Insurance, plus a trophy from Westside Football — a magnificent sculpture by former umpire Ray Montgomery.

That was the only official acknowledgement of the WAFL's leading goalkicker — and now the race is on to see who will be the GIO's top scorer this season.

This is how the top 10 finished at the end of last season:

GIO TOP SCORERS

	Finals goals	Total goals
Jason Heatley (S)	21.6	111.42
Scott Cummings (SD)	7.2	84.43
Brad Hardie (SF)	4.2	73.47
Paul Morgan (C)	8.7	61.34
Paul Barnard (EP)	-	53.32
Andrew Lockyer (EF)	-	40.28
Kane O'Brien (S)	2.5	37.24
Andrew Macnish (S)	2.2	39.32
Todd Curley (WP)	7.2	38.27
Jeff Davidson (EF)	-	38.25



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**SPONSORING
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It's certainly a dilemma, pleasing all the pie-eaters in football — the TV boys want the ball to bounce as soon as tennis finishes; the presidents want to see their coaches and players in action; the bank managers want to see the dollars roll in . . . and the spectators just can't get their bite of footy soon enough.

All in all, that's a great recipe to make our game No. 1 — but somewhere along the line we have to think about the performers, those artists out on the paddock who are pushing their bodies to the limit and beyond more than ever before.

Maybe we need two sets of players for each club — a summer troupe and a winter gang, each with different specialities!

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Ideal customer service and advice

WHILE some people enjoy interior decorating, others would rather walk barefoot over hot coals than get into the business of replacing their old tiles.

Even if you are one of the former — somebody who likes planning the overall look of your own home, and searching out the materials with which to do it — it can be frustrating not to find exactly what you are looking for when you are out shopping.

At times like this, the best thing you can do is consult an expert.

Ideal Ceramics Morley's Anna and Charlie Di Ciano, back in busi-

ness after a long break, are two such experts.

"Many years ago, we ran a similar successful business here for 10 years, and we are very pleased to be back," Anna said.

"We are also proud to offer the same good, personal, customer service and advice as before.

"Our extensive range for every part of the house, including floors and walls, includes some of the best ceramic tiles imported from Italy," she said.

Ideal Ceramics Morley also stocks slate and terracotta tiles and, said Anna, offers only the best quality slate.

"To help people choose, we have 10 fully-coordinated bathrooms on display," she said.

"They are completely fitted out with features and accessories, including ceramic tiles, vases and curtains.

"We also stock a wide range of accessories, including tools if you want to do it yourself, bathroom mirrors, and towel rails.

"All our accessories are originals from Italy, and they are very different."

According to Anna, a display bathroom enables you to get a much better idea of how your completed bathroom will look.

"We are also happy to help with colour coordination, and give advice about personal selections," she said.

"Advice on style and colour coordination is an important part of our personalised service."

Anna said that being a family-run business with many years' experience was a definite advantage in terms of the quality of customer service they could offer.

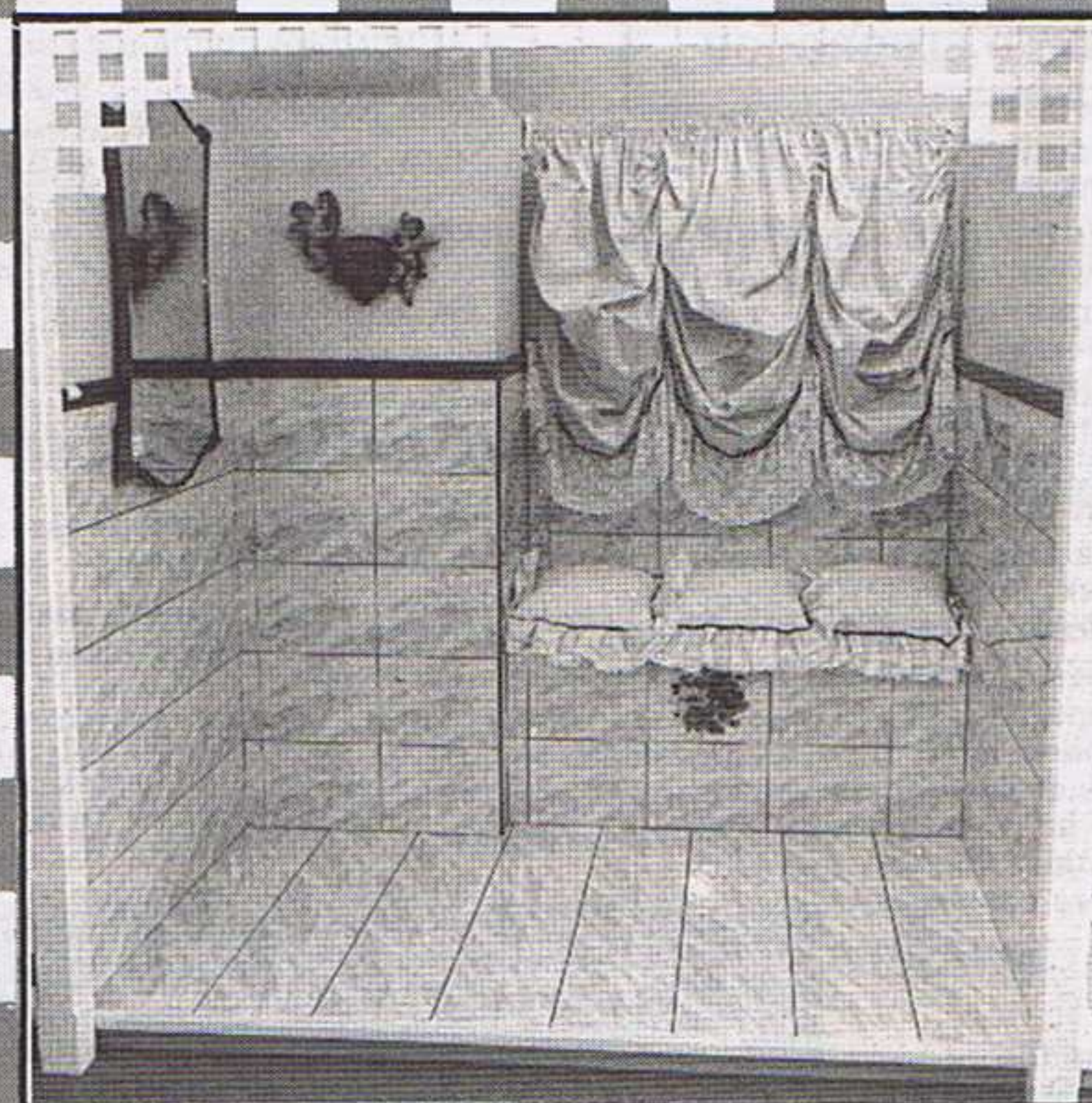
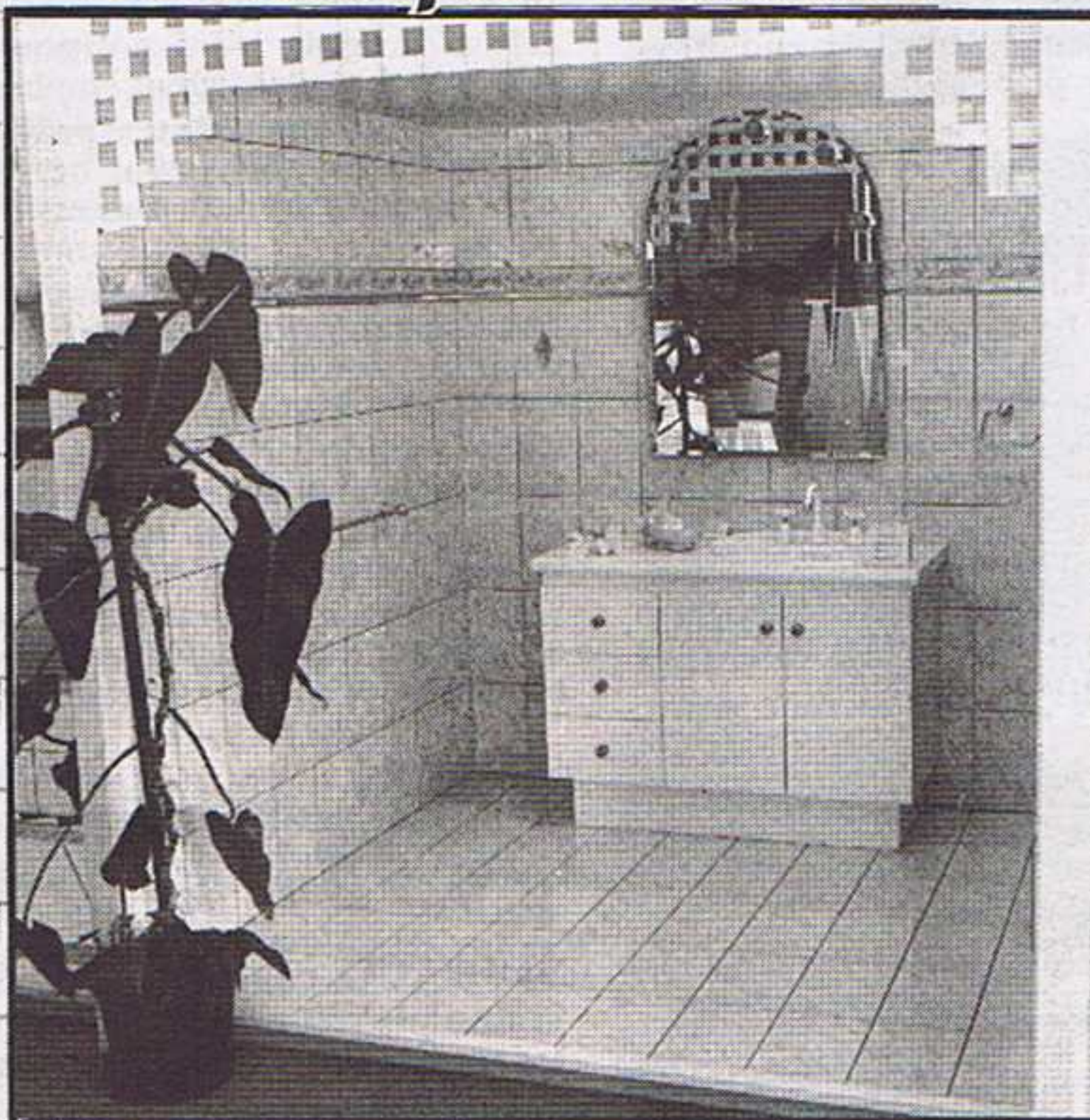
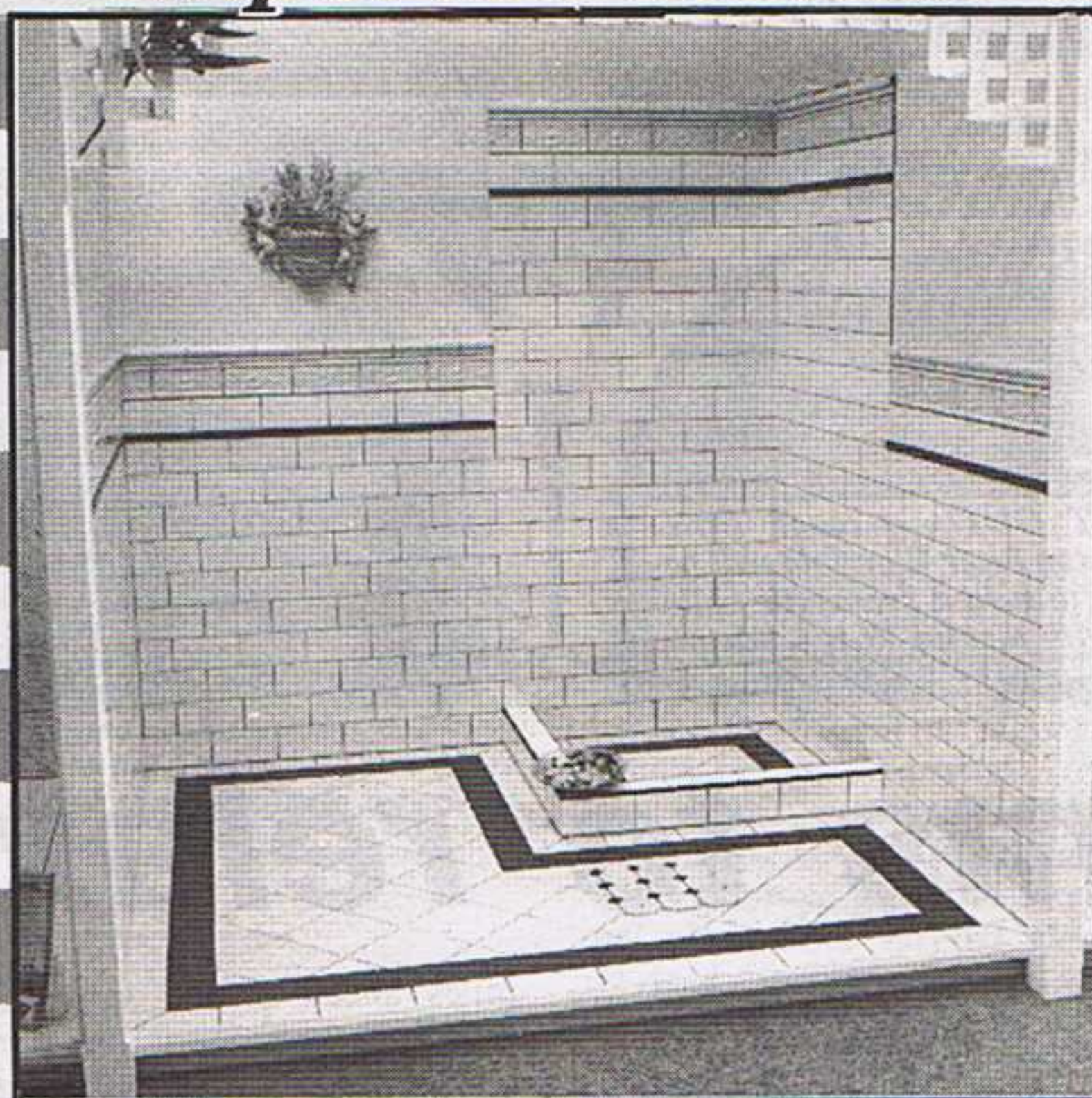
"My husband is a tiler with 30 years' experience, and I have a passion for interior decoration," she said.

"If you would like some help ask for Charlie or myself."



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Little Woosha aims at a Freo revival

THE up-coming Fremantle AFL side has been a significant attraction for many players and consequently, the WAFL competition looks like being the strongest since the West Coast Eagles were formed in 1987.

Several expatriate WAFL players have returned home after being delisted by AFL clubs and are well aware that a solid 1994 season will greatly enhance their chances of being selected in Fremantle's preliminary squad.

Tough Bulldog Peter Worsfold is no exception.

The younger brother of Eagles captain John, "Little Woosha" was axed by the Brisbane Bears at the end of last season after playing just 31 games in three years.

When informed of his de-listing, Worsfold had no hesitation in flying home and adding to his 61-game tally with South Fremantle.

It would be hard to find a more determined and dedicated player than Worsfold, but that alone might not be enough to get him into Fremantle's squad.

The rugged small man showed these traits, along with tremendous courage, first on the Gold Coast and again in 1993 when the Bears re-located to the Gabba, in Brisbane.

By DIGBY BEACHAM

However, one criticism labelled at Worsfold was he bulked up too much, courtesy of an extensive weights programme, which affected his efficiency.

He is well aware of the 'problem' and has taken moves to correct it.

"This pre-season I've trimmed down on muscle build and I haven't done weights for two years," Worsfold said.

"I'm 83 kilos at the moment and I want to play at 80."

If he achieves his goal, there is no reason why he couldn't earn selection in Fremantle's squad and assume a role as a tagger — a position which AFL coaches place great emphasis on.

But first, Worsfold must prove to the Fremantle hierarchy that he still has what it takes to be a successful AFL player.

He turns 24 in July this year and a bad season with South Fremantle could prove costly.

However, early indications point towards a solid year, with an encouraging first-up display against West Perth in the opening round of the Emu Export summer series.

If he can carry that form into the qualifying season, there is every chance he can revive his AFL career.



FLAT OUT ... tough little Bulldog Peter Worsfold will be keen to earn a Fremantle call-up with a solid WAFL season

Snow aims to relax

a little

By BRAD ELBOROUGH

Being on the Eagles list did present some problems for Snow.

"I felt as though the supplementary members were only filling in numbers for their training and practice matches," Snow says.

"It was different training with them though. Their drills are much more academic, being for a set game plan rather than just hard hit-outs."

After training with the Eagles for only a week, Snow (22) believes that they will look towards their younger players when it comes to the March draft.

At the end of 1993, Snow set himself some goals, one of which was to lose weight and he is already looking much fitter, confident that this approach will lead to more consistency.

SUSPENSION

Snow was forced to miss the State game last season through suspension and this year he has set his sights on the May 16 clash with South Australia at Football Park to debut for WA.

Snow is confident that the Lions will do well in the coming Pepsi Cup battle, with some good players returning to the club.

"We had a lack-lustre start to our Emu Export game against Swan Districts last week," he says. "But we are

miles ahead of the same time last year."

Subiaco certainly showed signs of better things to come when they beat South Fremantle in round two in Mandurah.

"I think East Fremantle look the side to beat this season. They've got a great side on paper," he suggests.

Snow believes that he still needs to improve on his ball skills and must pick up a yard of pace on last year. If he does this both himself and Subiaco are in for a tremendous season.

Saintly honour

TALENTED young West Australian David Sierakowski has been retained on St Kilda's list despite not cracking a senior game last year.

The 19-year-old played with the Saints reserves side last season and showed enough promise to be kept on their list — and now he has also been given a new guernsey number, the 13 once worn by father Brian in his St Kilda days.

The guernsey was on the back of big Brian — now a director with the West Coast Eagles — when St Kilda won their one and only premiership in 1966 — and was passed over to young David this season when Sean Ralphsmith opted for a different number.



FULL ON ... Subiaco skipper David Snow wants a Pepsi Cup flag as part of his search for an AFL call-up



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Kicking around . . .

Coach selection is a tough assignment



. . . with **TANIA ARMSTRONG**

ONE OF the most important appointments for the Fremantle-based AFL club is the signing of a coach . . . and it's also the most difficult.

The interim board currently has a medium sized list of candidates and this week they will attempt to make it a short list.

The major problem they face is the looming start of seasons in the local Pepsi Cup competition and the AFL.

A good many of the candidates are focused on 1994, not beyond — and rightly so.

Fitzroy's Robert Shaw and Essendon's Kevin Sheedy are two names being bandied about, but neither are going to commit themselves to a rival club while their current club is involved in the action.

Former Hawthorn, East Fremantle and Perth coach Alan Joyce threw his hat into the ring when asked if he would like to get back into AFL coaching.

"Certainly" was the reply by the board's football committee at their twice weekly meetings.

In Perth on a 10-day coach-in-residence scheme supported by Alcoa, the Ministry of Sport and the Football Development Trust, his arrival has fuelled speculation.

Dismissed last year from Hawthorn, the club he coached to two premierships and three night flags, the fact that Joyce is not currently coaching could



Gerard Neesham versus Alan Joyce

play against him. That also goes for former St Kilda coach Ken Sheldon, who switched to the SANFL this season after getting his marching orders from Moorabbin.

The interim board could wait to the end of this season and be strung along by a coach. If their target then turns down the offer, Fremantle could miss the boat on other possibilities.

Remember the Sydney Swans cam-

paign to recruit Kevin Sheedy to the harbour city in 1991?

The on-again, off-again move went on for months until Sheedy decided to stay put at Windy Hill.

A close friendship with Mal Brown from their Richmond days and the fact that Sheedy is only tied to the Bombers until the end of this season makes him a prime candidate.

The task is a complicated one for Fremantle and is discussed in earnest

when the board meets weekly. Feelings are reportedly divided on the board about the hiring of a local coach versus one from the east.

Some feel it would be a crime to appoint an 'outsider' to WA's second AFL team, while others associate AFL coaching experience with success.

Claremont's Gerard Neesham, East Fremantle's Ken Judge and West Perth's Jeff Gieschen head the list of local candidates and all have played VFL/AFL football.

They have experience at the next level, but not in the coaching sense and all are keen to step up to that level in their coaching careers.

One point being laboured by some board members is the success of Mick Malthouse's appointment with the Eagles since 1990.

Four consecutive finals appearances and a premiership have accompanied Malthouse since moving west from Footscray.

The case of Malthouse and the Eagles is a valid one, but Fremantle is an entirely different story.

They are a club starting from scratch and that will present a host of problems for the coach outside of his playing squad.

The task of coaching a club in their year of inauguration is not an easy one. Just ask Ron Alexander (Eagles), Peter Knights (Brisbane), Tom Hafey (Sydney) and Graham Cornes (Adelaide).

Coaching the side will be difficult enough, but spare a thought for the men responsible for the appointment.

East Coast Chatter

Healthy Magpie

JINXED Collingwood winger Graham Wright has made a successful comeback after recovering from a rare illness.

Wright returned to the Magpies lineup in a recent practice match against St Kilda and showed some of his old classic style.

Wright, a member of Collingwood's historic 1990 premiership side, contracted the Guillain-Barre syndrome at the end of last season.

The illness rendered him unable to speak, eat, drink, or close his left eye and Collingwood officials feared he would never play again.

But Wright confirmed he was back with an encouraging half of football, gathering 10 kicks, two handballs and one mark.

The Tasmanian has had an injury-plagued career and two years ago retired due to a recurring stress fracture of the foot.



AIMING STRAIGHTER . . . Bombers rookie Michael Symons has spent the summer improving his kicking for goal

Straightening up

FORMER Subiaco rookie Michael Symons has cast aside the pain of being dropped from Essendon's premiership side last September.

The 22-year-old has focused on the area that forced his relegation during the finals series — his poor kicking in front of goal.

Symons, who missed a relatively easy shot at goal which cost the Bombers the qualifying final against Carlton and forced them to reach the grand final the hard way, has worked on his kicking action over the summer break.

He admitted that he previously rolled the ball over at the front in his kicking style, but now aims to hold it down the side and keep it straight.

Symons hails from Kambalda, on the Goldfields and made the step up to the next level without anyone in the West really taking much notice of his progress.

Incredible bulk

FORMER East Perth key position star Paul Barnard continues to impress at his new home, Hawthorn.

Barnard has relished the weights programme at Glenferrie Oval and insiders at Hawthorn believe he will resemble the incredible hulk by the end of the season.

Young Victorian recruit Simon Beaumont, Carlton's first choice in last year's national draft, has mounted a serious challenge for a position in attack.

Both players stood out in a Hawthorn-Carlton practice match.

Captaincy delay

FOOTSCRAY have put their captaincy announcement on hold.

Brownlow Medallist Scott Wynd was first choice to replace the relegated Doug Hawkins, but a knee injury has his start to the season in doubt.

Among the names who have been linked with the captaincy are diminutive rover and Brownlow Medallist Tony Liberatore, experienced utility Steve Macpherson, centreman Simon Atkins and forward Chris Grant.

Nichols waits

AXED West Coast rover Trent Nichols is training with St Kilda in the lead-up to the March 16 draft.

The 25-year-old Nichols is a genuine prospect to join his third VFL/AFL club, behind Richmond and West Coast, with St Kilda being light-on for rovers.

Nichols has baulked at offers to rejoin East Fremantle and will play in the VFA if he is not drafted.

Kickett forgiven

DISGRUNTLED forward Derek Kickett has declined an offer to return to Windy Hill and pick up his shattered Essendon career.

Kickett (31) was stunned when the Bombers invited him to return recently after a highly-publicised football divorce.

The talented West Australian played every game last season, only to be dropped for the grand final.

He has rejected an offer to return to Claremont and will play with Tatura, in Victoria's Goulburn Valley league.

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LOOKING WEST ... Adelaide's de-listed forward Scott Hodges is a Fremantle candidate

Hodges on the Freo hit list

FORMER Adelaide Crows full-forward Scott Hodges could line-up for the Fremantle AFL side in 1995.

The talented spearhead, who turns 26 next month, had his controversial career with the Crows terminated on Tuesday when the club de-listed him.

His axing now paves the way for Fremantle to do some sweet talking well before they announce their squad later this year.

Hodges, who was one of the highest paid Crows players when the club entered the AFL in 1991, will not re-nominate for the March draft.

Instead, he has signed a one-year contract with Port Adelaide.

"Scott has committed himself to Port Adelaide and will be playing the 1994 season with us," said Port Adelaide football manager Bob Clayton.

Hodges was expected to be a sensation in the AFL after kicking 153 goals in 1990 and winning the SANFL's most prestigious individual award, the Magarey Medal.

However, he failed to adjust to the Crows different game plan, compared to that of Port Adelaide's and managed just 95 goals from 36 games.

The writing was on the wall for Hodges when Adelaide recruited courageous Hawthorn spearhead Tony Hall to accompany brilliant full-forward Tony Modra.

It appears the biggest challenge confronting Fremantle is if Port Adelaide, the SANFL's oldest and most celebrated club, enters the AFL in 1996.

"We would definitely look at Scott Hodges coming west," Fremantle's football consultant Trevor Sprigg said.



DASHER ... creative forward Chris Lewis looks at home in a defensive role

Lewis thrives in his role in defence

THE decision by Mick Malthouse to play Chris Lewis across half-back against Geelong last weekend could prove to be a master-stroke.

Lewis, whose rare brilliance has often seen him receive some dubious close-checking by opponents, looked completely at home on a half-back flank, using his eye-catching foot and hand skills to great effect.

With regular half-back Guy McKenna not playing, the Eagles coach took the opportunity to experiment with Lewis and was pleased with the result.

"Lewis played probably his best footy of the year and played without the burden of having the onus put on him to create the play," Malthouse said.

"From there he was able to direct play, use his skill, pace and ball-getting power."

Claremont coach Gerard Neesham, a strong contender for the Fremantle coaching position, adopted the same tactic with Dale Kickett in 1993.

Kickett responded with an outstanding season, topped off by a Simpson Medal in the Tigers grand final win over West Perth.

Malthouse said there was every chance Lewis could spend time in defence when the season kicks off on March 26.

"If he is not performing at half-forward or is tired and we need someone on the half-back line, we know we can put him there," Malthouse said.

"It was a confidence-boosting design and I think it achieved its purpose because he came away with a lot of confidence."

Malthouse's decision to play Lewis in defence could be made easier with regular backman Mitchell White still sidelined with a groin injury.

Pagan the peddler

NORTH Melbourne coach Denis Pagan confesses to being a cycling convert after being enticed into the sport by recovering Coleman Medalist John Longmire.

Longmire, making a fast recovery from a full knee reconstruction, has set the standard in pre-season work and is hoping to be fit for the first match.

"From the moment he was right, he's been down here bike riding and he's got me into it," said Pagan.

"He spends all day here training and it's great to have him around because his work ethic is such a terrific role model for the young guys."

Staying home

MELBOURNE took an unusual pre-season step when they scheduled their summer training camp at their home ground.

Players were asked to take a week off work and assemble at their Junction Oval training base between 8am and 4pm each day.

Demons coach Neil Balme said he believed the same needs could be met by staying at home, suggesting that you went away for holidays, not to train.

Burton keeps in touch

AXED West Coast utility player Travis Burton has not seen the last of Subiaco Oval.

Burton (19) is one of five Eagles players linked to the club under an apprenticeship scheme.

Burton will complete a traineeship with West Coast and the Department of Education, Employment and Training under the guidance of assistant coach Robert Wiley.

Burton, Lee Walker and Jason Ball are undertaking a sports administration course, while Jarrad Schofield and Brett Spinks are training in hospitality.

Burton, the younger brother of another former Eagle in lanky ruckman Matthew, was tried in West Coast's recent under-23s practice match against Brisbane.

He was unlucky to be cut from the Eagles roster on Tuesday when AFL lists had to be slashed to 41 players.

Burton, a product of Subiaco, was snared with West Coast's 34th selection in the 1992 national draft.

MASTERS  PRESENTS

What's happening in football.

AFL — Foster's Cup

Semi-final — Saturday, March 12: Essendon v Hawthorn, Waverley.
Practice match — Saturday, March 12: Eagles v St Kilda, WACA Ground, 6.30pm.

WAFL — Emu Export Cup

Round 3 — Friday, March 11: South Fremantle v Swan Districts (6pm); East Perth v East Fremantle (8pm), WACA Ground.
Sunday, March 13: West Perth v Subiaco (3pm); Bruce Rock: Claremont v Perth (1pm), Albany.

South Australia

Round 1 — Friday, March 18: Norwood v Glenelg, Football Park.
Saturday, March 19: Eagles v South Adelaide, Football Park; Central District v Port Adelaide, Elizabeth; West Adelaide v Sturt, Richmond. Bye — North Adelaide.

Amateur Football League

Games start Saturday, April 9: Grades A, B and C; Saturday, April 16: Grades D to K. Clubs are currently involved in pre-season practice matches.

Sunday Football League

Saturday, April 16: Saturday competition; Sunday, April 17: Sunday League and Sunday Amateurs.

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SOUTH FREMANTLE REGIONAL JUNIOR FOOTBALL ASSOCIATION

SOUTH FREMANTLE JUNIOR COLTS (17's) - G.I.O. CUP

South Fremantle Football Club in association with their Junior Council intend to conduct a 17's competition in 1994.

This competition will replace the fixtures previously controlled by the Fremantle Districts Football League and is sponsored by G.I.O. Australia.

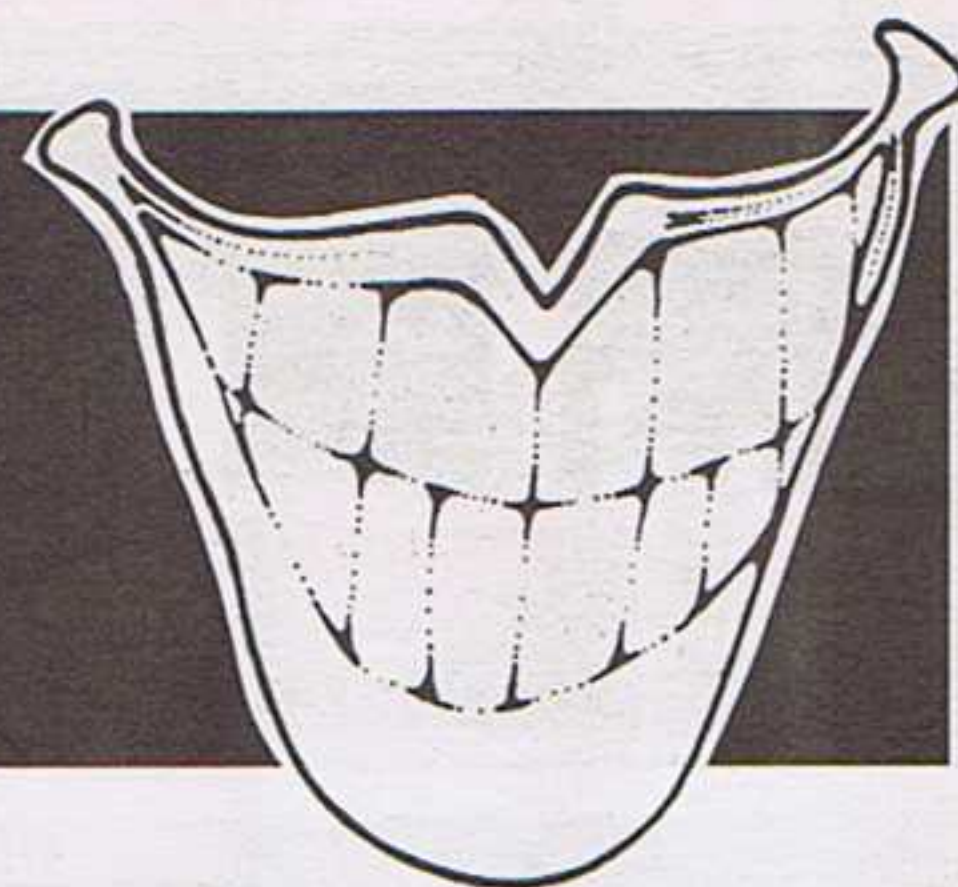
The League Club fully supports this competition and it is intended that players competing will be exposed to players and facilities of the "Bulldogs" during the season.

Any player interested in playing in this competition can contact their local club on the following phone numbers.

LAKES	417 3665 or 417 4951
ROCKINGHAM	593 1583 or 593 2848
FREMANTLE HAWKS	417 5014 or 018 950 907
SOUTH COOGEE	410 2215 or 418 6454
COCKBURN	434 2385 or 418 4845
KWINANA	419 3115 or 419 1627
WARNBRO	593 1647 or 593 2282
NORTH	458 9877(W)
FREMANTLE	OR 331 1870(H)

Mouthguards have become a must for all

Focus on protecting your teeth



ALMOST 50-percent of sporting injuries happen around the head — and your mouth is a rather sensitive target.

For that reason, the wearing of mouth guards is vital if young people are going to survive their sporting activities.

Footballers, particularly, must wear mouth guards and one of the pleasing factors about the sport in the last decade is that the plastic guards for your teeth have become a vital ingredient in the gear of all players, young and old.

Recent figures show that nearly one million Australians are injured each year playing sport — and that's a fairly imposing figure in a country populated by 17 million people.

Surveys suggest that 46-percent of those injuries are to the head and neck region — and the majority could have been less severe, or even prevented totally, if mouth guards had been worn.

ALARMING

In view of those alarming statistics, it's amazing that parents still allow their children to compete in sports without sufficient protection.

Many dentists have had to patch up the mouths of young players who have suffered at the expense of a wayward elbow, head, boot or knee. The results can be disastrous.

The immediate trauma of broken teeth or even dislodged teeth that can be replaced, is nothing compared to the life-time of costly dental treatment and the subsequent problems that can arise.

Therefore, it's important to have

Eagles must

WEST Coast Eagles stars are among the many footballers around the nation who now regard the mouth guard as a vital piece of their playing equipment.

In fact, Eagles football manager Trevor Nisbett goes as far as to suggest that some players couldn't take to the field without their mouth guard.

"It's become a real security thing," says Nisbett. "Some players would totally lack confidence if they didn't have a mouth guard."

The Eagles players aren't restricted to any special brand, but it is compulsory for them to have properly-made mouth guards.

"Footballers generally now accept that mouth guards are vital," says Nisbett.

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PROTECTION... mouthguards have become an accepted part of a footballer's protective gear as Eagles ruckman Paul Harding (left) and Claremont rover Matthew Gucci will admit



properly-constructed mouth guards when you decide that protecting your teeth, mouth and face becomes an important issue.

"Many mouth guards are crude devices and little more than rubber strips," says Dr Keith Hunter, of the Australian Dental Health and Research Foundation.

"It has long been realised in sports medicine that the right mouth guard could help reduce facial injuries.

"Some of today's mouth guards look as though they came from earlier this century."

Some of the unsuitable mouth guards that can be bought from retailers are moulded in the home, but just don't provide enough protection.

Blows to the head can do more damage than just loosen your teeth.

Injuries to the neck and the jaw; concussion and expensive medical bills can result after facial injuries from contact sports if updated medical devices aren't used.

New methods of safety support have recently been introduced that will reduce these injuries.

Malaxos has a message

FORMER West Coast captain Steve Malaxos is one player who appreciates the need to wear mouth guards.

Malaxos works with Dentex Dental Suppliers, who supply Dentex Brite-guard Mouthguards, the Australian-made guards that are endorsed by the

Advance Australia Foundation.

These mouth guards are cadmium and heavy-metal free and are approved to be worn in the mouth.

They come in 15 different colours, can be made to suit any team colours and are 4mm thick.

Testing procedures

show that Dentex Brite-guard mouth guards have superior elongation and tearing strength.

Many sports people, including footballers, boxers, weight-lifters, hockey players, basketballers and water polo players, have found these mouth guards extremely safe and comfortable.

Individual styles

SPORTS people around Australia can now play competitive sports with confidence, thanks to the new Signature mouth guards.

The Signature guard, made from a new German plastic, is moulded individually; prevents cuts by teeth to the mouth; reduces the risk of injury to necks and jaws and cuts down damage to teeth and the possibility of concussion by absorbing the impact of blows to the face.

"When you get hit, the material absorbs the shock and distributes it around the teeth," says Dr Keith Hunter.

"This sends the shock waves up through the cheek bones rather than back through to the brain."

There are other mouth guards on the market — but when you compare them to the properly-made product, there's no second choice.

For example, the old stock type mouth guard with one design to fit all mouths basically requires the wearer to keep his teeth clenched so as to keep the guard in place.

This can be restrictive on breathing and speech.

The moulded guard — the one that requires boiling in hot water and then bitten and moulded in the mouth — also impairs breathing and speaking and seldom provides a perfect fit.

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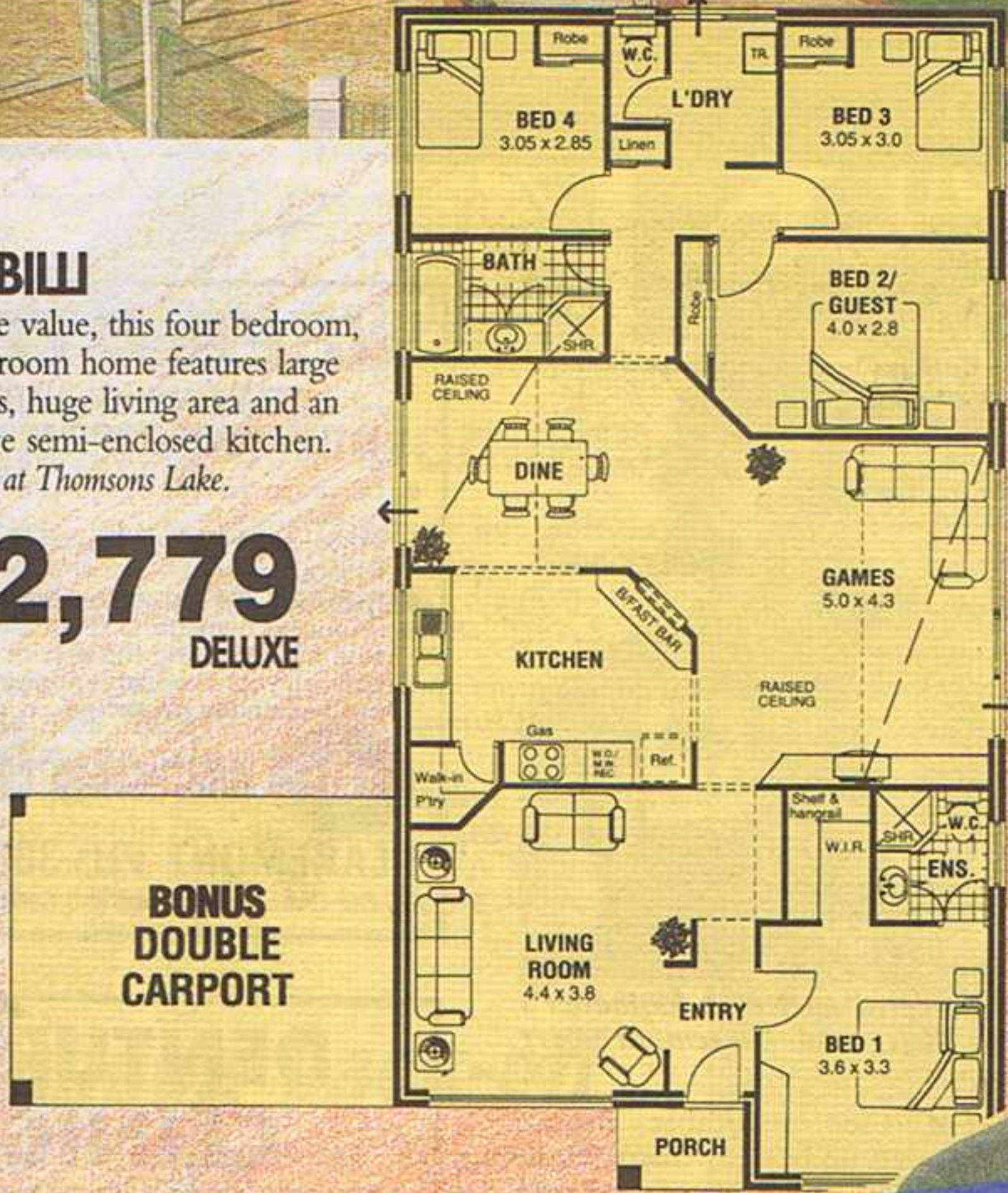
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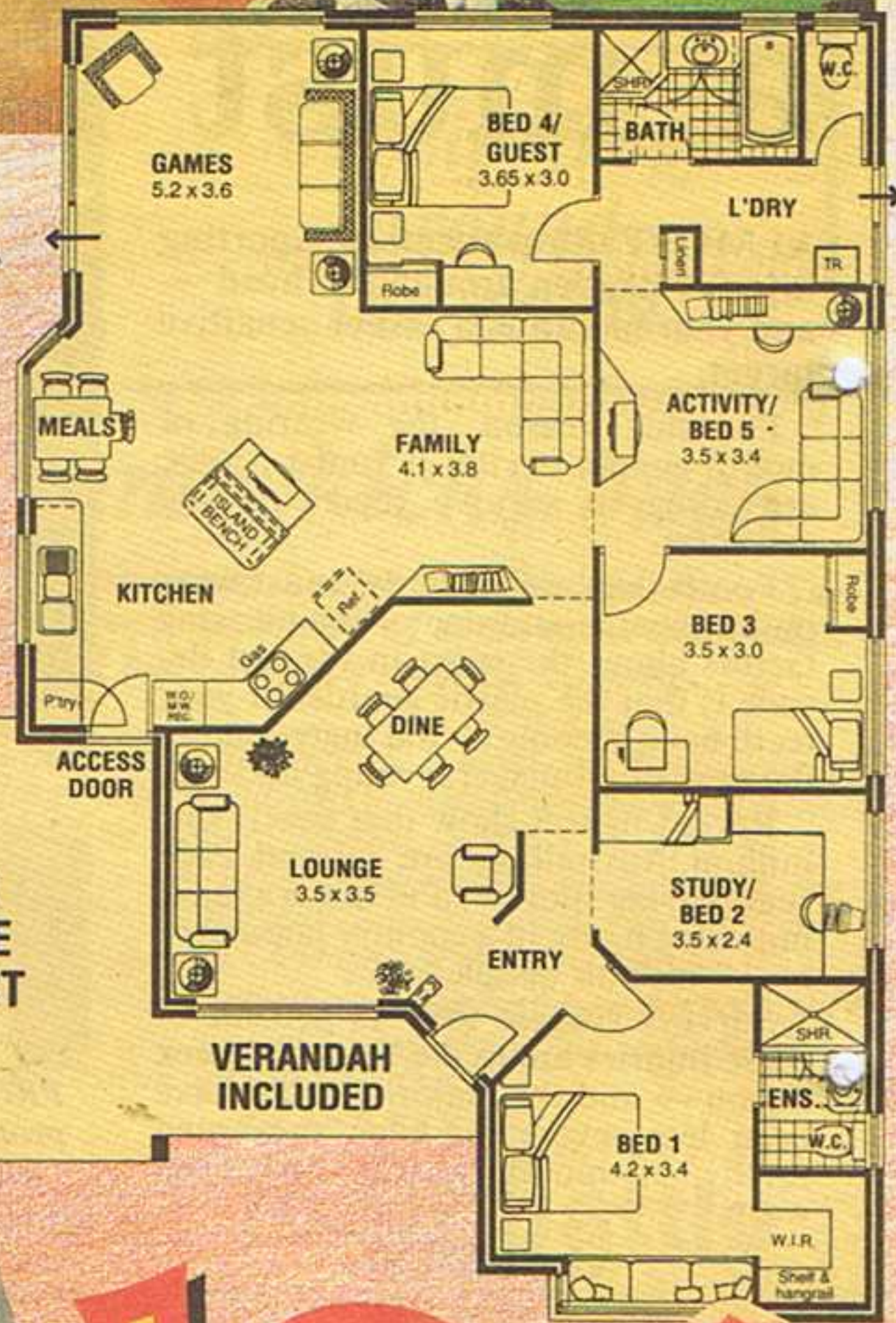
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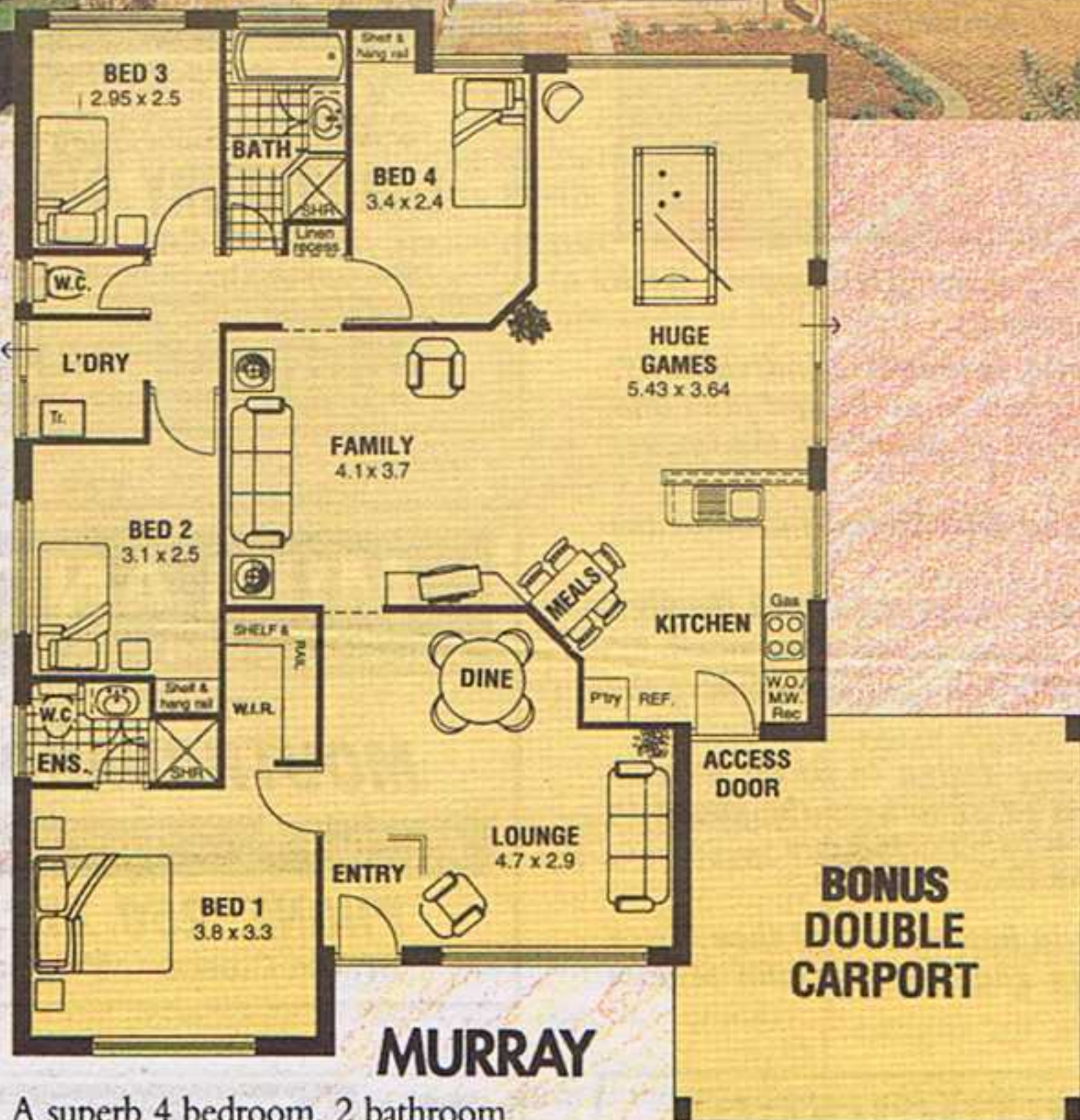
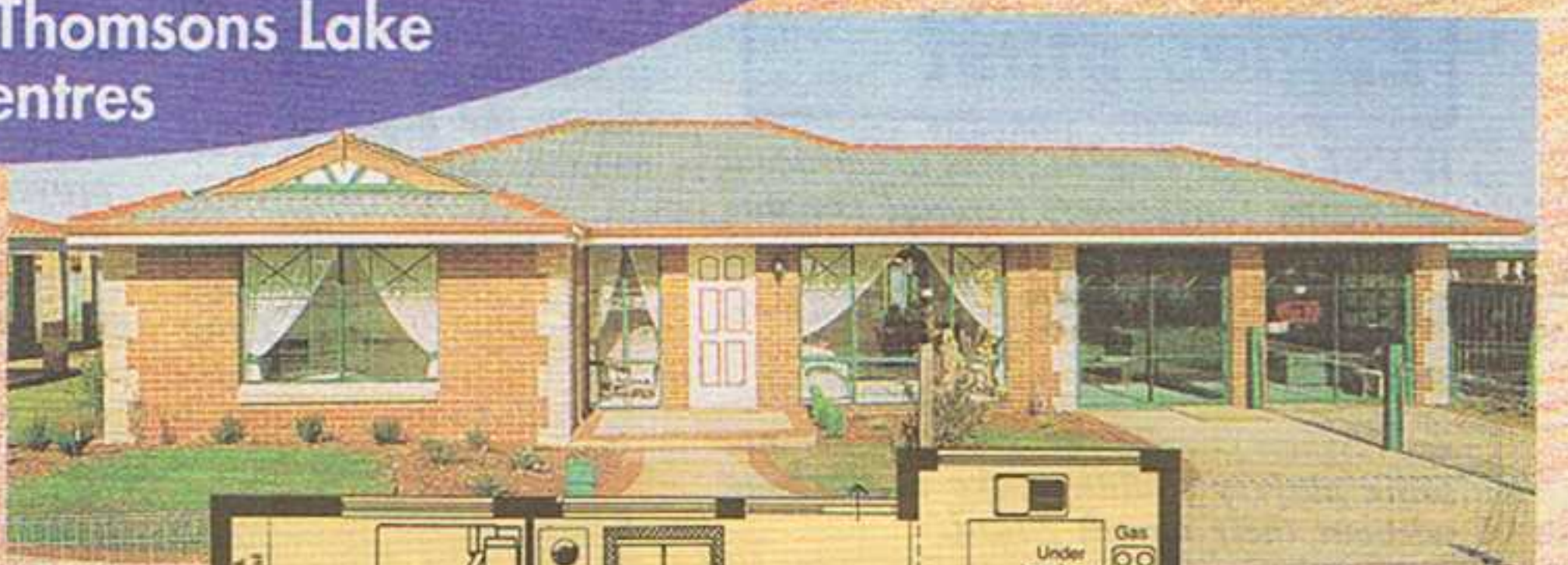
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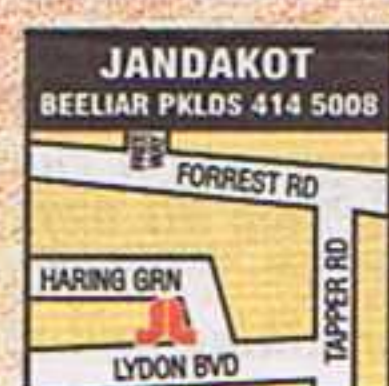
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