

WESTSIDE FOOTBALL

WA's most comprehensive coverage

Volume 18. No 1. Edition 504.

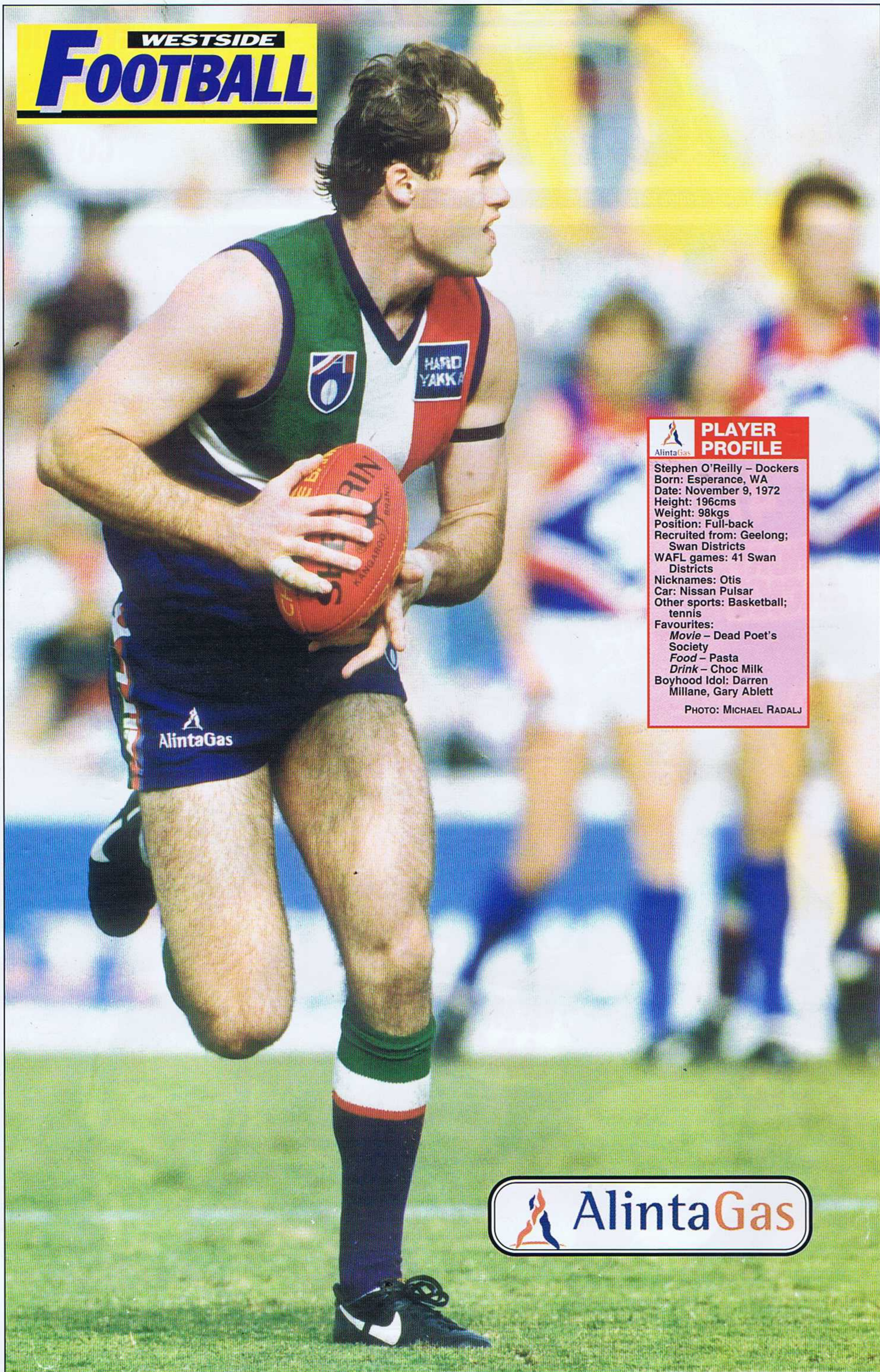
Thursday, February 15, 1996

\$2

New boys in the Eagles nest



WESTSIDE FOOTBALL



PLAYER PROFILE

Stephen O'Reilly – Dockers
Born: Esperance, WA
Date: November 9, 1972
Height: 196cms
Weight: 98kgs
Position: Full-back
Recruited from: Geelong;
Swan Districts
WAFL games: 41 Swan
Districts
Nicknames: Otis
Car: Nissan Pulsar
Other sports: Basketball;
tennis
Favourites:
Movie – Dead Poet's
Society
Food – Pasta
Drink – Choc Milk
Boyhood Idol: Darren
Millane, Gary Ablett

PHOTO: MICHAEL RADALJ



Dockers show early promise

BY BRAD ELBOROUGH

FREMANTLE'S 15 opposition AFL sides spent last season trying to work out the revolutionary style of play of the new boys in town.

And now, in one weekend at the Coca-Cola lightning premiership at Waverley Park, they discovered a lot more about the Dockers.

The knock-out competition was played with several different rules to speed up the 35-minute matches (plus about 10-minutes of time-on) and the changes suited the competition's newest side.

"The rules do suit our style of play," Dockers coach Gerard Neesham agreed.

"The game doesn't get bogged down. It's not the traditional physical game - not that our boys shirk it physically - but we play a game that does suit these particular rules."

With only two 17-and-a-half minute halves, the AFL wanted as much football action as possible, so they quickened the pace of the game.

Some of the changes were:

- The ball was kicked back into play immediately after a goal

umpire signalled a score by hand.

- To speed up return of the ball after a behind, an extra ball was placed near the goal-posts.

- Four ball stewards were stationed around the boundary to hand another ball to the kicker after an out-of-bounds decision.

- The ball was thrown up immediately for field bounces.

"These rules were quite refreshing and progressive," said Neesham.

"A lot more football is played and it's a lot quicker, maybe too quick for some.

"There weren't as many contests where 24 to 28 players were around the ball.

"Also, in basketball and soccer, they don't have to wait for someone to throw the ball back to the players when it goes out of bounds."

Criticised

"Having to wait for a couple of Collingwood or Essendon supporters to give us the ball back is a pretty amateurish way to run a sport."

The rule that was criticised by most coaches was the one giving a



Kodak Pic of the Week

Fremantle coach Gerard Neesham has plenty of reasons to look happy after an excellent effort by his Dockers in the AFL lightning carnival in Melbourne at the weekend.

free kick against the player who last touched the ball before it went out of bounds.

In many cases, someone making the play was penalised after doing some good work.

"There were some big changes to the historical rules," Neesham said.

"It was good though that when someone got in front by 10 points they weren't able to bog the game down with boundary throw-ins."

The idea of the carnival was to give coaches the opportunity to

test the depth of their squads.

There were several new faces in the Dockers team, but by their performances they shouldn't remain unfamiliar for long.

Neesham was particularly happy with defender James Clement, Daniel Parker, rovers Luke Toia and Gavin Mitchell, Greg Harding and Clive Waterhouse.

"Clive is taking a big step up," said Neesham.

"He's not conditioned to AFL, but goes pretty well. He took on Adelaide's Ben Hart, who is pretty quick and beat him.

"I thought we were pretty flat against Port Adelaide because we'd been training hard, so to turn that around was heartening.

"There are kids here who are still starry-eyed, playing on heroes who are still their heroes, not looking at them as opposition.

"They should look at making this an event every four years.

"Some say it's Mickey Mouse, or under-12s, but the fact is that every player is having a crack and we saw the full contingent of teams play. It's also good for the players."

Sheedy pleased

THE wet weather may have turned the fans away from last week's innovative AFL lightning premiership, but it didn't dampen the enthusiasm of Essendon coach Kevin Sheedy.

"It's just good to get out and play footy," Sheedy said after the Bombers had beaten Brisbane 6.2 (38) to 2.9 (21) in the grand final at Waverley Park on Sunday night.

"I know it's early February, but we've played football this time of the year ever since I've been at Essendon. It's never done us that much harm."

A total of 24,276 people watched the 15 matches over three days, with just 4900 at the grand final. But those present saw a Bombers

line-up further advanced in preparation than this time last season.

"Last year we had players coming back from major operations," Sheedy said.

"We haven't had that problem this year."

The Bombers, touted as serious premiership contenders in 1995, but bundled out in the semi-finals by Richmond, netted \$40,000 for their exploits in the lightning premiership.

"The AFL put up more than \$100,000 for this series," said Sheedy. "Without that, you're playing up country or down at Rosebud or somewhere for nothing, so why wouldn't you go for a win."

"It's not bad for a few hours of footy."

OUR COVER

A host of new faces are in the Eagles nest this season - with seasoned Melbourne recruit Andy Lovell (centre) joining the new boys, who are pictured (clockwise from front left) Ben Cousins, Craig Smoker, Jonson Clifton, Neil Marshall, Paul Whitelaw, Phil Matera (No. 33), Brendon Fewster, Chad Morrison and Luke Trew.

OTHER PAGES

Willo's World.....	5
Lightning premiership	8-9
They said it.....	10-11
Northam's big day.....	12-13
Ansett Cup.....	15
WAFL news.....	17

**See Midway Ford
The Cash Plan
SPECIALISTS**

MIDWAY

274 4444
326 Gt Eastern Hwy, Midland DL 1171

ON CASH PLAN → **YOU PAY \$9025 (A)**

ON CASH PLAN → **YOU PAY \$14145 (B)**

Introducing **CASH PLAN**

1. One single up-front cost. Your trade-in or cash deposit will do.
2. Guaranteed buy back price after 2 years. Then it's your choice - hand the keys back, pick-up a new model or refinance the balance.
3. You can pay out the balance anytime with no penalty.

All payments based on Ford Credit Red Carpet Options Plan to approved purchasers only. All payments are calculated on 48,000km maximum over 2 years. Driveaway cash price A. 15999 B. 25269. Total repayable including terms charge A. 9864.74 B. 14458.86.

Players reap some handy rewards

SUMMER negotiations between the AFL and the Players' Association have resulted in some impressive new deals for footballers.

Key features of a new agreement include:

■ A minimum base salary of \$15,000 and a senior game payment of \$1000.

■ In 1997, the minimum base salary will increase to \$20,000, with game payments rising to \$1500. There will be another increase in 1998.

■ A player suffering injury caused by playing or training, will continue to receive game payments for up to 30 games.

■ The AFL will pay 60 per cent of royalties from merchandise such as playing cards, stickers, display cards and posters, or the sums of \$600,000 in 1996, \$650,000 in 1997 and \$700,000 in 1998, whichever is greater.

Passionate:

The gloves are off for the second year of rivalry between West Coast and Fremantle.

If there were signs of niceties from the Eagles in the debut season of the Dockers, no such concessions will exist in year two.

A huge membership drive by the Eagles has already stirred some Dockers' egos, with a full-page advertisement in *The West Australian* particularly getting under a few skins.

Drawn up by an advertising agency and based on a question

rewards

The Hood's Gossip



and answer format, there were no punches pulled with a couple of satirical comments directed at the opposition team in town – and their supporters.

Eagles chief executive Brian Cook makes no apologies for the promotional campaign, saying that the club wants to put some passion into their supporters.

Coaching role:

Former East Perth captain Russell Sparks has been appointed coach of Mines Rovers, in the South West League.

Sparks played 88 senior games with East Perth between 1981 and

1987, gaining valuable knowledge from coaches Barry Cable, Greg Brehaut and Grant Dorrington.

He was playing coach of Boulder, on the Goldfields before moving to Collie, where he runs the Victoria Hotel.

Bunbury has promoted their colts coach Geoff Nitschke to the seniors role, while former South-West premiership coach Mark Skehan has replaced Brad Shine at Harvey-Brunswick-Leschenault.

George Terpou and Gavin Watt have been re-appointed at Carey Park and Augusta-Margaret River respectively.

Second time:

Members of WA's KFC State schoolboys side from last year have the chance to do it all again.

The boys who performed so creditably by finishing fourth in the national carnival in Perth will get the chance to go one better this year, with a change in age groups.

The Australian Football Foundation has lifted the age limit of players in the championships from 15 to 16, in a bid to standardise the age group in all states.

This year's competition takes place in April and WA's preparations are well under way, with the staging of a training camp earlier in the year.

Boys from all over the state spent two days at the Doubleview Primary School, being put through their paces by West Perth premiership coach John Dimmer, schoolboys coach Ray Barrett and WA director of coaching Larry Kickett.

More honours:

WA country star Jeff Farmer seems set to more than make his mark in his second season with Melbourne.

After notching seven games in his debut season (jumping straight into AFL ranks from his Tambellup home) he showed some slippery skills in the Coca-Cola lightning premiership.

Farmer kicked the first goal in the series with some exciting roving around a pack in the goal square.

Soon after he was the first to give a free kick away for being the last player to touch the ball before it went out-of-bounds.

Playing safe:

Many of the superstars of AFL ranks kept their boots in the cup-

Heatley on a holiday



Jason Heatley looks happy about his goalkicking award

ONE prominent footballer who certainly enjoyed the summer break was Subiaco's goalkicking machine Jason Heatley.

The Eagles squad member won a weekender at the Albany Travel Inn for topping the WAFL goalkicking ladder and he was all smiles after receiving his voucher for the holiday.

The Albany Travel Inn was also the venue for a holiday for loyal Westside Football reader Mary Jessop, who won a competition prize in last year's paper.

She wrote recently to say:

"We thoroughly enjoyed our stay at the Albany Travel Inn Motel, with excellent facilities and meals, while the staff were most helpful and courteous.

"Thank you for the opportunity of winning such a lovely prize."

It's certainly nice to be appreciated; thanks Mary.

board as the year kicked off with the lightning carnival.

But some had them close by just in case grand final glory came their way!

With atrocious weather conditions at Waverley Park – aptly named arctic park by the cynics – it was no wonder that valuable legs like John Platten, Gary Ablett, Greg Williams, Stephen Kern-

ahan, Jason Dunstall, Glen Jakovich and Dean Kemp were kept in warm woolies.

But a couple of early absentees produced their boots as the carnival neared a climax – such as Essendon's James Hird, Peter Somerville and Mark Harvey and Brisbane's Roger Merrett, soldiering on with just four games to go to 300.

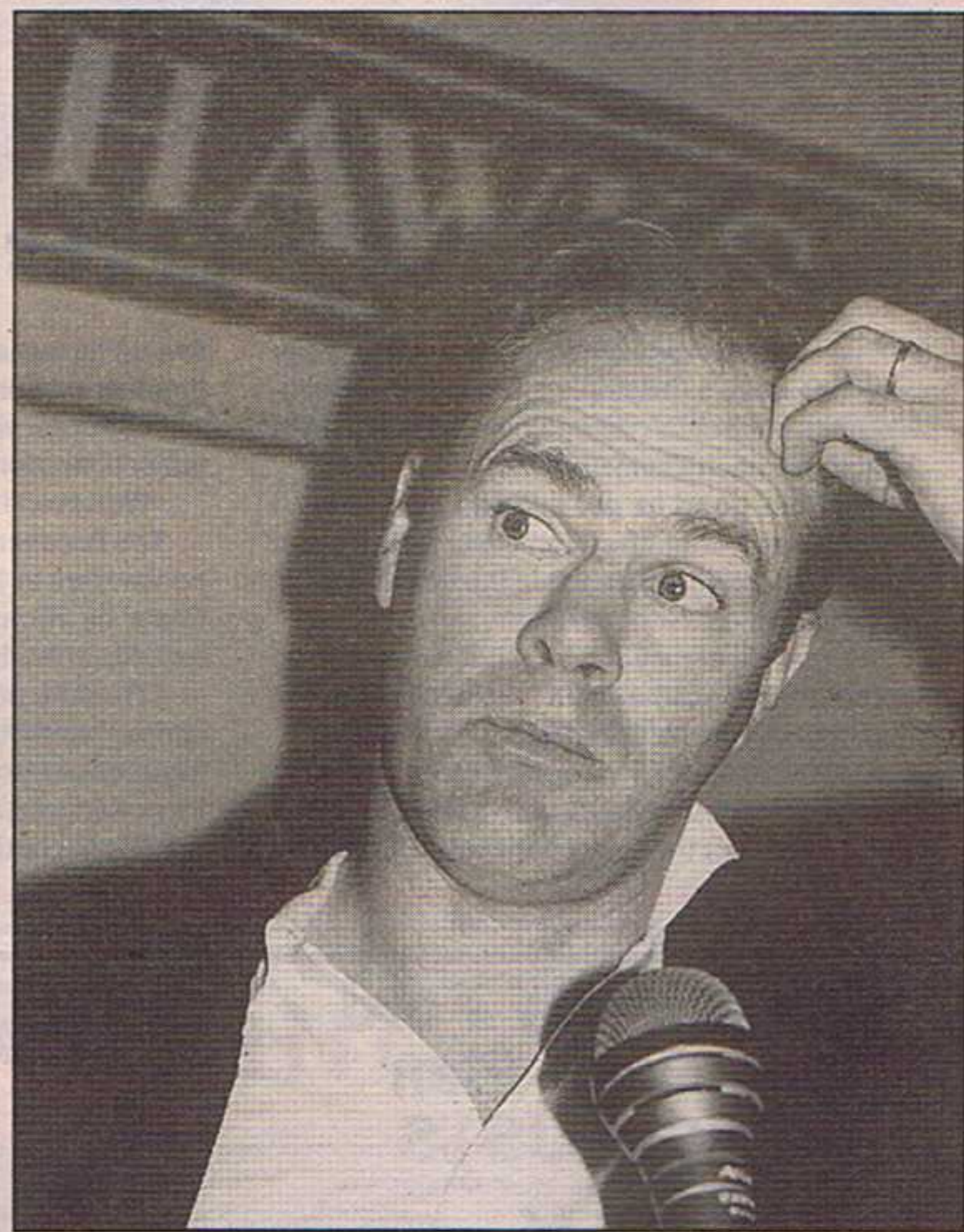


It doesn't take long to forget who won last year's premiership, apparently. This sign outside the rooms of the reigning AFL champions at last week's Waverley Park extravaganza was obviously done by somebody who wasn't a Carlton fan – and the doorman was doing his best to keep everyone's attention off the spelling mistake.

STOCKMANS

THE BIG COUNTRY TASTE

8 Mooney Place, O'Connor WA 6163
Phone: 337 7300



New Sydney coach Rodney Eade might be scratching his temple in this picture, but he's really got nothing to worry about at this early stage of the season. With a familiar sign in the background, the former Hawthorn premiership player seems to have settled in well with the Swans as he makes his senior coaching debut.

EXUBERANT West Coast premiership player Peter Wilson made one of the toughest decisions of his life over summer when he announced his retirement from AFL football.

He then made one of the smartest moves in his football career by joining another strong football team - Westside Football.

Love him or hate him, there's little doubt that football fans will enjoy seeing the national game through Willo's colourful eyes and sharp tongue. Welcome to Willo's World ...

There's life after footy

WHAT am I going to miss most about football?

I'll miss the 42C heat, the running, sweating and cramping.

I'll miss the first day after pre-season practice matches - not being able to walk.

I'll miss the hamstring strains, broken jaws, dislocated shoulders, twisted ankles, broken toes and feet.

I'll miss the backlash from coaching staff for not delivering the ball correctly and the abuse from supporters, especially Richmond.

The bottom line though, is that I'm going to miss the pay packet.

To tell you the truth, I'm having terrible withdrawal symptoms already.

Media work:

JUST because I'm no longer strutting around the football fields, it doesn't mean you won't hear from me.

As well as this spot in Westside Football, I'll be doing some media work with Radio 6PR. You'll hear me commentating alongside Brad Hardie and Percy Johnson - scary isn't it?

Percy was actually my first reserves coach at East Fremantle and now I've returned to learn from him again. I've gone the full circle.

I'm also looking forward to the rivalry with the red-headed, long-sleeved guernsey wearer Brad Hardie.

I've heard too that I may be doing something with my other red-headed mate, 'Boris' Langdon.

If Karl John Langdon and Peter Eric McKenzie Wilson are put side-by-side in the commentary box, there should be some entertaining afternoons ahead.

Part of the reason I had to retire was the growing demand my business life had on my time.

I'm involved with a company called West Coast Hospitality Management, working as a consultant to the hospitality industry.

I'm in partnership with Murray McHenry, the vice-chairman

Willo's World

Flamboyant retired footballer

Peter Wilson

talks about the game



of the West Coast Eagles and owner of the Nedlands Park Hotel - better known as Steve's.

We operate Steve's, the Rottneest cafes and tea rooms and also the headquarters of sport, the Wembley Hotel.

True character:

KARL Langdon's retirement is timely, as other players have passed him by.

Through nothing but bad luck, Langdon's run of injuries have been horrendous.

But what a lovely way to go - with an 8cm scar running down his left buttock to remind him that he didn't quite finish off the way he would have liked!

He is one of the true characters of the game and deserves to be remembered, not only as a flamboyant, erratic footballer, but one of the great entertainers who helped a young side reach the heights quickly.

Karl is able to hold his head up high - regardless of what colour he decides to paint it.

Langdon had a fluid sac on the top of his hamstring that swelled up dramatically. He couldn't sit down properly and that was hard, especially when he was driving a car. I've actually seen the scar and it's a nice big purple gas.

Soft spot:

AS most people know, Richmond provided my first taste of VFL action.

However, the Tigers have been a sad affair up until 1994-95 and by that time I had two premiership medallions around my neck.

I still have a soft spot for them and it was sad to see them continually getting belted.

I loved living in Melbourne and enjoyed the people, the club and the football, but I wasn't unhappy about coming home.

I always said I would return to the West and I was lucky for the opportunity.

There's no doubt that luck plays a major part in life and where you end up.

I came home and linked up with Michael Malthouse to be involved with a club that had one of the quickest turn-arounds in football history.

It was sensational to be part of one of football's most successful clubs.



Karl Langdon... he's retiring at the right time.



Dockers duo Jason Norrish (left) and Jeff White relax before lining up in last week's carnival.

Carnival took toll

IT'S certainly been an interesting start to the season ... in more ways than one.

The Coca-Cola lightning premiership is behind us and Dockers people can feel well-satisfied with our performances even though we fell a game - or maybe just a couple of turnovers - short of making the final.

With that hectic three-day programme in typical Melbourne winter (and it's only February) a few of our younger guys have now got a feel for AFL footy.

The carnival was good, even though it obviously took its toll injury-wise on a few guys ... especially the older ones!

We had to call up reinforcements after making it through to the semi-finals and while Essendon proved too good for us, it was only in the closing minutes that they got on top.

The players enjoyed the format; most of us dread playing among ourselves in intra-club matches and the lightning premiership concept got rid of that.

It was important that we fielded a good side.

From my point of view I wanted to be out there trying to show the way, especially with all the young guys having their first taste of Melbourne footy.

The rule changes were okay; we watched the TV coverage on the first night and got a feel for it. The only problem was when a ball was punched out of someone's hands and you didn't know who was getting the free kick if it went out of bounds.

Pre-season:

OUR summer campaign was certainly different, what with a full-time programme that saw everyone make a real commitment.

We went full-time - after Gerard Neesham had a look at how things were done in America. He brought back a few new ideas, especially from the Chicago Bulls.

Free Feelings

Dockers captain **Ben Allan** writes exclusively for Westside Football



We did a 7am to 11am training programme, mainly with weights and then five nights a week. It was a big commitment to break off from work for five weeks.

It has been a lot more specific with the emphasis on individual requirements.

The programme was different because the coaching and training staff have now had a full year to assess everyone and to work out specific needs, so the emphasis was more specialised, especially in the mornings.

The main advantage was getting all the new guys up to speed on what we've been trying to do.

We all realise that Gerard's a bit unusual with his methods being a little unorthodox and coming to terms with that can be difficult; it was for me when I came home from Hawthorn after five years. It took some adapting getting used to a new coach.

It certainly wasn't stress-related training. We are pretty fit, it wasn't hard, tough physical work.

The hard thing was coming up for every session, but the sessions themselves weren't hard. It was more of an education programme.

A lot of golfers especially go through visualisation programmes to see how their shotmaking is going and that's what we've done; we've looked at ourselves on video.

We've tried to practice at a slow speed, at times a walking speed.

We believe it's been a successful programme and now we're ready to get down to the real work of winning football matches.



Proud Major Sponsor
of the
West Coast Eagles



New coach respects Dockers

AS Port Adelaide coach John Cahill patiently contemplates life once again in the AFL, he rates rival Port club Fremantle a serious finals contender for 1996.

"I have no doubts that the Dockers will make the finals this year," Cahill said in Perth recently.

"They have recruited well and are a better side than last year."

Among the recruits Cahill was talking about are former Port pair David Hynes and Clive Waterhouse.

Hynes, a premiership player with West Coast, has already shown he can enjoy a new role as a ruck-rover and the two players were Port targets when their hopes of joining the AFL in '96 were still alive.

"I've been appointed coach of Port's AFL side for two years and was hoping Hynes and Waterhouse would be with us in the AFL this year," Cahill said.

"Waterhouse is tough and courageous, can run and at only 21 years of age, is still developing.

"I expect him to be in the Dockers team for most of the year and Fremantle have certainly picked up a good player. He has the ability to win a game off his own boot in five or 10 minutes and is an explosive half-forward."

Dockers fans were treated to a taste of the Waterhouse explosiveness when he kicked four goals in the final quarter to help his new side to a 45-point win over his old club.

Opportunities:

FREMANTLE'S opening practice hit-out against Port Adelaide saw a number of young Dockers grab their opportunities.

Winner of the Harry Neesham Medal for the best Docker was Jeff White, who rucked well and gathered kicks around the ground, especially in defence.

The lanky young Victorian has put on a bit of weight but has unfortunately been sidelined with a fractured cheekbone from last week's carnival.

Another player who made his debut last year and seems set to consolidate in '96 is rover Craig Callaghan.

However, it's the group of players who spent last season developing in the Pepsi Cup ranks who may make the difference this year.

Dockers Den

Tracey Searle

reports on news from the Fremantle camp

presented by

AlintaGas



Westside columnist and former West Coast selector Trevor Sprigg says three players who stood out against Port Adelaide and did well in Melbourne have the potential to play AFL this season.

"Luke Toia showed a lot of maturity and poise," Sprigg said. "He knows exactly where to go to get the ball."

"Daniel Parker surprised too; he's an unknown having played reserves for Subiaco, but showed a lot up forward."

"South Fremantle's James Clement performed well, but that was pretty well expected. He showed some interesting flashes of form."

Sprigg was impressed that the Dockers performed so well, with several key players sidelined.

Missing the port hit-out were fairest and best Peter Mann, captain Ben Allan, Stephen O'Reilly (injured early), Scott Chisholm, Winston Abraham, Todd Ridley, Tony Delaney, Craig Burrows and Shaun McManus.

Full-time:

THE Dockers created another first over summer when they adopted a full-time training programme.

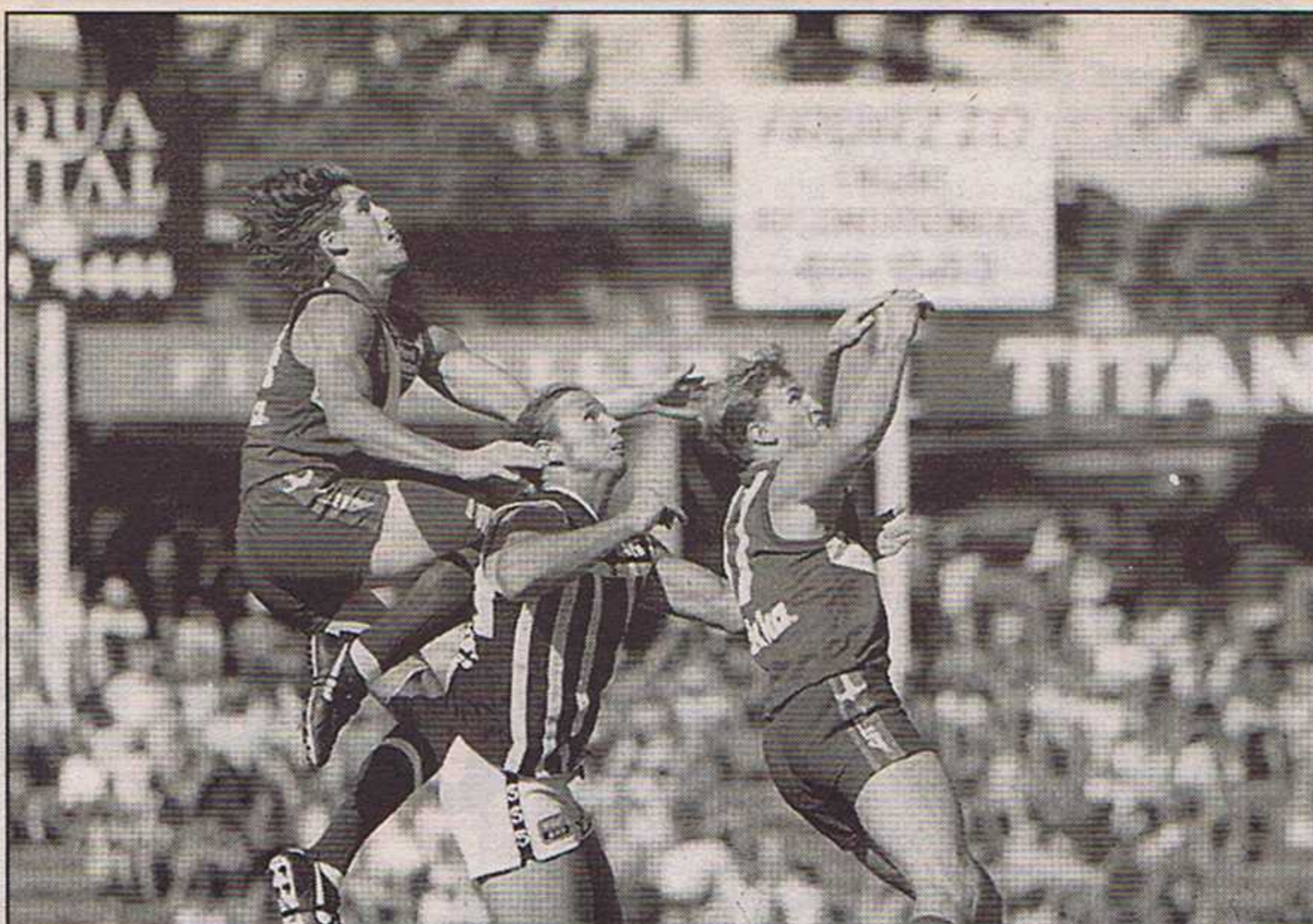
The players took several weeks off their regular employment to be the first AFL club to indulge in full-time training, with two strenuous sessions a day - an early-morning work-out and returning late afternoon for a skills session.

"We didn't start pre-season training until November 1, which was a couple of weeks after Brisbane and Collingwood," said Gerard Neesham.

"We had more of a break than Carlton, but they finished three or four weeks after us."

Changes:

DOCKERS fans will notice a few



High flier ... Jeff White soars above the pack in game against Port Adelaide.

changes in their side this year - with a few well-known players being delisted.

However, not all the disappointed players went into seclusion at the decision, preferring to work harder in a bid to resurrect their careers.

Leigh Wardell-Johnson was delisted because a viral infection prevented him from joining pre-season training and he lost a lot of weight.

He kept training with Fremantle and played against Port Adelaide in the hope of proving

himself fit before next Monday's draft.

Brendan Krummel, plagued by injury throughout his career, has again been restricted in pre-season by a thigh strain.

His former coach Ken Judge, now at Hawthorn, admires Krummel's abilities and didn't hesitate to add him to the Hawks list.

Jay Burton was delisted before the draft when knee surgery restricted his pre-season and he was expected to be out for six months.

The Dockers must be pleased with his comeback because they

again picked up Burton in the draft.

Former Adelaide Crow Chris Groom nominated for the draft after being unhappy at his lack of opportunities at Fremantle.

North Melbourne must have been impressed with Groom's 18 goals from seven games, picking him up and improving on their already star-studded line-up of forwards.

Brad Wira was part of a trade with Footscray that saw the Dockers grab another early draft pick.

As part of the deal, the Bulldogs also got Central District's Hugh Reimers.

Pre-season carnival likely to cause problems for all

THERE have certainly been some mixed feelings expressed about the Coca-Cola AFL lightning carnival, but plenty of positives also emerged.

While Eagles coach Mick Malthouse was critical of the timing and having to fit another competition into the season, he was pleased that football action was back.

"We can zero in on the negatives if we want to, but there are positives as well," said Malthouse. "We went over there to play football and that's what these guys love to do."

"Having everyone play in the one weekend was different, as the Ansett Cup has teams preparing for matches one, two and sometimes three weeks before others."

Malthouse made some valid points about why the carnival did not suit his players, especially pointing to the time-frame for their first match.

With the game at 11am on Saturday, which was 8am Perth time, the players were effectively getting up at 4 o'clock to have breakfast and prepare for the match.

Invasion:

A HOST of young patients at Melbourne's Royal Children's Hospital were invaded by some Eagles from the West last week.

A group of West Coast players visited the hospital for an hour and handed out all sorts of Eagles merchandise.

The visit was made possible

Eagles Nest

Brad Elborough
looks at news in the West Coast camp

presented by
TOWN & COUNTRY BANK

through the Oz Child/Pro Squad hospital visiting programme.

New rule:

SPEEDY young Eagles rookie Phil Matera is one player who wouldn't vote for a new rule tried out in early-season practice matches.

In an intra-club hit-out, Matera burst through a pack and tapped the ball to his advantage, only to see it trickle over the boundary line.

Under the rules used in the lightning carnival, he gave away a free kick, effectively being penalised for attacking the ball.

Matera went on to kick a couple of stylish goals and showed some of

the form that earned him a State guernsey last season.

Big man Paul Whitelaw was impressive in the ruck, taking several strong marks and Brendon Fewster was another to use his height well.

On-ballers such as Ben Cousins, Luke Trew, Craig Smoker, Chad Morrison, Jonson Clifton, Neil Marshall and Andy Lovell all got a taste of the Eagles atmosphere.

Harmony:

THERE would have been some interesting dinner conversations in the suburban house shared by two AFL-aspiring footballers over recent weeks.

Subiaco's Andrew Donnelly and Sydney recruit Craig Nettelbeck are rivals for a spot on the Eagles list, but someone has to be delisted to create an opening.

Donnelly has shown strength at centre-half-forward in Eagles hit-outs, while Nettelbeck, who was delisted by Fremantle without playing a game, showed his versatility at centre-half-back.

Firing up the Dockers!

AlintaGas
The Natural Gas Company

SGIO

INSURANCE

Proud Major Sponsor of

The West Coast Eagles

Career change

FORMER Perth journalist Ross Nicholas has been marketing manager of the West Coast Eagles for six years – generating nearly \$45 million in income to the State's biggest sporting club.

With a marketing department staff of five, one of the smallest of the AFL clubs, the income figures are close to the top of the tree.

Nicholas was chief football writer for the now-defunct Daily News before moving into the marketing world, testing the water for three years at the WA Trotting Association. He was lured East to work as the Melbourne Football Club's marketing man in a bold challenge that saw plenty of antagonism from locals towards the intruder.

But Nicholas survived, joining them in the second year of coaching under the legendary Ron Barassi and helping revive the traditional Demons.

"That was frightening," he recalls of the Melbourne challenge.

"Melbourne had won one game in 1981 and Barassi was on a rebuilding campaign, as was the whole club.

"There was a fair amount of rejection from influential supporters because a West Australian was doing a Victorian's job. I'd also replaced a person who was popular around the club."

After five years, Nicholas was appointed general manager of Fitzroy, but at the end of the first year of Eagles operations (1987), he was recruited as the club's Melbourne man.

For two years he did everything from marketing to membership, assisting with player recruiting and, most importantly, lobbying the AFL at a time of great change.

In 1990 the club took a turn-around in its on and off-field operations, with Mick Malthouse being recruited from Victoria as coach and a host of other administrative changes, including a restructure of the marketing department that saw Nicholas return home to Perth to work full-time.

"I still feel the emotion and pressure of football even though we're in a marketing capacity," he says now, referring to the Eagles success.

"We're out in the marketplace, where people invest money in their football and you share all the emotions of those people."



Ross Nicholas: "...we're well planned, bordering on conservative"

Champions lift standard

THERE are many who say that it takes good-quality competition to bring out the best in some participants – and that's certainly been the case with West Coast off the field.

For eight years, the Eagles reigned supreme as WA's most-senior sporting team.

They virtually contested the Australian Football League as a State side carrying the hopes and cheers of the majority; in fact, 65 per cent or 876,000 people declared their support for the Eagles in a special Morgan Poll.

But then the national sporting scene expanded and suddenly the opposition was mounting – the Western Reds rugby league team were up and running more than a year before their first match and the sponsors' dollars were rolling in and members rolling up.

Then the Fremantle Dockers arrived and the football world was divided; it wasn't just a Swan River barrier, it was a cultural gap between many long-standing football followers.

There were plenty of sceptics who said the free run enjoyed by the Eagles would dry up; that things would get tougher.

But the opposite happened.

Figures show that the Eagles improved their sponsorship income in 1995 and lifted their impressive membership total.

And it all goes back to planning.

The first meeting to handle the

Face to Face

Alan East

talks to the man behind the Eagles money-making machine



presented by



invasion was in April 1993 when the following objectives were laid out:

- Consolidate all key staff.
- Maintain income levels.
- Improve Subiaco Oval facilities.
- Improve administration systems.
- Continue to win games.

As part of the challenge, the marketing department set out to sign 75 per cent of their sponsors on three-year terms; to give the sponsors and members added value and to introduce new coterie groups.

Eagles marketing manager Ross Nicholas put the challenge into perspective:

"We had to be prepared to cope with not always being 'the flavour of the month' in the face of new competition in the marketplace," he says.

"A major element in achieving our targets was increasing customer value in five areas – entertainment, service, facilities, return

on sponsor investment and communication.

"We achieved our objectives and in the end income was up 60 per cent in the sales of VIP boxes, 42.5 per cent in coterie, 13.5 per cent in sponsorships, 16.5 per cent in membership, 42 per cent in merchandise sales, 38 per cent in functions and 41 per cent in our Victorian operations.

"That meant the Eagles had increased their 1995 gross revenue by 20 per cent on 1994, marketing sales by 25 per cent and membership by 20 per cent.

"In the face of enthusiastic opposition, we had not only maintained our advantage in a limited marketplace, but gained new ground."

The marketing department injected \$10.5 million to the Eagles coffers in 1995 – a remarkable rise from the \$5 million when Nicholas first took the reins in 1990.

It has improved steadily – \$6.3m in '91; \$7m in '92; \$7.5m in '93 and \$8.5m in 1994 ... the year before the Dockers tapped the public purse.

There's no doubt success on the field goes hand-in-hand with our marketing operations," he says. "We've learnt how to market ourselves well and, more importantly, to service our sponsors.

"It certainly makes your job easier if the team is performing well, but it really just opens the door; you still have to sell the club.

"The hardest thing is meeting the expectations of sponsors, which are enormous because the team has enjoyed so much success.

"You have to make them feel part of the club; that they have a real role in the culture of the club.

"We want to make all our activities more interesting and this season our 10th year theme will come right through."

Nicholas says surveys prove that the fans want to support winning teams; not simply competitive clubs.

"Last season convinced us that we're on the right path," says Nicholas.

"We've never had the opportunity before to compare it."

While Nicholas deliberately avoids becoming involved in the football side of things, he does have dealings with the players.

There is a never-ending demand from corporate people to use individual players for a variety of roles – personal appearances, television and newspaper advertising, company promotions and so forth.

Nicholas gets the two parties together and irons out the contract details. The subsequent requests for involvement are then handled by assistant coach Rob Wiley, who co-ordinates the players' commitments to his sponsor.

"The demands have been enormous," says Nicholas. "We've actually cut back a lot in the last year and the players themselves have curtailed their activities.

"There are about 15 private sponsorships of players, who re-

ceive the money from these agreements, but they have to work for it, it's like another job for them.

"Firms like Marlow's, with John Worsfold and Qantas, with Glen Jakovich, have had good relationships; Tip Top had an excellent profile with Peter Sumich; Mitre 10 enjoyed their exposure with Don Pyke and Guy McKenna has been good with Optus.

"Pepsi have used players to their advantage, such as Jakovich and Dean Kemp and there have been other one-off commercials that players have organised themselves."

So what's the West Coast's secret of success?

"We've been imaginative and certainly innovative in our approach," says Nicholas.

"We had a fresh, clean blackboard to work off and a good stable staff. We're well-planned, bordering on conservative rather than extreme and we do a lot of research.

"Communication with our financial support base is important and we've only lost one client in six years and that was a company who took their headquarters out of the State."

The strength of the Eagles shone out when the Dockers arrived, forcing a decision from many firms.

Major sport sponsors like Swan Brewery, Healthway, Pepsi and Channel 7 naturally joined forces with the Dockers, but didn't back off in their support of the Eagles.



QANTAS

THE AUSTRALIAN AIRLINE



Eleven from WA in the 'Hall'

ELEVEN West Australians have been included in the list of 136 football people inducted to the Hall of Fame as part of the AFL's centenary celebrations.

The full list covers former champion players and legendary coaches, umpires, media personalities and administrators.

The West Australians to be honoured in the Hall of Fame:

Players—David Christle, Nipper Truscott, Merv McIntosh, George Moloney, Barry Cable, Graham Farmer, Graham Moss and Bill Walker.

Coach—Johnny Leonard; **umpire**—Ray Scott; **administrator**—Pat Rodriguez.

The inductees were drawn from four different eras to avoid comparing players of bygone days with today's champions. All nominations had to be retired for at least three years.

Western Australia's football media doyen Geoff Christian was on the judging panel and WA officials were delighted with the number of their nominations who were accepted.

Next week's edition of Westside Football will carry an expanded coverage of the Hall of Fame inductees.

Coaches happy with form of youngsters

By Brad Elborough

THE 1996 AFL season kicked off last weekend with a lightning premiership over three days at Melbourne's Waverley Park.

All 16 teams took part in the \$170,000 Coca-Cola carnival, helping launch the season that marks 100 years of VFL-AFL football.

The series involved four new coaches and two others who have swapped clubs over summer.

Here is a round-up of what the men-in-charge had to say:

NORTHMELBOURNE—Denis Pagan:

"It was a positive for the club that nine guys played their first game for North Melbourne.

"I don't like the out-of-bounds rule much, but it was a good challenge. We made some blues and talked about them as a drop in concentration.

"We have had a pre-season with an emphasis on strength and power, but it's early days."

MELBOURNE—Neil Balme:

"It was good having all the teams there at the one time.

"I was happy with our blokes and we had a real go. Andrew Obst was great and Jeff Farmer was really good."

COLLINGWOOD—Tony Shaw:

"Some of our kids were really good; they did everything I asked.

"Mark Richardson was given some responsibility, so he may be in for a good year, and Aaron James did pretty well.

"If the AFL is serious about their February draft though, they

must give us the chance to try supplementary players and potential draftees in these games."

FITZROY—Michael Nunan:

"We've taken a small step in trying to put a pattern together and there were a few signs I was happy about.

"We started in October, a long way behind the standard of other AFL sides, which is obvious to everyone.

"As far as good young players go, Shane Clayton looked mature and poised."

STKILDA—Stan Alves:

"There's no doubt these experimental rules made the lightning premiership a spectacle and created a good contest. All sides had a chance, no matter how far down they got.

"The senior players asked to play and it was good to see Stewart Loewekick six, and at the same time I was pleased that our little men got down there in the crumbing contests."

HAWTHORN—Ken Judge:

"There were a few good things come from it for us. We had young kids playing against a pretty experienced St Kilda and that was a learning curve for them.

"We had a few senior blokes we could have taken a chance with, but it wasn't worth the risk."

BRISBANE—John Northey:

"Anything like this that you take part in, you should try to win.

"I'm not here to change Brisbane's game completely, that would be stupid. Maybe I can incorporate some things into their game that can help them.

"Nick Trask pleased me, as did Troy Johnson, who is an up-and-coming player."

WEST COAST—Mick Malthouse:

"I don't like conceding three points for a defensive rush and hitting the post isn't worth half a goal. But the carnival is a good concept, maybe played a week later.

"We brought all our young players over and in the end it was probably a few of the senior players who made the blunders.

"We had seven who had never played at Waverley Park and six who hadn't been to Melbourne, so it was a great experience."

FREMANTLE—Gerard Neesham:

"The rules were progressive. We got more football and it was quicker, maybe too quick for some. The game didn't get bogged down.

"There weren't as many physical contests, which suited our game and there weren't 24 or 28 players around the ball.

"James Clement, Luke Toia, Gavin Mitchell and Greg Harding were all pretty good and Michael Brown took some good grabs."

ESSENDON—Kevin Sheedy:

"It was a great opportunity to play more guys and the standard wasn't too bad for this time of the year.

"Matthew Lloyd looked good for a first-up run.

"There are a lot of things to look at before we start changing the rules."

SYDNEY—Rodney Eade:

"I think it was two weeks too early for us to be playing, but it was a learning curve for the players to get used to my style and for me to find out what they're like.

"The young kids who played were terrific. Maybe this shows our depth is better than people think.

"Dion Myles and Mick O'Loughlin did well, while Justin Crawford and Anthony Rocca showed their true talent."

RICHMOND—Robert Walls:



Geelong's Gary Ayres has some midfield problems.

"We showed good competitive spirit to come from behind and win against a strong breeze.

"Ben Holland was pretty impressive with some strong marking and a few goals. It was all over pretty quickly, so I'll have to check the others out on video tape."

ADELAIDE—Robert Shaw:

"We came here to look at some of our players. The exercise wasn't a scoreboard thing, but to get an idea of our draftees.

"Other clubs were match fitter but we were encouraged with what we saw.

"Peter Caven opened some eyes and is obviously a class player. Peter Vardy and Tyson Edwards came up against good players and that's what it's all about."

GEELONG—Gary Ayres:

"This gives us a fair indication of where we're at after training for five weeks. It looked as though our guys weren't confident in using each other.

"Steven King did enough in the ruck and Jason Snell, in the centre did a bit, as did Brady Anderson when he came on."

CARLTON—David Parkin:

"It's ludicrous and unrealistic to expect guys to be playing this type of football now, then stand up and play in September. That's why most clubs played their young blokes.

"The boundary line rule certainly has a lot of question marks surrounding it, but the ball spent most of the time in the corridor, which was pretty good to watch."

FOOTSCRAY—Alan Joyce:

"The experimental rules were quite good, but only in that shortened timeframe. You would kill the guys if you had them running like that for 8-10 weeks.

"The carnival concept was good; we would have been playing somewhere else at that time of the year anyway. It gave the players the opportunity to have a hard, fast hit-out.

"Adelaide's Mark West did well in the centre and Dockers recruit Brad Wira surprised us a little with his good effort on the ball."



New Magpies coach Tony Shaw wants time to try supplementary players before February draft.

...GET IT WITH A MARLOWS GUARANTEED BRAKE PACKAGE FROM JUST \$59.00!

Eagles Captain John Worsfold says, "Marlows will fit manufacturer specified replacement brake shoes or pads to your car and inspect your complete braking system at no extra charge - that's all brake lines, wheel cylinders and the master cylinder. But more than that, if you bring your car back after 6 weeks, they'll inspect your brakes again to make sure your pads or shoes are bedding in properly. You can't beat that, but that's Marlows for you!"

PROUD SPONSORS OF THE WEST COAST EAGLES

ALL OUR FITTING & SERVICE CENTRES ARE RAC REGISTERED

MARLOWS
AUTO PARTS & ACCESSORIES

*BALCATTA: 71 Erindale Rd	Ph: 240 1566
*FREMANTLE: 7 Queen Victoria St	Ph: 335 8633
*GOSNELLS: 2306 Albany Hwy	Ph: 398 4822
*JOONDALUP: 162 Winton Rd	Ph: 300 0744
*MIDLAND: Cnr Lloyd St & Gt Eastern Hwy	Ph: 274 5422
*MORLEY: 129 Russell St	Ph: 275 6966
*ROCKINGHAM: 6 Commodore Dve	Ph: 592 7999
*VIC. PARK: 838 Albany Hwy	Ph: 361 8422
*BUNBURY: Homemaker Centre, Blair St	Ph: (097) 21 9977

Dazzling Che played down

BY CRAIG NITSCHKE

EXCITING Essendon utility player Che Cockatoo-Collins stole the limelight in last week's Coca-Cola lightning premiership with a series of dazzling performances, culminating in an outstanding display in the grand final.

But Bombers coach Kevin Sheedy was wary of singing too highly the praises of the 20-year-old.

"He hasn't played in a real final, I don't know if he can play yet," Sheedy said.

"The best players endeavour to play well in the finals.

"I've been saying that to him all summer. I've told him I don't know if he can play yet."

Other inexperienced players to catch the eye for the Bombers were WA pair Scott Cummings and Michael Prior.

Cummings made just two appearances in the carnival - the semi-final and grand final - but kicked six goals, while Prior was one of the best afield in the grand final with an impressive showing on the ball.

The three are in their third season at the club and will be aiming to cement regular berths in the powerful Bombers line-up.

Many of the big guns of the competition were rested during the carnival, including Stephen Kernahan, Tony Lockett, Wayne Carey and Glen Jakovich, but some stars like Stewart Loewe and Chris Grant took the field in the early games to showcase their extraordinary talents.

Loewe kicked six goals in St Kilda's win against Hawthorn and Grant, better known as a forward, was best-on-ground at centre-half-back in Footscray's two-point loss to Sydney.

Another high profile player in the spotlight was Geelong co-captain Barry Stoneham.

While statistically he didn't shine after coming off the bench against Essendon, it was an important stepping stone in his comeback after missing the entire 1995 season with complications from a broken right leg.

The sight of Stoneham back in the fray delighted Cats coach Gary Ayres.

"He would have got best-on-ground in my mind because he made it through," Ayres said.

"I think he would be very pleased and could say that's one small hurdle out of the way."

But the three-day event was basically an opportunity for the 16 coaches to take a close look at the performances of untried young draft choices.

Those to catch the eye who could progress to senior ranks in 1996 included:

Luke Toia (Fremantle): The 18-year-old from Kalgoorlie, picked in the Dockers inaugural squad, showed uncanny goal sense with six majors from his three matches.

Ben Cousins (West Coast): A rover who displayed plenty of poise in an impressive display against Richmond. Showed why the Eagles were so keen to snare the son of former Perth and Geelong player Bryan.

Nick Trask (Brisbane): A Victorian under-17 representative last year who was among the Bears best in two of their four games.

Ben Holland (Richmond): A brother of last year's Rising Star winner Nick from Hawthorn. Promising key position player.

Seecamp streets rivals

THREE former Fitzroy players are each \$2000 richer after winning the novelty events during the lightning premiership.

Marcus Seecamp, who joined Melbourne last year in a swap with Martin Pike, steeled his rivals to win the 100 metres final.

Seecamp's scintillating performance was no surprise given his background in athletics.

The rugged defender, originally from East Perth, was a WA junior sprint champion and made a national final.

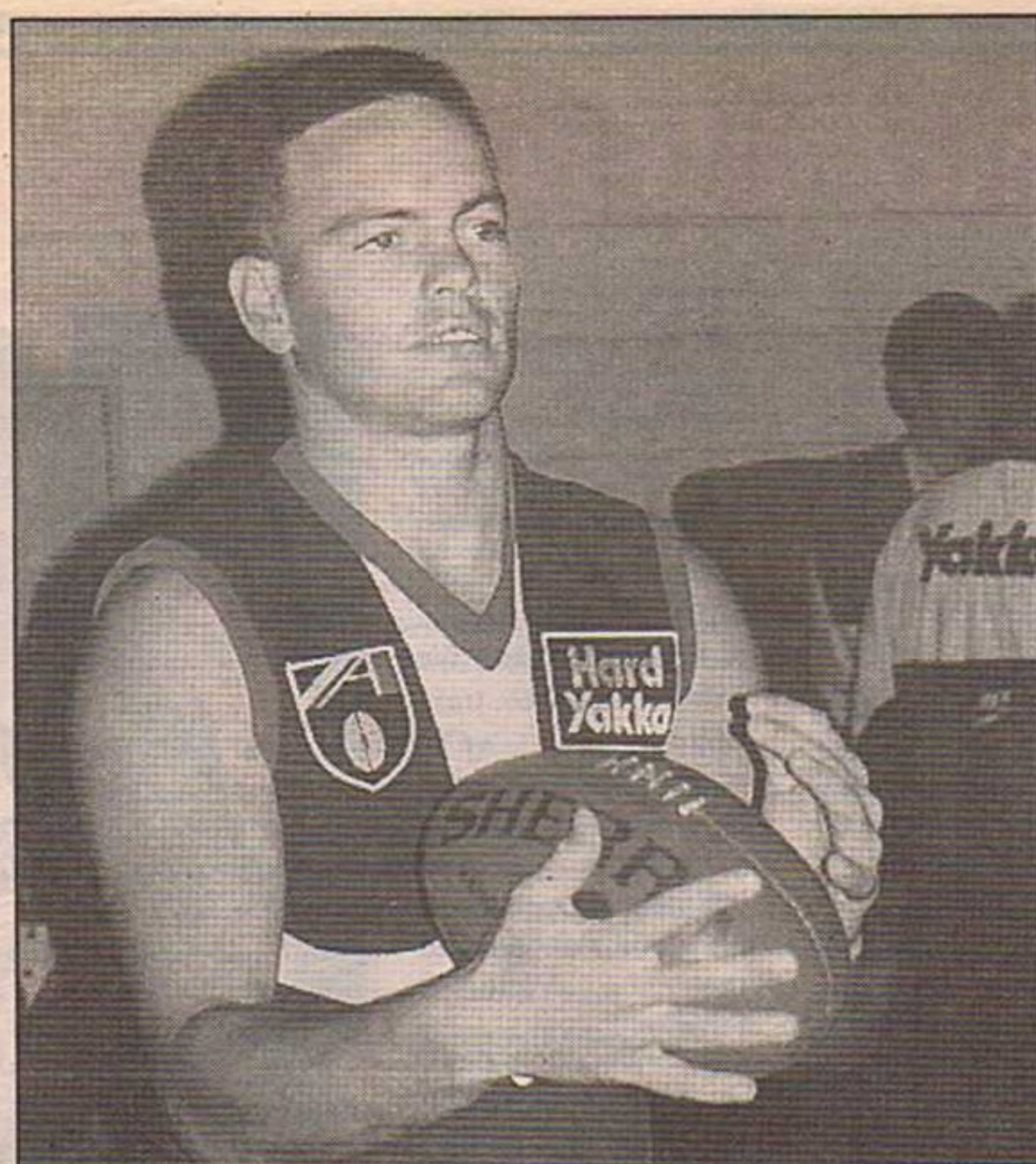
Another Lions discard in Peter Caven won the goalkicking final with 7.3 from his 10 shots. Caven was representing his new club Adelaide - his third after transferring from Sydney.

Hawthorn's Shayne Stevenson upstaged a crack field of superbats to clinch the long-kicking title.

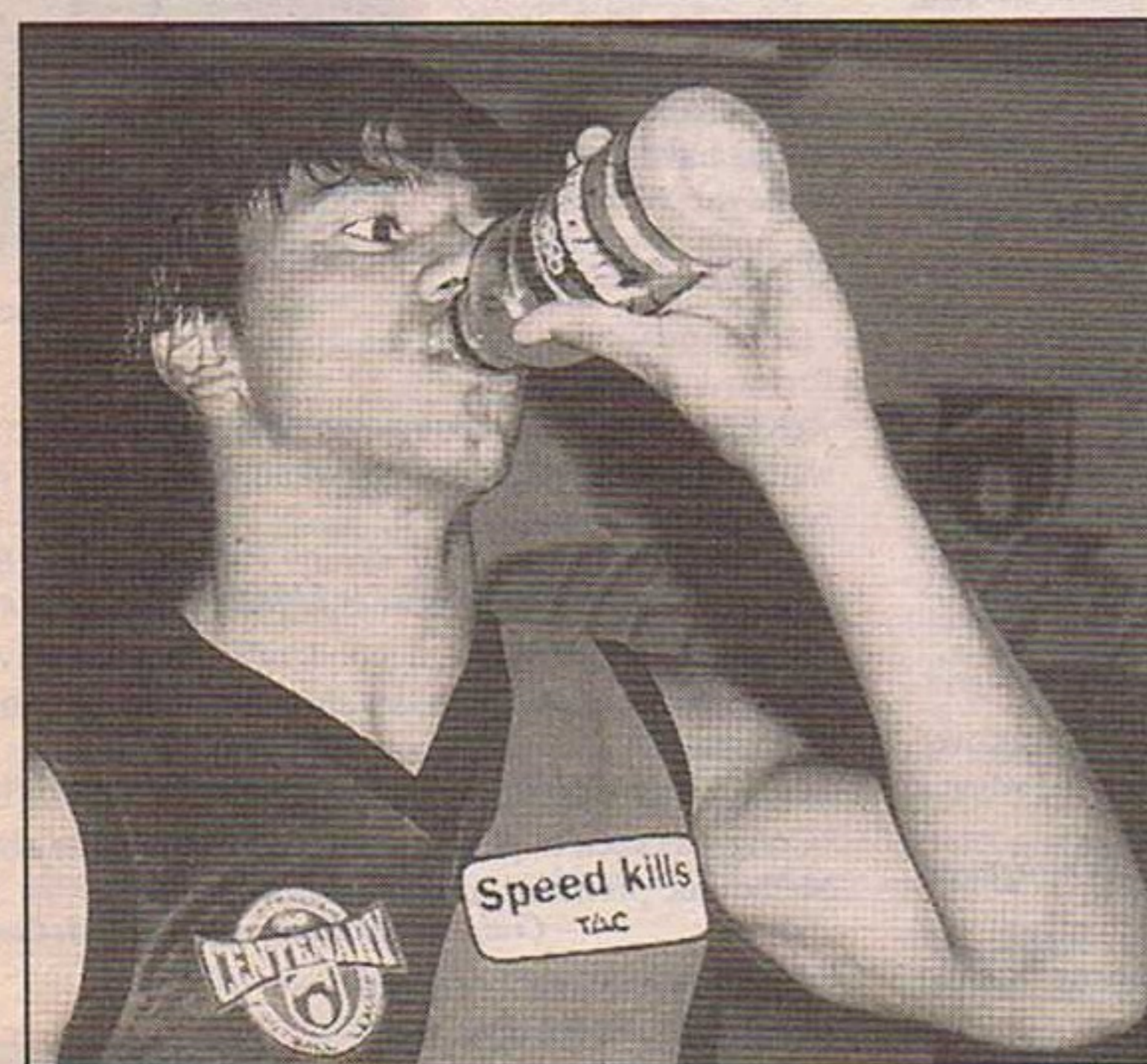
The 25-year-old midfielder, who made 11 appearances with the Lions, won with a booming kick of 73.62 metres.

Runner-up was Footscray forward Richard Osborne (67.34).

The big shock was the failure of Geelong full-back Ben Graham, hot favourite after a towering 85m kick in practice, to make the final.



Dockers rookie Luke Toia made an impressive step up to AFL ranks.



Essendon's Che Cockatoo-Collins was in dazzling pre-season form.

Australian Football League lightning premiership

Round 1

NORTH MELBOURNE 0.0 3.5 23
MELBOURNE 3.3 3.4 22
GOALS - North Melbourne: Sholl 2, Freeborn. **Melbourne:** Farmer, Obst, Smith.
BEST - North Melbourne: Sholl, Fairley, King. **Melbourne:** Obst, Hilton, Farmer.

COLLINGWOOD 1.2 6.4 40
FITZROY 1.4 2.5 17
GOALS - Collingwood: Tranquilli 2, M. Richardson, Pitt, A. James. **Fitzroy:** Lamb, Rombotis.
BEST - Collingwood: M. Richardson, Pitt, A. James. **Fitzroy:** Atkins, Baldwin, Lamb.

ST KILDA 5.6 7.8 50
HAWTHORN 0.1 3.2 20
GOALS - St Kilda: Loewe 6; Jones 1. **Hawthorn:** Stevenson, Gibson, Rawlings.
BEST - St Kilda: Loewe, Harvey, Vidovic. **Hawthorn:** Stevenson, Gibson, Rawlings.

BRISBANE 2.0 6.4 40
CARLTON 1.5 3.8 26
GOALS - Brisbane: Leppitsch 2, Akermanis, Johnson, Trask, Lappin. **Carlton:** B. Sexton 2, Heaver.
BEST - Brisbane: Lappin, Leppitsch, Trask. **Carlton:** B. Sexton, Spalding, Christou.

SYDNEY 3.3 6.6 42
FOOTSCRAY 2.3 6.4 40
GOALS - Sydney: Kickett 2; O'Brien, Maxfield, Rocca, Gray. **Footscray:** Osborne 2; Grgic, Cook, Jakovich, Martin.
BEST - Sydney: Lewis, Maxfield, Kickett. **Footscray:** Grant, West, Cameron.

ESSENDON 5.3 10.7 67
GEELONG 3.4 6.7 43
GOALS - Essendon: Cockatoo-Collins, Kirzner, Caracella 2, Lloyd, Wheildon, Blumfield, O'Connor. **Geelong:** Mansfield, Mensch 2, Bizzell, Steinfort.
BEST - Essendon: Cockatoo-Collins, Hardwick, O'Connor. **Geelong:** Mansfield, Mensch, Graham.

FREMANTLE 2.1 8.7 55
ADELAIDE 3.4 6.6 42
GOALS - Fremantle: Allan 3, Wills, Hunter, Abraham, Waterhouse, Toia. **Adelaide:** Hodges 2, Williams, Vardy, Hart, Caven.
BEST - Fremantle: Allan, Norrish, Waterhouse. **Adelaide:** Caven, Chalmers, Vardy.

RICHMOND 2.1 6.1 37
WEST COAST 2.5 4.8 32
GOALS - Richmond: Naish, Daffy, Holland, Broderick, Neeld, Gordon. **West Coast:** Heatley, Downsborough, Cousins.

BEST - Richmond: Campbell, Kellaway, Daffy. **West Coast:** Cousins, Blurton, Lyle.

Quarter Finals

ESSENDON 5.8 7.13 55
SYDNEY 1.3 3.10 28
GOALS - Essendon: Cockatoo-Collins 3, Lloyd, Fraser, Wallis, Barnard. **Sydney:** Dyson, Maxfield, Rocca.
BEST - Essendon: Cockatoo-Collins, O'Donnell, Lloyd. **Sydney:** Dyson, Rocca, McRae.

FREMANTLE 4.11 8.13 61
RICHMOND 0.1 5.1 31
GOALS - Fremantle: Toia 3, Brown 2, Allan, Callaghan, Mitchell. **Richmond:** Charles 4, Naish.
BEST - Fremantle: Toia, Waterhouse, Allan. **Richmond:** Charles, Naish, Daffy.

BRISBANE 4.3 6.7 43
ST KILDA 2.3 3.3 21
GOALS - Brisbane: Leppitsch 3, Ashcroft 2, White. **St Kilda:** Smith, Beveridge, Everitt.
BEST - Brisbane: Leppitsch, Ashcroft, C. Scott. **St Kilda:** Everitt, Smith, Sziller.

COLLINGWOOD 3.5 6.7 43
NORTH MELBOURNE 1.5 5.6 36
GOALS - Collingwood: Wild, Schauble, Pitt, Curran, Hotton, Orchard. **North Melbourne:** Lissenden 2, Nichols, Cochrane, Daniltchenko.
BEST - Collingwood: Schauble, Wild, Hotton. **North Melbourne:** Lissenden, Armstrong, Sholl.

Semi-finals

BRISBANE 2.6 7.13 55
COLLINGWOOD 0.2 4.2 26
GOALS - Brisbane: Leppitsch 2, Akermanis, Lambert, D. Scott, Trask, White. **Collingwood:** Pitt 2, M. Richardson, Tranquilli.
BEST - Brisbane: Trask, Bews, Akermanis. **Collingwood:** Hassell, Richardson, Pitt.

ESSENDON 4.2 6.11 47
FREMANTLE 2.3 5.8 38
GOALS - Essendon: Cummings 4, Long, Wallis. **Fremantle:** Brown, Toia 2, Waterhouse.
BEST - Essendon: Hird, Cummings, Long. **Fremantle:** Madigan, Toia, Waterhouse.


Final

ESSENDON 4.1 6.2 38
BRISBANE 1.4 2.9 21
GOALS - Essendon: Cockatoo-Collins, Cummings 2, Prior, Hird. **Brisbane:** Johnson, Lappin.
BEST - Essendon: Cockatoo-Collins, Prior, Harvey. **Brisbane:** White, Scott, Johnson.



Marcus Seecamp... fastest.

MASTERS



CHOC

You'd think that Masters Choc comes from chocolate cows

It happened over summer... and this is what they said

OCTOBER 1995

"Unfortunately there is something missing from the back of our lockers that we couldn't achieve this year. But we live to fight another day."
 - Glen Jakovich, winning his third consecutive West Coast club champion award.

"We rang him to find out if he's interested. We've been led to believe he'd like to stay in Perth."
 - Fremantle football manager Gerard McNeill on Eagles utility David Hynes leaving West Coast.

"It's unfortunate Rob (Solin) had to leave because of work commitments. But I've been at the club for a few years and most of the players know me, so it should work out okay."
 - Kevin Worthington, named coach of East Perth.

"Mick Malthouse has been good. He's told me I have to be physically stronger to contest with the full-backs. His attitude is that if I'm dedicated and put in the work, he'll give me a chance to prove my worth."
 - Subiaco's 100-goalkicker Jason Heatley.

"The club's view is that we're treating both on an equal basis. One or the other actually caused it, but when we watch the video it's hard to determine because it may be action out of camera that started it."
 - AFL chief executive Ross Oakley fining Carlton and Geelong \$25,000 and \$30,000 for the grand final half-time melee.

"There are still a couple of mergers alive. No club wants to give up the right to play in the 100th year of the league and that's worked against us. As time goes by, the climate for mergers will become more conducive."
 - AFL chief executive Ross Oakley.

"You simply don't pick up a ready-made replacement overnight."
 - Essendon coach Kevin Sheedy on the loss of Paul Salmon.

"He's back to a reasonable fitness base. Put it this way, if a club goes into the national draft looking for a bloke who will kick 50 goals a year, they could take him before an untried 17-year-old."
 - Player manager Ricky Nixon on Allen Jakovich's return to



Glen Jakovich... a third club champion award.

AFL ranks.

"The bottom line is that Ronnie Burns is still contracted, listed and registered with West Perth."
 - West Perth general manager Steve Woodhouse on suggestions that premierships player Ronnie Burns was contracted to Darwin club St Mary's.

"It's difficult to come to terms with what Geelong offered me. They want to leave it until

February, but I hope to continue with them."
 - Cats co-captain Ken Hinkley.

They were very disappointing and didn't show a lot of fight. Hawthorn sides of recent years would have made life a bit more difficult for Carlton."
 - Newly-appointed Hawks coach Ken Judge.

"The team does need to improve. I'm sure the players have a dream to play in a premierships team and it's my dream to help them do that. It was my intention not to coach next season and that remained my intention until the Richmond position became vacant."
 - Robert Walls on his move from the Bears to the Tigers.

"It was hard to come to the realisation my career was over because footy has been my whole life, as I started when I was just 17 at Footscray, back in 1978."
 - Veteran Doug Hawkins on his retirement.

"A week after the season finished, I thought to myself, gee whiz, we're only a few weeks away from starting training again, 10 or 11 times a week."
 - Former Dockers rover Peter Miller on his retirement.

"In reality we are one step further ahead than last year, but we're still in the phase of putting together a squad that will eventually become hardened."
 - Dockers coach Gerard Neesham at the first training session for season '96.

February, but I hope to continue with them."
 - Cats co-captain Ken Hinkley.

They were very disappointing and didn't show a lot of fight. Hawthorn sides of recent years would have made life a bit more difficult for Carlton."
 - Newly-appointed Hawks coach Ken Judge.

"The team does need to improve. I'm sure the players have a dream to play in a premierships team and it's my dream to help them do that. It was my intention not to coach next season and that remained my intention until the Richmond position became vacant."
 - Robert Walls on his move from the Bears to the Tigers.

"It was hard to come to the realisation my career was over because footy has been my whole life, as I started when I was just 17 at Footscray, back in 1978."
 - Veteran Doug Hawkins on his retirement.

"A week after the season finished, I thought to myself, gee whiz, we're only a few weeks away from starting training again, 10 or 11 times a week."
 - Former Dockers rover Peter Miller on his retirement.

"In reality we are one step further ahead than last year, but we're still in the phase of putting together a squad that will eventually become hardened."
 - Dockers coach Gerard Neesham at the first training session for season '96.

"It was hard to come to the realisation my career was over because footy has been my whole life, as I started when I was just 17 at Footscray, back in 1978."
 - Veteran Doug Hawkins on his retirement.

"A week after the season finished, I thought to myself, gee whiz, we're only a few weeks away from starting training again, 10 or 11 times a week."
 - Former Dockers rover Peter Miller on his retirement.

"In reality we are one step further ahead than last year, but we're still in the phase of putting together a squad that will eventually become hardened."
 - Dockers coach Gerard Neesham at the first training session for season '96.

"It was hard to come to the realisation my career was over because footy has been my whole life, as I started when I was just 17 at Footscray, back in 1978."
 - Veteran Doug Hawkins on his retirement.

"A week after the season finished, I thought to myself, gee whiz, we're only a few weeks away from starting training again, 10 or 11 times a week."
 - Former Dockers rover Peter Miller on his retirement.

"In reality we are one step further ahead than last year, but we're still in the phase of putting together a squad that will eventually become hardened."
 - Dockers coach Gerard Neesham at the first training session for season '96.

"It was hard to come to the realisation my career was over because footy has been my whole life, as I started when I was just 17 at Footscray, back in 1978."
 - Veteran Doug Hawkins on his retirement.

"A week after the season finished, I thought to myself, gee whiz, we're only a few weeks away from starting training again, 10 or 11 times a week."
 - Former Dockers rover Peter Miller on his retirement.

"In reality we are one step further ahead than last year, but we're still in the phase of putting together a squad that will eventually become hardened."
 - Dockers coach Gerard Neesham at the first training session for season '96.

"It was hard to come to the realisation my career was over because footy has been my whole life, as I started when I was just 17 at Footscray, back in 1978."
 - Veteran Doug Hawkins on his retirement.

"A week after the season finished, I thought to myself, gee whiz, we're only a few weeks away from starting training again, 10 or 11 times a week."
 - Former Dockers rover Peter Miller on his retirement.

"In reality we are one step further ahead than last year, but we're still in the phase of putting together a squad that will eventually become hardened."
 - Dockers coach Gerard Neesham at the first training session for season '96.

"The next 12 months will be a big learning phase for me."
 - Michael Clarke, son of WA cricket coach Wayne, after being drafted by Fremantle.

"There are too many difficulties with the site at Fremantle Oval. We will continue to train there and we've applied for permission to move our gymnasium and training operations into rooms underneath the Victorian Pavilion."
 - Fremantle's David Hatt announcing that the club's administration will not be based at Fremantle Oval.

"He's contemplating where he goes from here. If he accepts the West Coast offer, we would have to look at some sort of trade."
 - Melbourne's Richard Griffiths on Andy Lovell.

"It's a quantum leap forward on anything we've had in the past. It's all-embracing, offering security, welfare and licensing agreements and we are pleased it has been bedded down."
 - Players' Association director Peter Allen after lifting minimum base salaries to \$15,000 and \$1000 a game.

"Brisbane made Darryl a good offer and we have to weigh up the situation. At this stage we expect him to stay in Brisbane."
 - Gerard McNeill calls off the chase for Darryl White.

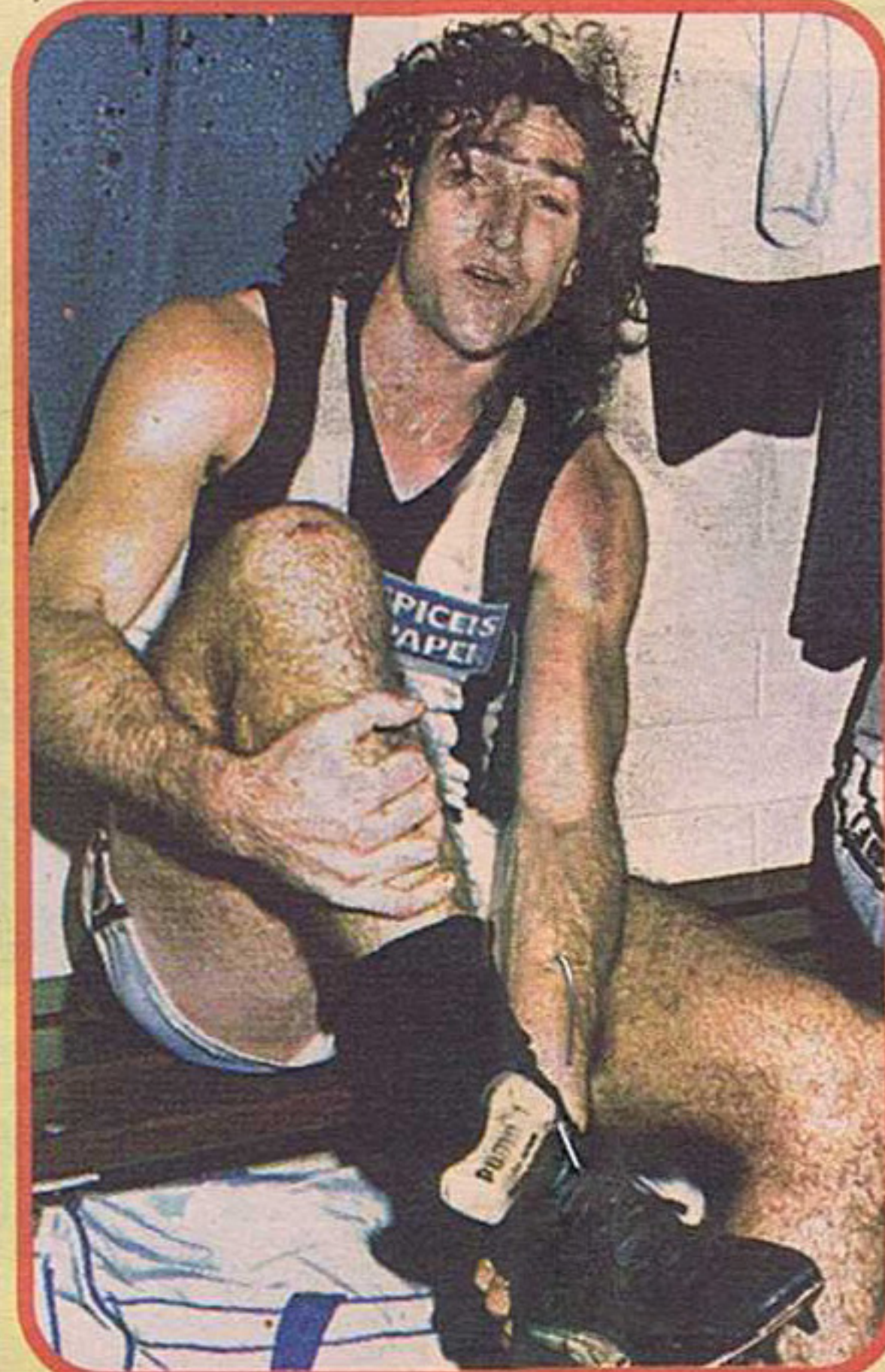
"Craig was keen to play primarily as an on-baller and Melbourne promised to use him in that role."
 - Craig Turley's manager Steve McComish.

"Paul wants to join us and the second stage of the operation is to get a release from Essendon."
 - Hawthorn football manager John Hook on Bomber Paul Salmon's future.

"We'll play four games on the Friday night, eight on the Saturday and four on Sunday. All matches will be televised nationally by Channel 7."
 - AFL communications manager Tony Peek announces the pre-season lightning carnival for February 9-10-11.

"It will cause a huge gap in my life, but I'll find a way to fill it. I'm sad, but it's time. The commercial arm is in place; now I can retire and relax."
 - Allan McAlister steps down as Collingwood's president.

"He has been a good player in 1995 and was a State player. We believe Phillip will be a valuable long-term



Brad Rowe... back home to Fremantle.

player."
 - Eagles football manager Trevor Nisbett on recruiting Phillip Matera.

"We would like to give David the opportunity to play AFL footy and it's not a criticism of the Eagles because they have done so well and it's difficult to fit 42 into 21."
 - Gerard Neesham on the recruiting of Eagles players David Hynes and Tony Godden.

"Having had a taste of leadership as co-captain and a senior player, I'm looking forward to playing a major role in our '96 campaign."
 - Geelong's Barry Stoneham after resigning with the Cats.

"I got bored with soccer and needed something different, a new challenge."
 - Dockers recruit, Birmingham-born Clive Waterhouse, joining from Port Adelaide.

"We've had six successful years and don't want to be decimated in one or two seasons."
 - Eagles football manager Trevor Nisbett trading David Hynes and picking up youngsters Phil Matera and Ben Cousins.

"A fit Ken Hinkley is a required player, but we don't have closed minds on trying to strengthen our list."
 - Geelong football manager Paul Armstrong, with the Dockers talking to an unhappy Ken Hinkley.

"There is no question about his future. He will definitely be playing here."
 - Brisbane's Peter Blucher reacts to rumours that Craig Lambert was not happy.

"I didn't enjoy my football much last year, playing gap-filler and coach Gary Buckenara said it was unlikely I would be used in my preferred role because there were too many other similar players."
 - Former Lions captain David Snow seeking a new WAFL club.

"My main aim will be to play as a rover through the centre, but it depends on what the coach wants. I need to get a game first."
 - New Eagle Andy Lovell, joining up from Melbourne.

"I could have played on and performed okay, but I'm only half the player I used to be and I want to be remembered for the way I played in the 1980's."
 - Dermott Brereton hangs up his boots.

"We'll have a chat to Ken, determine his attitude and check on his physical condition. I guess he wants to have a look around and get a feel of what we're all about."
 - Gerard McNeill on Geelong's Ken Hinkley.

"There has been a discussion about the knock-out format, but we believe it provides the fundamental difference between the Ansett Cup and the premierships."
 - AFL's Ian Collins explaining why the pre-season series will not be a round-robin.

"He really needed to train with us to see his fitness. We're happy with the



Ken Judge... off to Hawthorn.

way the squad is settled now."
 - Gerard McNeill after the Dockers decided not to draft Geelong's Ken Hinkley.

"I came to Perth with my sights set on playing AFL football. Now at my age I must be looking at playing between five and 10 games next season."
 - New Dockers recruit Gavin Mitchell.

"He's definitely someone worth considering. It's a very even draft with a lot of potentially good players."
 - West Coast football manager Trevor Nisbett on West Perth's Brendan Fewster.

"It's difficult to get established players to cross the country, so we've concentrated on young players with potential; they will be more than just short-term benefit."
 - Dockers football manager Gerard McNeill.

"It's pretty hard to get a spot in the seniors, but nothing is out of reach when you're on the list."
 - Young Eagle Chad Morrison decides it's time to head West.

"A draw is a draw and you have to accept what you're given."
 - Eagles coach Mick Malthouse on their 1996 fixtures.

"I would love to have played at centre-half-forward consistently and got used to the position."
 - David Hynes, happy with his move to Fremantle.

"They have to be careful not to open a can of worms on this. Community attitudes on marijuana are changing."
 - Eagles general manager Brian Cook on the AFL drug testing.

"We started playing at this ground in 1892; we don't think any residents were here then."
 - Carlton president John Elliott on protests against changes to Princes Park.

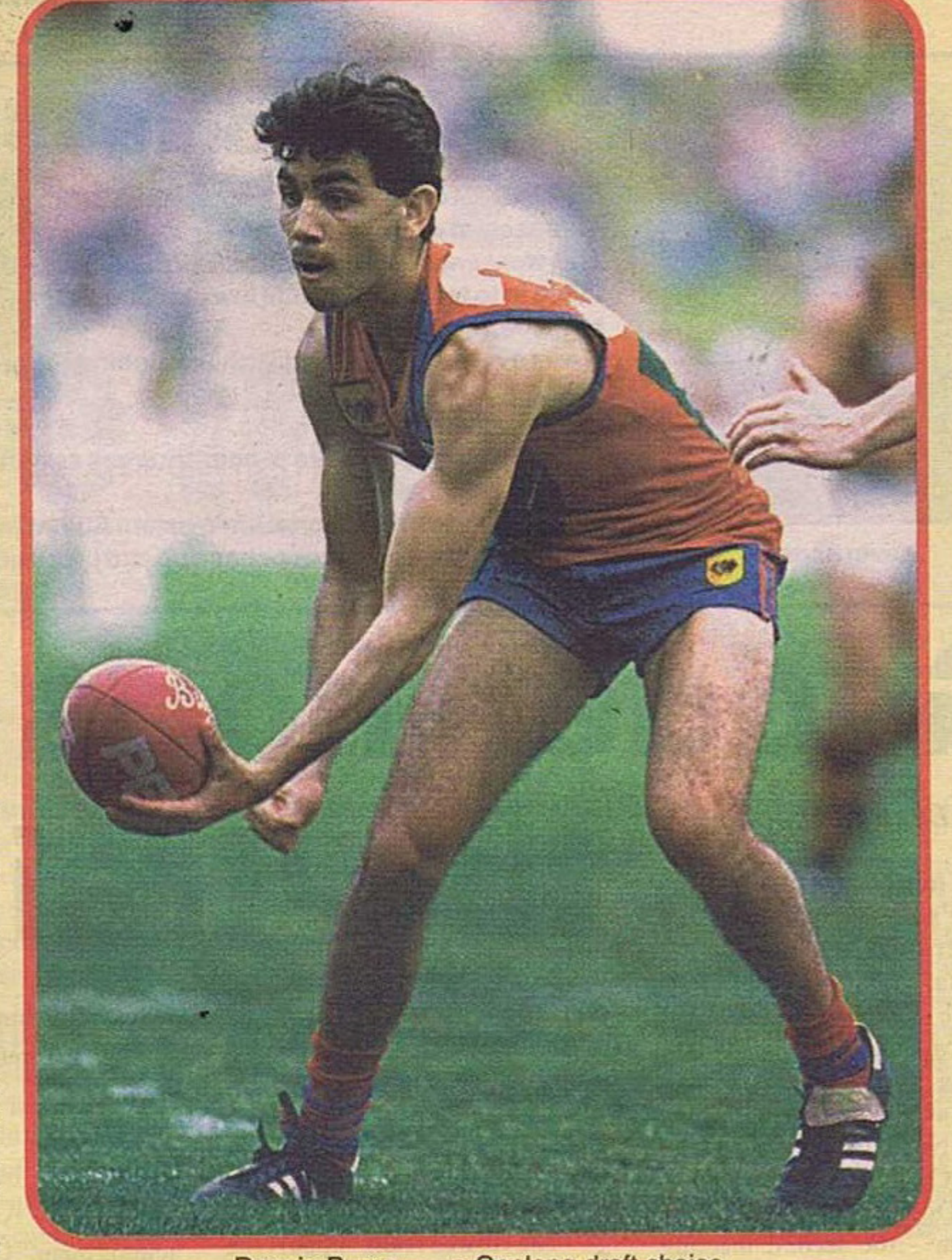
"There is a spot for me and that's something I had to think about when making the decision to go."
 - Craig Turley decides to join Melbourne.

"He has a professional attitude and was well-respected at East Fremantle."
 - Hawthorn coach Ken Judge drafting Brendan Krummel.

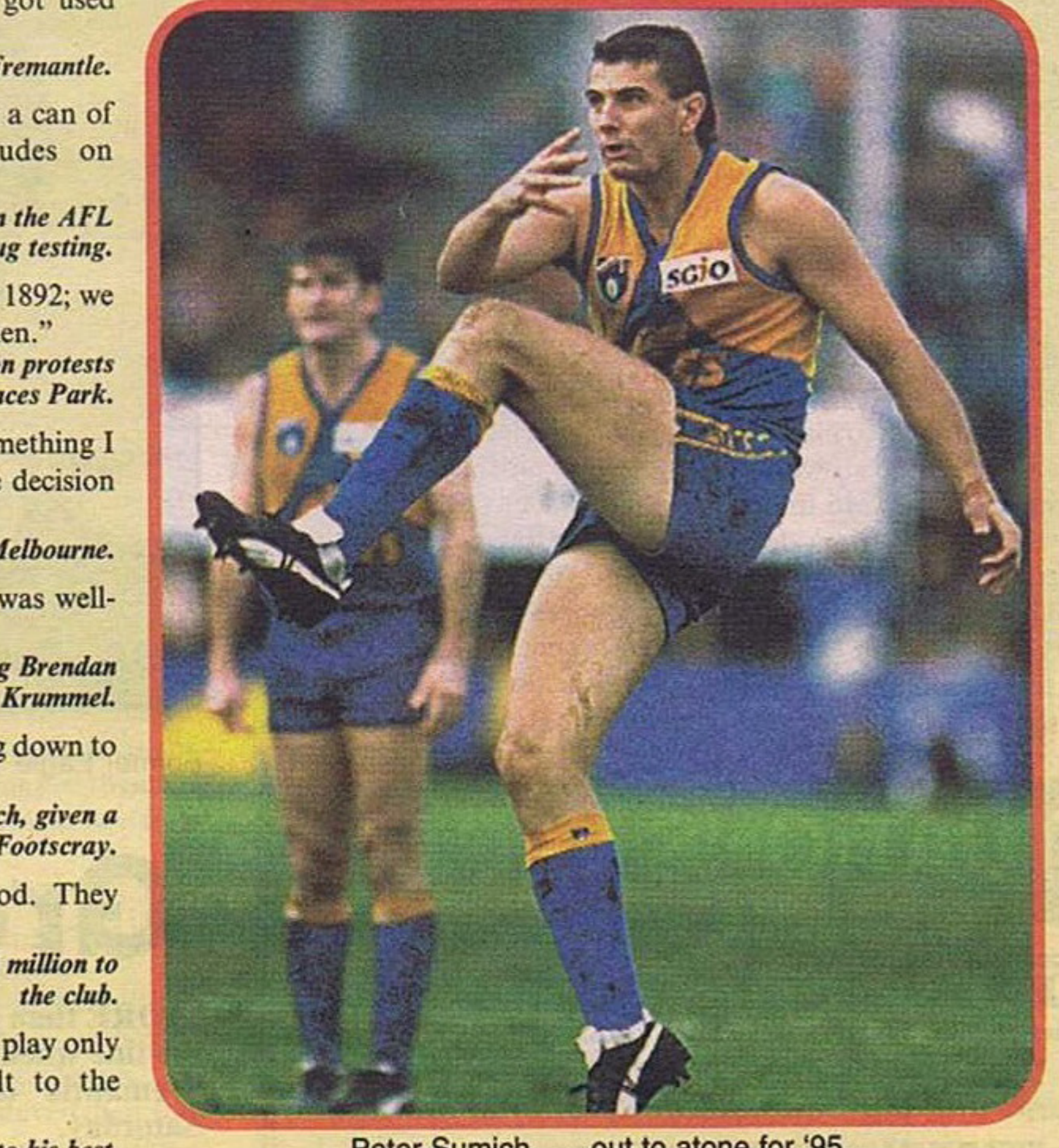
"I feel like a kid again. I feel like going down to the park to have a kick."
 - Former Melbourne star Allen Jakovich, given a second chance by Footscray.

"He lived and breathed Collingwood. They were his family."
 - A friend of a Magpies fan who left \$1 million to the club.

"I want to get back to what I was. To play only five games was a real bloody jolt to the system."
 - Peter Sumich, hungry to get back to his best.



Ronnie Burns... a Geelong draft choice.



Peter Sumich... out to atone for '95.

NOVEMBER 1995

"This is our main go at him. We'll lay our cards on the table and after that it's up to him."
 - Gerard McNeill on Fremantle's attempt to draft the Bears Darryl White.

"I don't know why they called the team Fremantle if they're going to play games at Subiaco, the Western Oval, or Wangara ratta."
 - South Fremantle president Ric Gloede on the AFL decision to play the Western Derby Ansett Cup game in Darwin.

"Every year we have to travel to play in this competition. In 1992 we played Collingwood in Darwin. We don't mind what the schedule is."
 - Eagles football manager Trevor Nisbett on the Darwin game.

"We have almost solved the financial difficulties. Already we're better off than we were in June. The appointment of quality people can only help us attract good juniors."
 - Swan Districts president Bob Manning on the appointment of coaches Phil Cronan (reserves) and Geoff Miles (colts).



Gerard Neesham... set for a second year.

1996 EMU EXPORT SERIES

ROUND 1	ROUND 2	ROUND 3	ROUND 4	PLAY-OFFS
SATURDAY, MARCH 2, 1996	SATURDAY, MARCH 9, 1996	SATURDAY, MARCH 16, 1996	SATURDAY, MARCH 23, 1996	(Top four sides at the end of Rounds 1-4) FRIDAY, MARCH 29, 1996
East Perth vs Perth 2.00pm Swan Districts vs Claremont 4.00pm	Subiaco vs Perth 2.00pm Swan Districts vs East Perth 4.00pm	Perth vs Swan Districts 3.00pm West Perth vs Subiaco 2.50pm	East Perth vs West Perth 3.00pm East Fremantle vs Swan Districts 2.50pm Subiaco vs Claremont 7.00pm	Minor Final 3rd vs 4th WACA 5.45pm Grand Final 1st vs 2nd WACA 8.00pm
East Fremantle vs Subiaco 5.00pm South Fremantle vs West Perth 7.00pm	West Perth vs Claremont 5.00pm South Fremantle vs East Fremantle 7.00pm	East Fremantle vs East Perth 4.55pm South Fremantle vs Claremont 7.00pm	SUNDAY, MARCH 24, 1996 South Fremantle vs Perth 3.00pm	These fixtures are subject to amendment without notice if necessary **ABC TELEVISED GAMES



Nothing changes between old friends



Bombers invade Northam



Kevin Sheedy

Second session

ESSENDON coach Kevin Sheedy will be in Northam on Saturday – his second visit in a month.

This weekend his arrival will be well publicised – the Bombers are flying in to tackle Fremantle in a practice match – But last month he made a surprise visit.

“I was over three weeks ago to have a look at the ground,” Sheedy said.

“I like to know where I’m going.”

“Sheedy described visits to country areas as part of being a professional football club.

“We’ve got a lot of supporters in Western Australia and every time we go away we like to put our hand up and play well,” he said.

— CRAIG NITSCHKE

Carnival plans for big day

BY BRAD ELBOROUGH

FOOTBALL really does reach all parts of Australia.

This Saturday the game stretches even farther when the AFL invades Northam for the first time.

And the people of the Avon Valley have made the most of their opportunity to host an AFL practice match.

City fans making the 70-minute drive for the game will be in for a full day’s activities and entertainment organised by people from the district.

The gates to Jubilee Oval will open at 9am and idle moments will be few and far between.

The Avon League has come up with their own version of the lightning premiership, which kicks off at 9.50am, with the Emu Export Cup nine-a-side knock-out challenge.

Fast and furious contests are guaranteed. Each game will be played across the field, over two 10-minute halves.

There will be 12 teams competing – Railways, Railways Veterans, Federals, Federals Falcons, York, Cunderdin, Quairading, Chidlow, Wundowie, Mt Helena, Mundaring and Scarborough, from the WA Amateur League.

There will be plenty of talented players taking part, including several with WAFL experience.

Among those are former Perth forward Willie Dick (Federals), East Perth defender George Giannakis (Federals captain) and Perth forward Craig McNaughton (Quairading).

Scarborough were premiers in last season’s A-grade amateur league and will play many of their senior players.

They include coach Gary Armstrong and former West Coast and West Perth midfielder Sean King.

The Swan Brewery is sponsoring the competition and will present the Emu Export trophy to the winners.

While it is a knock-out competition, the two best first-round losers will be given a chance to make amends in the second round.

The other first round losers go into a plate draw.

A half-hour contest between metropolitan and country Aboriginal sides at 1.50pm will be the curtain-raiser to the nine-a-side final.

During the day there will be a street parade through Northam, featuring dancing girls and the Fremantle Dockers’ anchor.

Red Tickets are organising grandstand seating at \$25, with the ANZ Bank selling standing room tickets (\$10) and exclusive boundary seating (\$23). These are adult prices, with children (under-15) and other concession rates applying.

Corporate tents can be organised through Mike O’Shea on (096) 22 1666.

Tickets are selling well, but those not pre-sold will be available at the gate.

Godden hops on the ‘train’

BY BRAD ELBOROUGH

THE next stop on Fremantle’s pre-season practice match train is Northam.

So far they’ve met Port Adelaide in Fremantle, contested the Coca-Cola AFL Centenary lightning premiership in Melbourne and after Northam they venture North to Darwin, to take on West Coast in the Ansett Cup.

The Dockers play Essendon in Northam – the second meeting between the sides in six days.

The Bombers beat Fremantle by 17-points in the semi-final of last weekend’s knock-out tournament at Waverley Park before going on to beat Brisbane in the final.

Bombers coach Kevin Sheedy has always been impressed with the Dockers, envious of their pace and intrigued by their style of play.

In last week’s clash he took no chances, bringing in stars James Hird and Mark Harvey to help them make the final.

With Fremantle set to play the Eagles twice in the next six weeks, one player who is keen to find a place in the Dockers senior side is former Eagle Tony Godden.

The dashing Subiaco runner could play a big part in the Dockers midfield this season, showing last week that he has the goods to make

the grade.

“I’m looking forward to playing in the country,” Godden said.

“Last year with the Eagles I played against Adelaide in Margaret River. There was a really good atmosphere.

“The crowds really support the game and the boys are really looking forward to getting out there and putting on a good game.”

Godden had his first hit-out with the Dockers in last week’s lightning carnival, giving the match committee a glimpse of his capabilities.

“It was my first hit-out for the year and it was good to get a bit of the ball,” Godden said.

“Fremantle have a different style of play, but they’re a good bunch of guys and have made me feel very welcome. That’s made things a bit easier.”

Godden has been in the AFL system for three years, playing 13 games for the Eagles and has 65 senior appearances in six years with Subiaco under his belt.

Last season he was a valuable member of the Lions grand final

team, finishing runner-up to Craig Treleven in the Sandover Medal.

“I feel a bit like a senior player at the Dockers, having played a few WAFL and AFL games before joining them,” Godden said.



Former Eagle Tony Godden ... could play a big part in the Dockers midfield this season.

Great trophy

MORE than just pride is on the line when Essendon and Fremantle do battle this Saturday.

A perpetual trophy was struck for battles between these sides back on their first contest, on Saturday, February 11, 1995.

The trophy is a miniature replica of a cannon from the sailing ship Endeavour, with the scores from each game inscribed on it.

The trophy is named after Albert Thurgood, in recognition of the former Essendon and Fremantle player known as “Albert the Great”.

Thurgood was rated as the best footballer in Australia in 1895 when he moved from the Bombers to Fremantle.

He was named Champion of the Colony (later to become the Brownlow Medal) three times and

was the VFA/VFL leading goalscorer four times.

In one game against West Perth, Thurgood kicked 15 goals. Just two years earlier F.T. Knox led the league’s goalscoring with 10.

Albert the Great won the goalscoring in WA for three years straight, a tremendous effort considering he often played in the ruck and in defence.

Essendon are the present holders of the Albert Thurgood trophy and on it are the scores – Essendon 21.9 (135) d Fremantle 13.9 (87) – from Round 17 last year at the MCG.

Essendon also took the game before that, back in Round 2, at the WACA Ground, when they won by nine points.

The Dockers have their name on the trophy once, winning the inaugural contest in February, 1995, 14.11 (95) to 6.9 (45).

SITUATIONS VACANT

PEEL FOOTBALL LEAGUE (Inc)

28 George Street, Pinjarra 6210 Phone (09) 531 2329 Fax (09) 531 2252

THE PEEL FOOTBALL LEAGUE Inc

invites applications from suitably qualified persons for the positions of:

- FIELD UMPIRES ● BOUNDARY UMPIRES
- GOAL UMPIRES

All positions are for the 1996 season and beyond

Training commences at RUSHTON PARK on THURSDAY, FEBRUARY 15, 1996 at 5.30pm

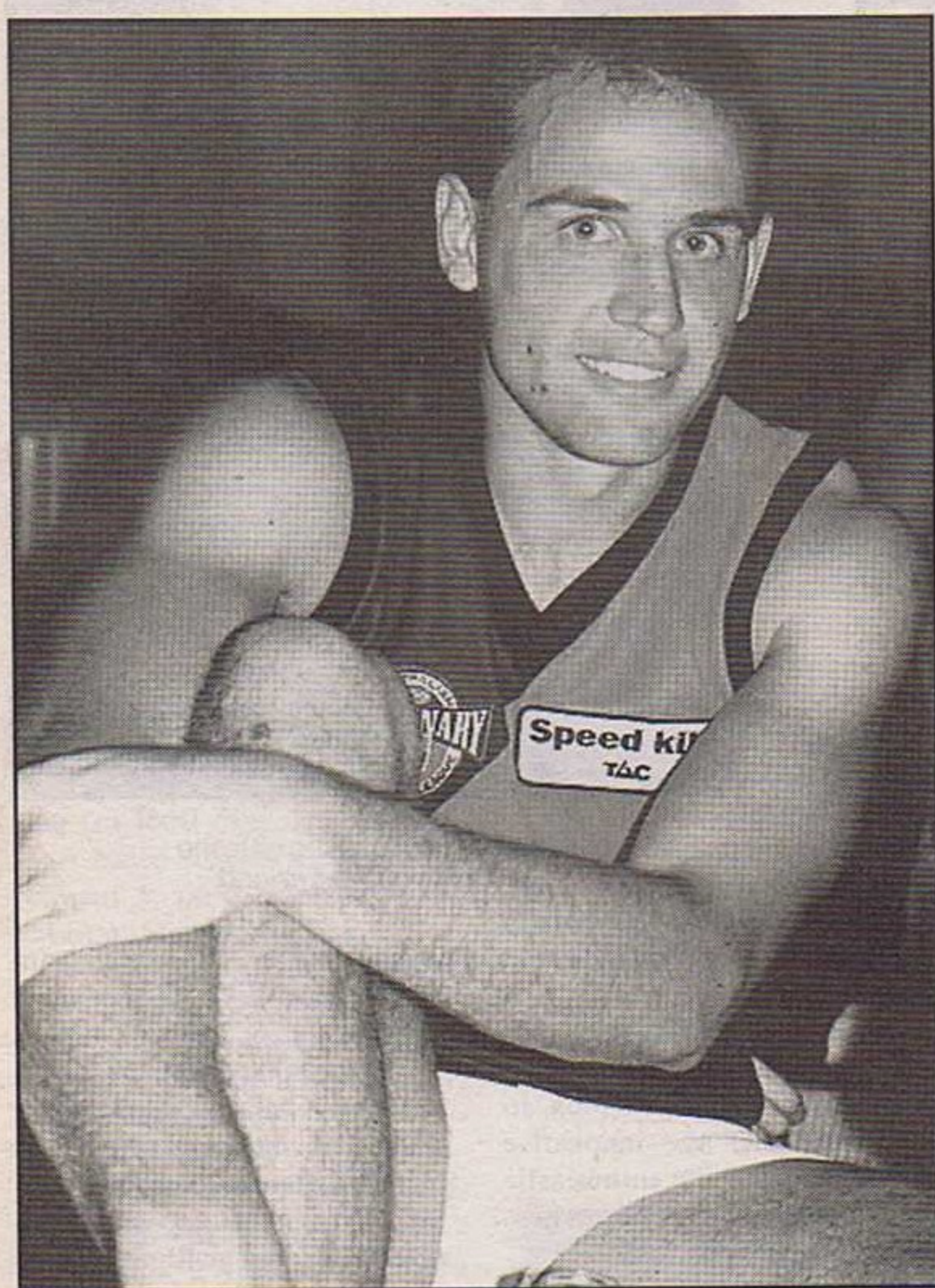
For further particulars please contact the Peel League office on (09) 531 2329 Allan Johns, Chairman of Directors

COACH REQUIRED

Wesley Curtin A.F.C.

Require a senior coach for the 1996 season. Remuneration negotiable

Contact: Mark Kennedy on 018 959 494 or 305 8376



Peter Cransberg... back to full fitness and looking good.

Honour for 'legends'

BY BRAD ELBOROUGH

TWO West Australian football legends from the Avon Valley area will be honoured this Saturday before the Fremantle-Essendon clash.

Tossing the coin will be former East Fremantle champion ruckman Jack Clarke.

The Sandover Medallist was born in Goomalling and played his junior football with Jenna-cubbine.

At the tender age of 15 he made his league debut with Old Easts and so began a great career.

He played 206 games with them, winning three best-and-fairests and taking the honours in the 1957 Sandover Medal count.



Jack Clarke



Bud Byfield

A courageous competitor, he was at his best in 26 appearances for Western Australia and was chosen four times as an All-Australian.

Also to be honoured is country football official Bud Byfield. Though better known for his administrative work he also has good football credentials.

He was captain of WA's schoolboys' side and went on to play with Claremont and Melbourne in the VFL.

In 1946 he played 18 games with the Demons, who lost the grand final to Essendon.

Byfield started on the interchange bench in that game, with the likes of Norm Smith and Fred Fanning in his team.

Byfield, also a talented tennis player, graduated from Duntroon Military College with distinction.

He has been involved with the Country Football League for many years and is a driving force behind the annual Wesfarmers championships.

WA pair on the improve

BY ALAN EAST

TWO former West Australians should be prominent for Essendon against the Fremantle Dockers in Northam this Saturday.

Peter Cransberg and Michael Prior have contrasting backgrounds at Essendon, but the East Perth duo are shaping for excellent seasons after injury-free preparations.

The 22-year-old Prior notched four games towards the end of last season to double his tally, but now after two full years in the Essendon camp, club officials are confident of rapid improvement.

He has shown plenty of promise at half-back or on a wing and after two summers in the gymnasium has built up his body strength and now has the ability to attack the ball much harder.

His creative approach was evident in last weekend's AFL lightning premiership when he was among Essendon's best players over their three games. His grand final effort, playing on the ball, backed up two solid efforts out of a back pocket.

Looking much stronger in the upper body, Prior was often on the receiving end of strong defensive work by seasoned campaigners such as Gary O'Donnell and Mark Harvey and in earlier games he was used to kick out after a point had been scored.

Cransberg, who joined Essendon in 1990 and was an instant hit, has been plagued by injuries in the last two years, adding just 10 games to the 53 he tallied in his first four seasons.

But club officials say he's had his best pre-season for several years and is fit and strong again.

The tall, lightly-built half-forward is quick and clever and has the ability to kick good goal hauls.

Essendon will unveil their star recruit at Northam with Adelaide's Sean Wellman pulling on the red-and-black guernsey for the first time.

The dashing key position defender was part of the three-way swap deal that saw Darren Jarman return to the Crows from Hawthorn and big Bomber Paul Salmon switch to the Hawks.

At 193cm Wellman offers Essendon plenty of versatility in their backline, an area that was a little suspect last season.

After 36 games in two seasons, Wellman's experience is handy despite being just 22 and he's been impressive on the Windy Hill training track since well before the 1995 draft.

Among the other youngsters to watch when the Bombers head West will be Matthew Lloyd, Damien Hardwick and newcomer Peter Berbakov.

The 18-year-old Lloyd was one of the recruits of the year last season after being traded off by Fremantle in return for West Australians Todd Ridley, Tony Delaney, Dale Kickett and Russell Williams.

A star with the Victorian Commonwealth Bank Cup team in 1994, Lloyd became a Bomber as compensation for the loss of those players to Fremantle.

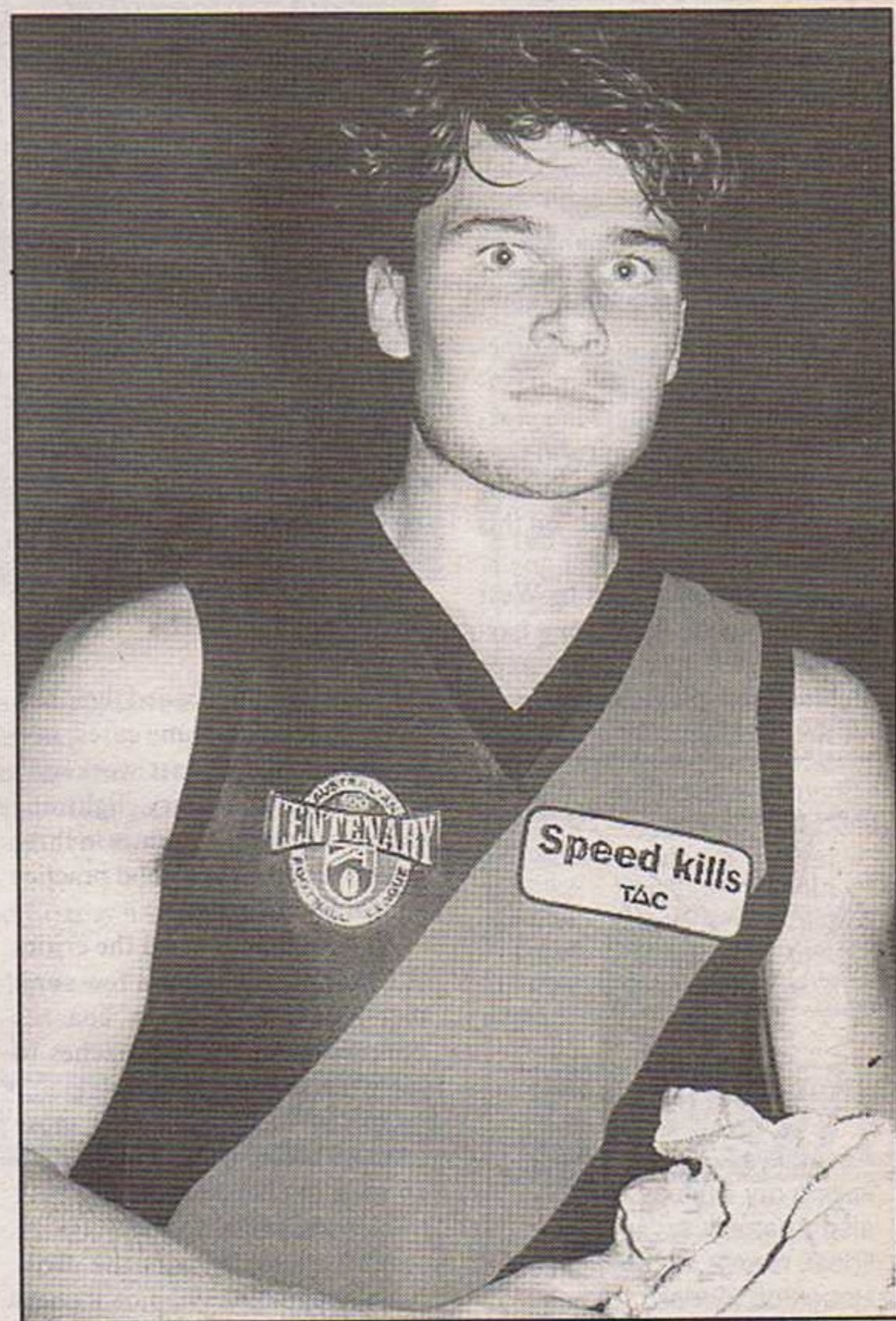
He showed exciting skills off a half-forward flank in his five games at the end of last season and was a star in the finals victory over West Coast.

Hardwick, a 23-year-old who was the 87th selection in the 1992 draft, added 16 games last season to the 17 in his debut year of '94 and impressed with the quality of his football in the midfield.

Berbakov is a 22-year-old having his second crack at AFL ranks after playing with Essendon's under-19s in 1991, but missing a berth on the senior list the next year.

He moved to Glenelg and then returned to Essendon last year, earning a spot on their supplementary list, playing reserves at half-back and impressing enough to be picked up in the draft.

He had several stints on the ground during the lightning premiership and showed plenty of versatility.



Peter Berbakov... ready to claim a Bombers spot.

ANE
NORTHAM

Proud to support the 1996 Avon Challenge and the Fremantle Football Club

133 Fitzgerald St, Northam.

Telephone (096) 22 2291

Queries abound in year of AFL partying



Robert Walls ... back in the hurly-burly of Melbourne footy.



John Northey ... taking off to the sunshine of Queensland

THERE is certainly an air of excitement and a mood of difference as we prepare to celebrate 100 years of football, Victorian style.

The centenary of the old Victorian Football League, formed on October 2, 1896, with Essendon winning the first premiership in 1897, is obviously a different milestone to that of 1858 when Scotch College and Melbourne Grammar played the first recorded game of Australian football.

It's also different to that 1877 milestone when the Victorian Football Association was formed, with six clubs - Collingwood, Essendon, Fitzroy, Geelong, Melbourne and South Melbourne - later breaking away to join with Carlton and St Kilda to form the VFL in 1896.

In today's glitzy arena of media hype, ultra-colourful marketing and the huge dollars in sporting merchandise, it's natural that the men who push the footy buttons will want to capitalise on this centenary.

It doesn't mean a lot to West Australians, who for so long hated the old VFL because they kept pinching our players, but now love the AFL because it provides

Thinking Aloud

with Westside Football editor

Alan East

presented by



quality football twice a week.

However, given that we've got two teams in the arena, the highly-successful West Coast Eagles and the emerging Fremantle Dockers, West Aussies have got a vested interest in what should be an entertaining year.

The whole thing kicked off with the launch of the Australian Hall of Fame, with a couple of legendary West Australians included among the original inductees and a gala media launch at the MCG to herald the centenary season.

All 16 teams paraded their new players - and, in some cases, new guernseys - over last weekend's Coca-Cola centenary lightning premiership and 15 games in three days was certainly a good practice run for all concerned.

It gave the fans and the critics the chance to answer a few summer-type questions as coaches adopted different approaches to the rather unusual preparation.

But it will take a few more months before we learn how the 16 men in charge can cope with the demands of season '96.

For example, will the Brisbane-Richmond swap of Robert Walls and John Northey work wonders for the two camps?

Northey, who squeezed himself out the Richmond door when he tried to call the club's bluff over his contract - but found himself a lot richer - definitely has a team of promise.

Walls, who quit the Bears prematurely, given their exciting final eight finish, couldn't resist the Tigers job and inherits a quality team.

Hard-nosed East Fremantle premiership coach Ken Judge gets

his chance at his old club Hawthorn and West Aussies hope his professional approach can revive the ailing Hawks, who missed the finals for the first time in 13 years last season.

At the nation's most one-eyed club, the totally-fearless Tony Shaw re-introduces pure Collingwood tradition by stepping up to the Magpies job and pity any poor player who doesn't run through the door first-up without bothering to open it.

Robert Shaw has huge problems satisfying a parochial South Australian camp as he tries to lift the Adelaide Crows, with the hungry Port Adelaide people eager to introduce their power; while the taciturn Alan Joyce is confident the potentially-promising Footscray can show their true consistency.

David Parkin reigns as the coaching king, the veteran of the crop with a most-impressive 1995 premiership behind him and he's deserving of another year with his super-stars, while grand final losers Geelong must be still hurting after another loss on the big day.

That would not have been acceptable to Gary Ayres in his debut, especially after those glory years at Hawthorn, so pity the poor players over summer.

South Australian Michael Numan takes on the job no-one wants, the beleaguered Fitzroy, who continue to stave off the doomsday merchants. He's had success in SA, but that's not necessarily a recipe for triumph in Melbourne, though being rela-



Michael Numan ... a new face.

tively unknown in Victoria could help his cause.

Melbourne and North Melbourne - still two logical candidates to merge - will look to improve under the innovative Neil Balme and the enthusiastic Denis Pagan and they have a host of stars to help their cause.

Nice guy Stan Alves had brief moments of sheer ecstasy last season, but will pray for heavenly help for his confidence-lacking Saints, while Rodney Eade moves to the harbour city with excellent apprenticeship credentials and seems a good choice to replace Ron Barassi to guide the Sydney Swans.

Essendon's Kevin Sheedy ... well, what can you predict for the most unpredictable coach of all? He's got yet another bunch of baby Bombers coming through the system as he guides the Windy Hill mob for a 16th successive

season and even without giant Paul Salmon they have September potential.

On the home front, the Eagles question is can Mick Malthouse get back to basics and revive their fortunes after the team's worst effort (sixth) in his six years? It's a new-look squad, with at least 10 youngsters pushing their barrows, with the onus on a few senior guys to recapture that fanatical West Coast winning desire.

The Fremantle Dockers will certainly have learnt from their debut year and even though Gerard Neesham isn't prepared to concede any major changes, there's definitely been a shift of policy on football talent.

The Dockers have abandoned some of their more experienced players in favour of young talent and the lessons learnt in '95 will see them tougher and more cynical this year.

Season starting even earlier

BY BRAD ELBOROUGH

THE AFL season is getting closer to being a year-round competition.

It's only mid-February and we've already had our first official competition - the Coca-Cola lightning carnival - and the Ansett Cup is a week away.

The first official fixture for the Coca-Cola centenary season is Friday, March 29, when Melbourne and Geelong do battle under the MCG lights.

With 100 years to celebrate, there will be a lot happening off the field as well, but some of the highlights of the playing calendar include:

■ A weekend has been set aside for two AFL State of Origin matches.

On Saturday, June 1, last year's winners Victoria and the newly-formed Allies clash at the MCG, with South Australia and Western Australia meeting at Football Park on Sunday, June 2.

■ There will be 22 Friday night games; 14 at the MCG, three each

at the Gabba and the WACA Ground and one each at Football Park and the SCG.

■ The AFL has scheduled 18 Saturday night games, five at Waverley Park, four at the Gabba, three at the WACA Ground and Football Park and one each at the MCG and the SCG.

The initial game between Melbourne and Geelong is more than just the opening bout.

Both teams will be keen for a positive start - and to claim the Wills-Harrison trophy.

Named after Thomas Wentworth Wills and his cousin Henry Harrison, the trophy is contested by the two clubs in regular-season fixtures.

Wills and Harrison were the pioneers of Australian football, formalising the first rules in 1858.

They also initiated the Melbourne Football Club (1858), while both pulled on the boots for Geelong (formed in 1859).

The Cats currently hold the trophy, winning the last contest 15.21 (111) to 12.10 (82) in Round 16 last season.

"Is there any better?" "Of course not."

Australia's biggest selling dry white is also Australia's finest, from Houghton. Order your stocks today from the Houghton Wine Company on 274 5100.

HOUGHTON WINES

Good draw for West Coast

TO reach the grand final of this year's Ansett Cup, West Coast need only beat one side that made it into last season's AFL finals.

The Eagles are placed in the top half of the draw, which consists of six of last year's bottom-eight teams, plus seventh-placed Footscray.

In the bottom half of the draw are Richmond, Carlton, Essendon, North Melbourne, Brisbane and Geelong.

However, it's not a good opening for local fans with the two WA-based sides doing battle in Round 1, on Sunday week, at Marrara Stadium, in Darwin.

Fremantle made their debut in the opening Ansett Cup match last season, hosting St Kilda and were quick to find out what AFL action was all about.

The Saints won by 45 points - 19.7 (121) to 13.8 (86) - with Stewart Loewe kicking nine goals.

Matthew Burton and Dale Kickett gave Dockers fans a glimpse of what had to offer the fledgling club with spirited performances.

Other first-round losers last season were Richmond, Brisbane, Fitzroy, Collingwood, Hawthorn, Melbourne and Geelong.



Young Tiger Ashley Prescott

Ansett Cup

Brad Elborough

looks at the draw in this year's cup



St Kilda went on to beat eventual 1995 premiers Carlton, by one point in a quarter-final, but were then ousted by North Melbourne in the semis.

'Roos captain Wayne Carey kicked six goals as Norths ran away to a comfortable 27-point victory.

West Coast managed one ap-

pearance more than the Dockers last season.

In Round 1 they beat Melbourne by 34-points - 16.15 (111) to 11.11 (77) - with Peter Sumich kicking 7.3.

Fraser Gehrig, Daniel Metropolis, Drew Banfield and Mitchell White gave early indications of good seasons to come with solid performances.

The Eagles couldn't repeat that effort in Round 2, losing to Adelaide by 51 points - 14.14 (98) to 6.11 (47).

Tony Modra kicked five, while Shaun Rehn dominated and former Eagle Matt Connell made the most of his new opportunity.

Adelaide then beat Sydney, by 28-points, with Modra and Tony Lockett each kicking eight goals, to set up their grand final showdown with North Melbourne.



Collingwood players show off their new guernseys.

Four more teams to try new jumpers

SEVERAL teams tried new jumpers in last year's Ansett Cup and there will be another four new-look outfits in '96.

Hawthorn have abandoned the much-talked-about diamond pattern of their 1995 guernsey and will have another go at it this year, while St Kilda, Melbourne and Collingwood have also made changes to their traditional strips.

North Melbourne, Footscray and Fitzroy used alternative strips last season and will do so again this year.

Both Fremantle and West Coast have tried new lightweight jumpers, but with mixed feelings.

Hoodoo on Norths

NORTH Melbourne would like to break the hoodoo that seems to follow their successful Ansett Cup campaigns.

Norths won last season's Cup, beating Adelaide by 30 points to notch their second pre-season night series after victory in 1980.

However, Norths did not enjoy success in the season proper in either year.

In fact, only two sides have ever won the double.

Hawthorn have done it three times - 1986, '88 and '91 - while Essendon have achieved the feat twice, '84 and '93.

Both sides have also been runners-up in the day competition after winning the pre-season tournament.

This is the 20th pre-season series, with the Hawks and the Bombers holding 11 titles between them.

Cup features night games

A LOOK at the fixtures for this season's Ansett Cup competition sees teams travelling to all parts of the country.

There will be games in Darwin, Adelaide, Canberra and Brisbane, as well as the traditional matches at Waverley Park.

All games except one - Sydney v North Melbourne in Round 1 on Saturday, March 2, in Canberra -

will be played under lights.

The grand final is at Waverley on Saturday, March 23, six days before the opening game of the regular season between Melbourne and Geelong at the MCG on Friday, March 29.

The AFL has arranged a series of inter-club practice matches for teams as they drop out of the Cup's knock-out format.

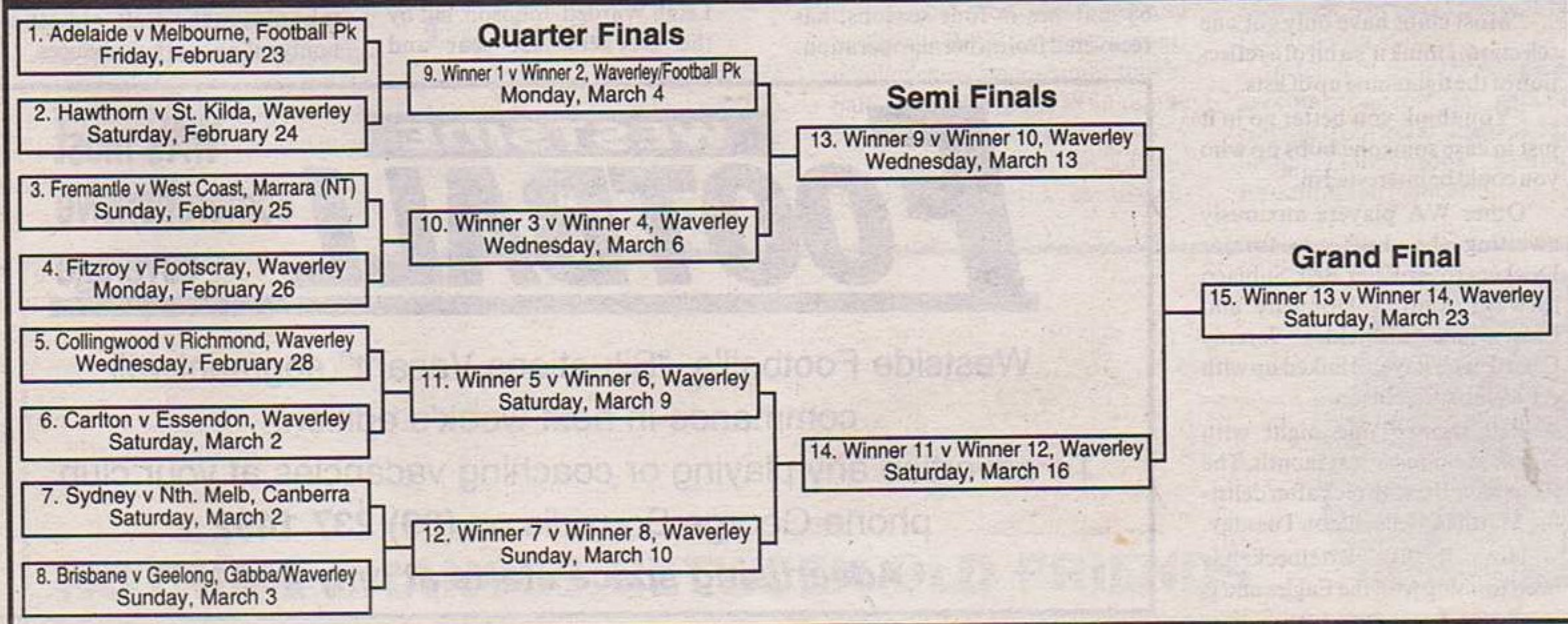
The loser of the February 24 Darwin clash between West Coast and Fremantle will play at Waverley Park on the weekend of March 9-10, against the loser of Hawthorn v St Kilda.

Another match has tentatively been set down for the March 16-17 weekend in Perth, between the loser of the Darwin battle and the loser of the Fitzroy-Footscray Ansett Cup clash.

NIGHT AND DAY HOW THEY FARED

Year	Night premier	Finished season
1978	Fitzroy	ninth
1979	Collingwood	second
1980	North Melb	fifth
1981	Essendon	fifth
1982	Sydney	seventh
1983	Carlton	fifth
1984	Essendon	first
1985	Hawthorn	second
1986	Hawthorn	first
1987	Melbourne	fourth
1988	Hawthorn	first
1989	Melbourne	fourth
1990	Essendon	second
1991	Hawthorn	first
1992	Hawthorn	fifth
1993	Essendon	first
1994	Essendon	first
1995	North Melb.	sixth

YOUR 1996 ANSETT CUP FIXTURES GUIDE



WESTSIDE FOOTBALL

Print Post approved PP6300450001
Editor/Publisher: ALAN EAST
Advertising Manager: GEORGE BOUZIDIS
OFFICE: Community Newspapers
120 Roe Street, Northbridge WA 6003
PHONE: Editorial, Advertising
and Distribution 237 1000
FAX No. 237 1055

Correspondence:
PO Box 119, Northbridge, WA 6865
Printed by Colourpress, Briggs Street, Victoria Park
and Print Image, 31-39 Angove Street, North Perth
Distributed by WA Newspapers, 54 Hasler Road,
Herdsmen Business Park

For Subscriptions or Home Deliveries
PHONE: 237 1000 or write to:
PO Box 119, Northbridge, WA 6865
All material in WESTSIDE FOOTBALL is COPYRIGHT and
cannot be reproduced in part or full, without permission.
\$2 - Recommended and maximum price only
A Community Newspaper Group publication
Telephone 237 1000 Fax 237 1055



Neil Mildenhall... in Tuesday's draft

Falcons make bid

WEST Perth will step up negotiations to entice premiership midfielder Neil Mildenhall back to Joondalup if he is not chosen in Tuesday's draft.

Mildenhall has been training with Geelong after being delisted by Fremantle last year.

But with the Cats opting not to take part in the draft, Mildenhall's hopes rest with another club selecting him.

"We will be pursuing his services if he isn't picked up," West Perth football manager Scott Ballem said this week.

"He is a valued player and will be important in plans to defend our Pepsi Cup title."

Mildenhall is unsure where he will play if it's not in the AFL.

"West Perth is an option or Traralgon is coming into the new state league," the dashing wingman

said from Victoria.

Mildenhall, the 1993 Sandover Medallist, is originally from Traralgon, in country Victoria.

The 27-year-old had his debut season with the Dockers destroyed by injury.

He suffered stress fractures in his shins pre-season, pulled a hamstring then sustained a nasty back injury, restricting him to seven matches in the AFL and seven with West Perth.

Despite the uncertainty surrounding his destination, Mildenhall is enthusiastic about having a good year.

"It's been a bonus to have a good pre-season," he said.

"Compared to last year I'm fitter and two kilos lighter."

— CRAIG NITSCHKE

No.13 looks too late

BY CRAIG NITSCHKE

CRAIG Nettelbeck's bid to join West Coast could be foiled in next Tuesday's pre-season draft.

The former Sydney player, delisted by Fremantle after failing to play a game last season, has been training with the Eagles in the hope of resurrecting his AFL career.

But the Eagles sole pick is No.13 and it is believed he has become a prime target for clubs with earlier selections.

Nettelbeck could even be the first choice on Tuesday if Melbourne balk at the \$270,000 former South Fremantle and Sydney player Darren Gaspar is believed to have asked for the next two seasons. (Fitzroy have already priority-listed Brian McInnes from

the Cairns Saints as the No.1 pick.)

"Nettelbeck has got to be in the top bracket available," an official from a Melbourne-based club with an early choice said this week.

Gaspar is the stand-out player and is almost certain to be snapped up by the Demons or Richmond, who have the next choice.

Nettelbeck's WAFL club, East Perth, is hoping West Coast claim him.

"We'd like him to be picked up by the Eagles so he can stay here," Royals football manager Anthony Hayes said.

"But I don't think he will. At 23 he has played 45 AFL games and can play at either end."

"Hayes believes Nettelbeck would be receptive to offers from interstate.

"He understands that the draft is a bit of a lottery and I believe Craig would be just happy to continue his AFL career."

West Coast recruiting manager Mick Moylan conceded Nettelbeck would be an attractive pick.

"He has played senior football and has done everything right in his time here," Moylan said.

"It's a fairly thin list, in terms of senior players available.

"Most clubs have only got one selection. I think it's a bit of a reflection of the tightening up of lists.

"You think you better go in it just in case someone bobs up who you could be interested in."

Other WA players anxiously awaiting the draft are former Dockers rover Peter Bell, Subiaco forward Andrew Donnelly and Claremont midfielder Jeremy Guard, who have all linked up with AFL clubs pre-season.

Bell trained one night with North Melbourne last month. The Roos have the 15th pick after delisting Matthew Belleville on Tuesday.

Donnelly, like Nettelbeck, has been training with the Eagles and is

The last chance



Hawthorn boot-studder Greg Fraser chats with WA pair Craig Treleven and Brendan Krummel.

SANDOVER Medallist Craig Treleven admits he will be a bundle of nerves when he plays for Hawthorn in an intra-club match this Friday night.

He knows it will be his last chance to impress coach Ken Judge before Tuesday's draft.

The Hawks have two vacancies on their list after cutting Matthew Young and Brad Scott this week.

Treleven, who turns 26 in June, has been training with the Hawks for the past three weeks. He has been used in the centre in practice games against St Kilda reserves and

Carlton.

"I've been nervous in both matches," Treleven said. "You know a few people are watching and you've got to impress."

Against Carlton he was opposed to former Geelong grand final player Adrian Hickmott.

"He got the ball and he used it well," said Judge, who coached Treleven at East Fremantle.

"He's done okay, but we've still got to make the decision whether we go down that track (picking Treleven)."

Treleven was selected by St Kilda at pick 106 in the 1992 end-of-

season draft, but opted to stay with East Fremantle the next season.

"It was after my first year in the WAFL and I was flying up from Esperance for each game," he said.

The Saints delisted him the next year.

Treleven, who is due back in WA on Sunday, is not confident of being drafted by the Hawks.

"If I do all right in the intra-club game it puts me in with a bit of a chance," he said.

"I've just got to give it my best shot. If it happens it happens, if not I'll go back to East Fremantle."

hoping to fill the vacancy caused by the retirement of premiership forward Karl Langdon.

Guard, delisted by Fitzroy after 68 matches in four seasons, has recovered from a hernia operation.

He played for the Lions in a practice match last weekend and is in contention to replace veteran Steven Stretch, who has retired.

Leigh Wardell-Johnson, cut by the Dockers last year and

rugged East Fremantle utility Denis Repacholi have been training with Fremantle.

But the Dockers elected not to take part in the draft, almost certainly ruling out their chances.

TYREPOWER

Are TYREPOWER SUBIACO too cheap?



Ph: MAX HEIDEN
ON 381 2566
AND FIND OUT!
277 HAY ST,
SUBIACO

Where the man who owns the store runs the store

WESTSIDE FOOTBALL WA's most comprehensive coverage

Westside Football's "Situations Vacant" segment will commence in next week's edition.

To advertise any playing or coaching vacancies at your club, phone George Bouzidis on (09) 237 1492

Advertising space starts at only \$50

THE football season officially ends in September, but work behind the scenes continues throughout the summer. Considerable planning goes into getting teams on to the ground each week and clubs must have the right people in place. In addition to the full-time staff, the eight WAFL clubs are guided by a president and a board of directors and each year some new faces appear to take up the voluntary administrative roles. Here is a round-up of how the eight club boards have changed:

Changes at the top of WAFL

West Perth:

The 1995 Pepsi Cup premiers have a new president, with Tom James stepping aside after seven years to take up a position as a Commissioner of the WAFC.

Lew Hasler, the father of former Falcons captain Paul, is the new man in charge, after five years on the board.

Long-serving stalwart Graham Pittaway lost his position on the board to local businessman David Elsegood, who has been a supporter and sponsor through his Lansdale business, Combined Metal Industries.



South Fremantle's Terry Dean is likely to step into the president's chair.

Claremont:

The Tigers have lost director, Wayne Reynolds, but not his sponsorship, with his company, The Settlement Agency, continuing their support.

His vice-president's position has been filled by marketing director Bob Johnston.

Claremont are currently searching for a general manager to take over from Russell Cox, who has resigned after six years.

Perth:

There is a new-look to the Demons administration, with a new president and general manager.

Barry McGrath, president since 1993, has stepped down, being replaced by long-time club supporter Nick Catalano. McGrath will stay involved as a sponsor through his company, Nedgo.

The new directors are led by former Demons champion Barry Cable, who takes over the football portfolio.

Long-time member, school teacher Brian Lawrence; sponsor Wayne Orsi (Command Plumbing) and club stalwart George Robey join the board.



New Sharks football manager Kim Barrett adds a touch of polish to the Fremantle Foundation Day derby trophy.

They replace former player John Gavranich, Howard Manley, Wally Baker and Catalano, who stepped down from the board.

Trevor Riley has resigned as general manager, taking on a similar role with Kelmscott in the Sunday Football League, with his post being taken over by Mick Devine, a training consultant, with a teaching background.

Swan Districts:

Membership director Alec Abbott has resigned after a long association with the board and former player and one-time football manager Peter Mahoney has replaced him.

Mahoney, who has had considerable experience in junior football particularly, will take on the senior football director's role, working closely with football manager Todd Menegola.

East Perth:

Former East Perth team manager, accountant Brett Owen, has replaced retiring director Chris Chadd.

Lawyer Tom Percy and businessman Bronte Howson, who has instigated considerable marketing expertise in his first year, were re-elected. Stalwart supporter Sandra Rogers was the unsuccessful candidate.

East Fremantle:

The move of long-serving director Kim Barrett into the full-time football manager's position created a vacancy on the board after the annual general meeting.

Respected football manager Rod Lester-Smith has taken up a football development role at the West Coast Eagles and Gary Stockden (father of league player Marshall) was co-opted to fill the Barrett vacancy.

Sharks president Len Hitchen and directors Matt Gill and Barrett were re-elected unopposed.

South Fremantle:

The Bulldogs are set to appoint vice-president Terry Dean as the replacement for president Ric Gloede, who has stepped down for business reasons after four years.

Boxing coach and fitness coordinator Laurie Flanders and public relations man Colin Hopkins have retired from the board, being replaced by former player Todd Grierson and solicitor Tony Buti. Re-elected unopposed were Jim Hurst, Salvatore Capolingua and Dean.

Subiaco:

The Lions are confident they can go one better than runners-up this year, with no changes to their board.

Action heats up for season

THE Pepsi Cup season is still eight weekends away, but the action is hotting up at the eight WAFL clubs as training intensifies.

Reigning premiers West Perth are training Monday, Wednesday and Friday and generally at Arena Joondalup.

However, coach John Dimmer uses Mullaloo Beach and the Hale School pool for variety.

The Falcons will head south to Manjimup in March for an overnight camp before resuming full-scale operations at Joondalup.

South Fremantle coach John Todd has worked the players hard, with five sessions a week at the old Leeuwin naval base and South Beach.

The Bulldogs go to Dwellingup this weekend and return to Fremantle Oval on Tuesdays and Thursdays.

East Fremantle, who go to Garden Island this weekend, are training on Mondays, Tuesdays and Thursdays, with Tony Micale putting an emphasis on strong ball work.

Subiaco, forced away from League Headquarters because the Eagles are training there, are at Leederville Oval on Mondays, Wednesdays and Fridays after a Bindoon camp in January.

Claremont coach Darrell Panizza has had his squad at the Christ Church playing fields.

The Tigers go into camp at Sorrento this weekend before returning to Claremont Oval on Mondays, Wednesdays and Fridays.

East Perth, training under new coach Kevin Worthington, had a camp at Pickering Brook.

Rock concerts and motocross at Perth Oval have forced the Royals to train at Forrest Park on Mondays, Wednesdays and Fridays.

Perth, also going through their summer paces under new coach Wayne Blackwell, are at Lathlain Park on Mondays, Tuesdays and Thursdays, with a January camp at Sorrento.

Swan Districts have dropped plans for a camp and coach Graham Melrose is alternating training between Jubilee Oval and Bassendean Oval, on Mondays, Tuesdays and Thursdays.

Royals make some gains

EAST Perth haven't been idle over summer as they boost their Pepsi Cup hopes.

Claremont State player Chris Gerreyn is set to join the Royals forward line of Paul Mullarvey and Scott Loving, with Craig Nettelbeck also a likely starter.

Retired Eagle Paul Peos is keen to continue, while young Melbourne ruckman Paul Dooley shows promise.

Experience:

Swan Districts will welcome back some experienced players this season.

Rejoining their ranks are Greg Walker (from Adelaide) and hopefully Troy Ugle, from injury.

They lose football manager

KICKING AROUND

Todd Menegola, but will have Brendon Retzlaff all season and are hoping for Travis Edmonds to stay injury free.

Swans are looking for a new colts coach. Geoff Miles is returning to Victoria for business reasons.

Dual role:

West Perth premiership captain Darren Harris has a dual role this season as he tackles coaching for the first time.

The busy rover will take on the

the Falcons reserves, replacing Ross Prunster, with former captain Paul Hasler as his assistant.

Hard work:

Three Subiaco players are putting in some hard work at Joondalup as they search for new homes.

Jonathon Langer, Travis Burton and Peter Julian are keen to join the reigning premiers and the Falcons are at the negotiating stage with the Lions.

Langer, winner of last year's Prendergast Medal for fairest and best in the WAFL reserves, wants regular league opportunities on the ball, while Burton is keen on the centre-half-forward spot.

Julian, a star in WA's Commonwealth Bank side, earning all-

Australian selection, is highly-rated as a utility player.

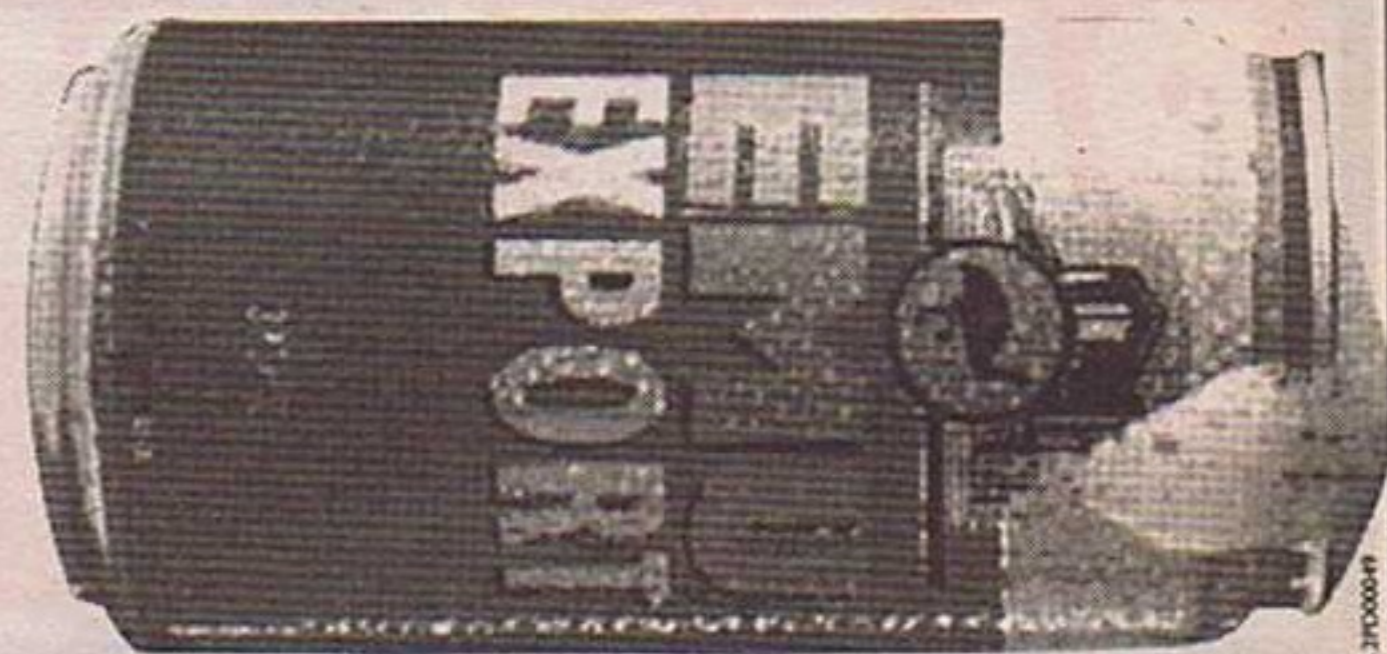
Great start:

East Perth's summer competition for teenage players got off to a resounding start when more than 100 youngsters turned up looking for action.

The Royals Friday night series for 14, 15 and 16-year-olds has been switched to Selby Park, the Redcliffe home of the Airport Eagles and two matches are held each week. The grand final will be at Perth Oval in March.

A team of country youngsters are competing this year, with boys coming from as far afield as Manjimup, Donnybrook, Bunbury, Busselton and Pemberton.

NOTHING CHANGES BETWEEN OLD FRIENDS



V6

**BRAND NEW
MAGNA**

**FREE
AUTOMATIC
TRANSMISSION**

**BARGAIN
BONANZA
MAGNA**

**EXECUTIVE SEDAN
AUTOMATIC POWER STEERING
& MULTI POINT FUEL INJECTION**



\$25,990*

**SAVE
\$4,230
R.R.P. \$30,220**

**TIME IS RUNNING
OUT FOR A GREAT
RUN-OUT DEAL
ON MAGNA.**

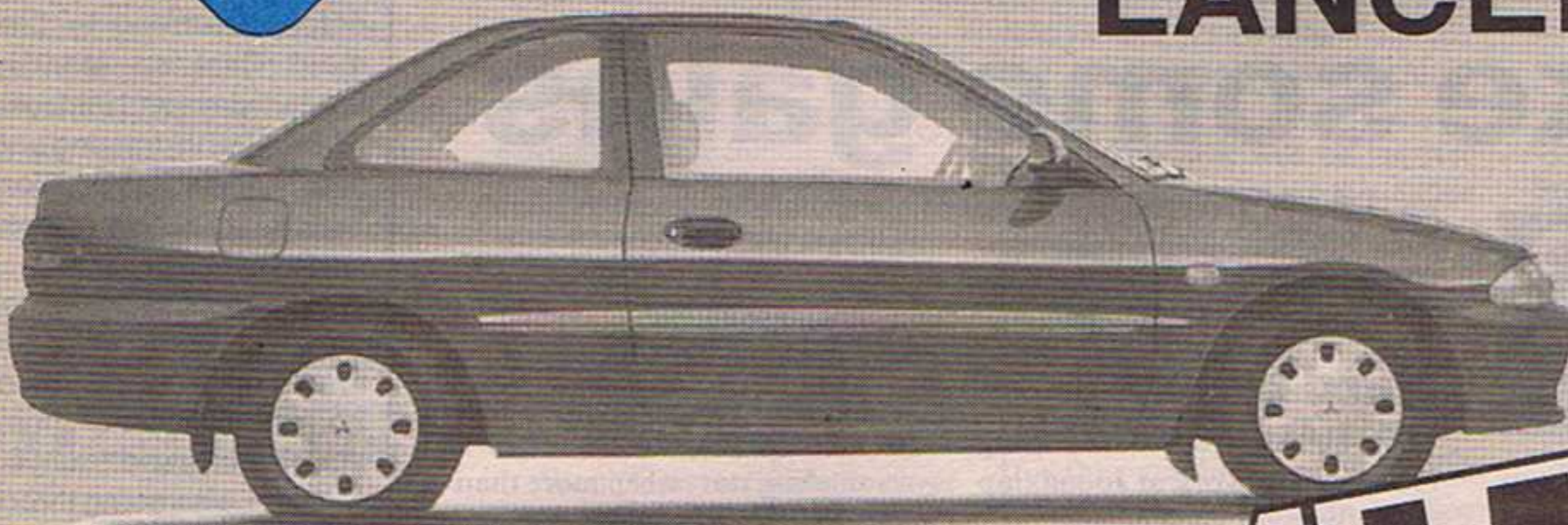
*Excludes all other offers
*Plus on-road costs
*Mag wheels optional



SPORTI

LANCER GL COUPE

**YOU CAN'T GO BY THIS OFFER!
MADE IN JAPAN QUALITY AT
A SPECIAL
LOW LOW PRICE**



**FULLY
IMPORTED
FROM JAPAN**

\$15,990*
**LIMITED
TIME
ONLY**

PARKSIDE

ROCKINGHAM ROAD, NAVAL BASE

D/L2821



MITSUBISHI

PH 410 1488

150200005

WESTSIDE FOOTBALL

SGIO
INSURANCE

PLAYER PROFILE

Dean Kemp – Eagles
Born: Kalgoorlie, WA
Date: February 17, 1969
Height: 183cms
Weight: 80kgs
Position: Midfielder
Recruited from: Subiaco;
Railways Kalgoorlie
WAFL games: 23 Subiaco
Nickname: Tommy
Other sports: Golf
Favourites:
TV show – Home
Improvements
Movie – National
Lampoon's Vacation
Music – Harry Connick
jnr
Holiday – Wedge Island
Most admired footballer:
John Worsfold

PHOTO: MICHAEL RADALJ

**HUNGRY
JACK'S**

SGIO
INSURANCE



Football's flying start.



ANSETT AUSTRALIA
CUP 1996

Patts ASS37

Major sponsor and carrier of the Australian Football League.