



BLOODS FOR LIFE

PREMIERS 1881 1885 1888 1889 1890 1909 1918 1933 2005 2012

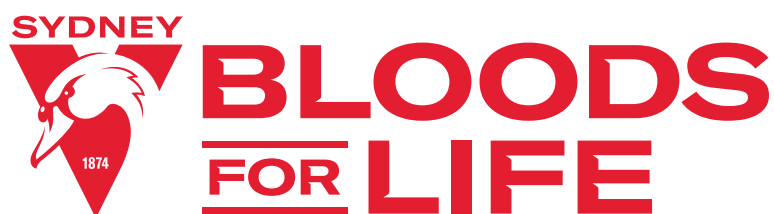
RUNNERS UP 1880 1886 1896 1899 1907 1912 1914 1934 1935 1936 1945 1996 2006 2014 2016 2022



HERE IT IS!

INSIDE THIS ISSUE

**PAUL ROOS ON THE 2005 PREMIERSHIP
A BORN LEADER: THE DENNIS CARROLL STORY**



SYDNEY BLOODS FOR LIFE



Jesinta and Lance Franklin on the morning of Lance's retirement from AFL football

BLOODS FOR LIFE: PAST AND CURRENT PLAYERS & OFFICIALS OF THE SYDNEY SWANS FOOTBALL CLUB

COMMITTEE:

Andrew McMaster – Chairman
 Richard Colless
 Mike Coward
 Tom Harley
 Brett Kirk
 Harry McAsey
 Gina Keeble

EDITOR-IN-CHIEF:

Mike Coward

HISTORIAN:

Barb Cullen

REGULAR CONTRIBUTORS:

Gina Keeble
 Joe Moore
 Mike Coward
 Kate Mahony
 Brett Kirk
 Tom Harley
 John Longmire
 Rod Gillett

SYDNEY SWANS SUPPORT:

Amanda Turner
 Loretta Johns
 Jonathon Monasso
 Tom Chadwick

PRODUCTION AND TECHNOLOGY:

Vicky Stavroulakis,
 Pintar & Associates



FRONT COVER:

Here it is! Swans Coach Paul Roos raises the 2005 Premiership Cup to the crowd at the MCG.

Bloods For Life Magazine

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WE'LL BUDDY MISS

By Joe Moore

Lance Franklin played football with pure electricity, like absolutely anything was possible.

On July 31st, 2023, he retired from football after 354 AFL games, 1066 goals, four Coleman Medals, eight All-Australian blazers, and two premierships. The heartfelt tributes that have flowed since are befitting of a man who brought such joy to so many. And, by whichever metric you choose, Franklin's impact on the club, and code, is undeniable.

Since his arrival, home game attendances, club memberships, merchandise sales, media coverage, prime-time scheduling, and sponsorship have all risen. The team featured in the finals in seven of his nine completed seasons, including three Grand Final appearances - a phenomenal result for the game's growth.

But there's something intangible when defining Buddy's worth to a Sydney Swans supporter. We all feel it; his sheer presence makes us smile.



LANCE FRANKLIN

CAREER STATS

354 GAMES

(182 Hawthorn | 172 Sydney)

19TH MOST GAMES PLAYED IN AFL HISTORY

22ND VFL / AFL PLAYER

to play 350 career games

THE FOURTH INDIGENOUS PLAYER TO 350 VFL / AFL GAMES

joining Shaun Burgoyne (407), Adam Goodes (372) and Eddie Betts (350)

FOURTH HIGHEST NUMBER OF GOALS KICKED IN VFL / AFL HISTORY WITH 1066 GOALS

(580 with Hawthorn and 486 with Sydney)

DUAL PREMIERSHIP PLAYER

(2008, 2013); played in another four Grand Finals (2012, 2014, 2016, 2022)

FOUR-TIME COLEMAN MEDALLIST

(2008, 2011, 2014, 2017)

HIM!

When you speak with Lance, you receive softly spoken, thoughtful words delivered with humility and respect. In many ways, his demeanour belies his on-field persona, one of supreme confidence and grandiosity. Ask him to discuss his performances, and you'll receive careful deflections as the conversation drifts back toward team-centric statements.

And, for all of his undoubted talent, it's the selfless manner in which he's played that resonates with his coaches and teammates. By his own account, he has "exhausted every



WE'LL BUDDY MISS HIM!

last inch out of his mind and body.”

It's been an incredible journey for the proud Whadjuk-Noongar man, raised in the tiny Western Australian town of Dowerin with family at the forefront and sport as his lifeblood. After excelling at Hawthorn, his move to Sydney rocked the football world.

Asked what he enjoyed most about playing with the Swans, Franklin replied, 'Having a winning culture and having a team that never gives in. Our supporters know we'll fight to

the death in every game we play,' he said.

John Longmire saw that relentless desire more often than anyone. "He's probably one of the most competitive people I've ever met. He's extraordinary. He's one of the all-time greats of Australian Football."

Only Football's greatest showman could leave us all with a parting gift so exquisite as the night he became just the sixth player to kick 1000 goals. Those memories will live forever. To watch him embrace his hordes of fans,

engulfed by euphoria, was truly exhilarating.

Renowned at the Swans as the ultimate teammate, his influence stretches far beyond the playing field. Always on hand to offer advice, a word of encouragement, or share in a joke, the young Bloods adore him.

How lucky we have been. One of history's greatest and most iconic footballers spent ten years in red and white, a passionate Swan. Thank you, Lance; enjoy retirement; it has been our privilege. ▼



**13-TIME LEADING
GOAL KICKER FOR HIS CLUB**

six times at Hawthorn 2007 - 2012 and
seven at Sydney 2014 -2018, 2021, 2022

**AFL GOAL OF THE YEAR
IN 2010 AND 2013**

**3RD IN THE 2014 BROWNLOW
MEDAL WITH 22 VOTES**

**ONE OF FIVE PLAYERS TO HAVE
BEEN NAMED IN EIGHT AFL
ALL AUSTRALIAN TEAMS**

(2008, 2010, 2011, 2012,
2014, 2016, 2017, 2018)

**NAMED CAPTAIN OF THE
ALL-AUSTRALIAN TEAM IN 2018**

**ONE OF JUST TWO PLAYERS
IN THE GAME'S HISTORY,**

along with former Swan and
Saint Tony Lockett, to have booted
300 goals for two clubs

**HAS KICKED 50 GOALS
IN A SEASON 13 TIMES,**

second only to Tony Lockett (14 seasons)

**186 BROWNLOW VOTES IN HIS
CAREER, THE 13TH MOST ALL TIME**

WHERE ARE THEY NOW?

SCOTT DIREEN

By Gina Keeble



PLAYED
1993-1997

GAMES 52

GOALS 10

NUMBER
43 (1993)
33 (1994)
18 (1995-97)

Halfway through his first year at the Sydney Swans, Scott Direen was pretty sure he wanted to turn around and go home. The homesickness was overwhelming, and at the time, the Swans was a struggling club with sub-par facilities, a lack of on-field success and no lack of off-field instability.

Scott had called his old team in Tasmania to tell them he'd shortly be available for selection and had all but packed his bags. If not for

an intervention staged by team mates and friends Dale Lewis and Paul Kelly, he probably would have disappeared across Bass Strait, never to be seen again.

"They reminded me not to forget about the opportunity that I had and not to have regrets later in my life about what could have been", Scott remembered with gratitude. "I put my head on the pillow that night, really thought about it and decided to stay, and I'm so glad that I did."

Of the seven players selected by the Swans at the 1992 National Draft, the 20-year-old who had been playing senior football with New Norfolk since the age of 16 and already had 80 games under his belt in the Southern Tasmanian Football League was the only one who would go on to play senior football for the club.

Under new coach Ron Barassi, Scott made his debut against Geelong in round 9, 1993. He played a further ten games for the year - including the season's one and only win - and was rewarded with the Best First Year Player (now Rising Star) award at season's end.



From that point forward, he became a prominent member of the senior team, playing mostly on a wing before 1995 saw him moved to the defensive area of the ground where Scott believes he played his best footy. In part he attributes his excellent form that year to his team mates, saying "I had great experience around me in the backline with Paul Roos, Andrew Dunkley and Mark Bayes", and also to the fact that the game was changing - the trend towards flooding then launching attack from defence allowed him to use his ever-reliable and creative kicking skills to their full effect.

Early in the 1996 season, there was an air of excitement around the club as the team was clearly heading into excellent form. Scott's fortunes, however, took an unfortunate turn against Richmond at Waverley in round 4 when he suffered a serious impact injury.

"The ball went over my head and I went back to regain it. Mark Merenda was coming the other way and we both got to the ball at the same time. He just had more momentum than I did, and his shoulder got me in the chest and neck area, I got a whiplash sort of contact, and

when I hit the ground I was already out to it. The doctor explained to me it was similar to a car accident, the whiplash to my neck went down my spinal cord."

Scott had suffered spinal concussion, and when he regained consciousness, had no feeling down the left side of his body.

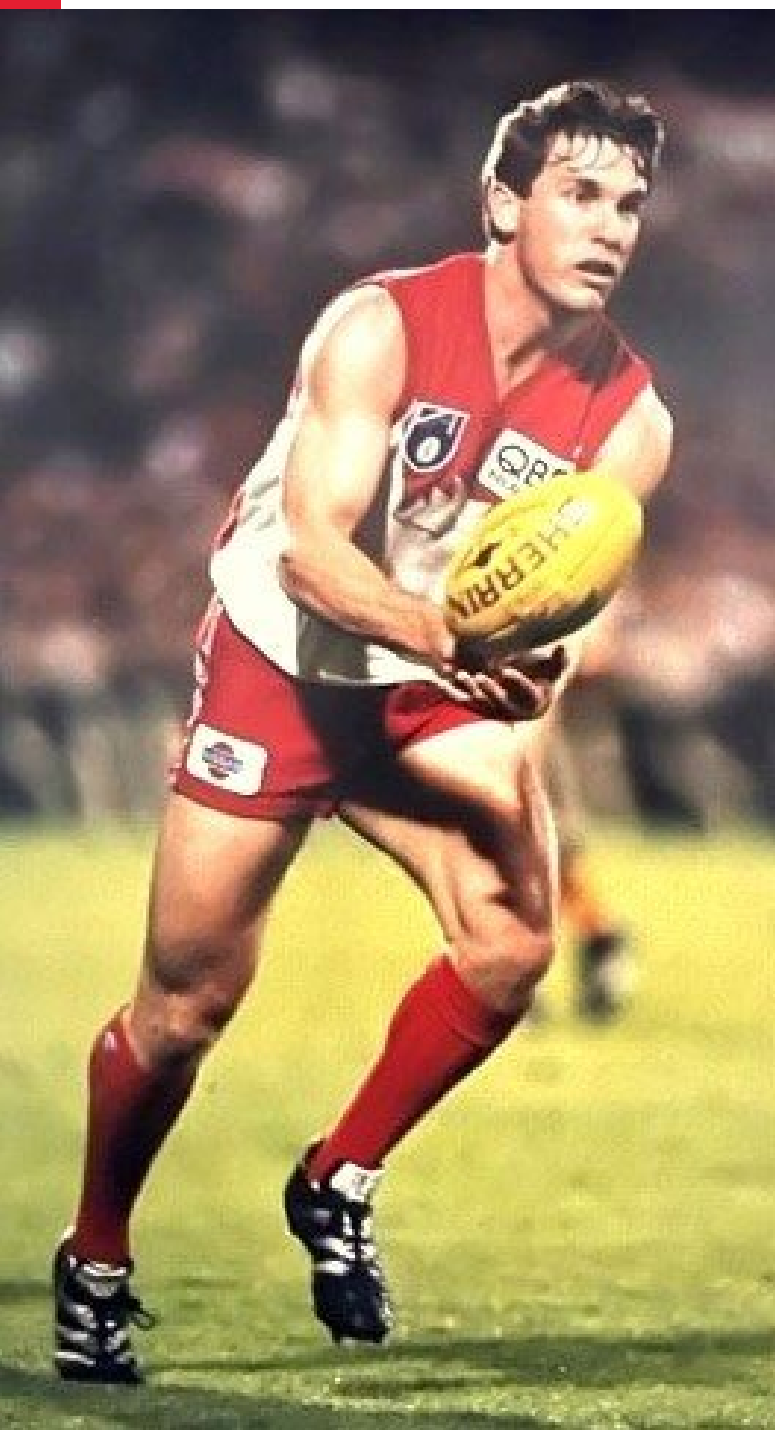
"I remember waking up in the change rooms while we waited for the ambulance, it must have been at half time. I could just see a big shadow over me, and someone had their hand on my chest. It was Plugger. He said, 'you'll be right, boy', and walked off.... "

Plugger was right, and Scott made a remarkable recovery. A week in a Melbourne hospital followed as he slowly regained use of his left side. Eventually he was allowed to fly home to Sydney, where a barrage of further tests and medical appointments awaited.

"During the first couple of weeks I went to see a specialist who checked me out and our doctor at the time, Dr John Orchard, was working closely with me. There was no running or anything like that for a few weeks, and if I closed my eyes I was losing my balance. So they were very cautious, and it was seven

WHERE ARE THEY NOW?

SCOTT DIREEN



weeks before I was playing and nine weeks before I was back in the senior team.

“It wasn’t a great experience, but I made a full recovery and I have no real symptoms from it now. But I don’t think I was the same player after that - it took me a while to get total confidence back.”

After successfully navigating his way back to full health and into the senior team, bad luck again struck Scott in round 21 as he copped a knee to the head and was dazed. Given his recent history, he was ruled out for the following week and did not play again that year as the Swans marched towards their first Grand Final appearance since 1945.

“It was tough to watch them get to the Grand Final,” he recalls with an admirable lack of bitterness. “I was still training in the squad of 25 that week, and even thought I might have been a chance because of the drama surrounding Andrew Dunkley and James Hird - I thought perhaps if there was going to be a defender out I might possibly be able to make the side. But I was glad for Dunks that he got off and was able to play.”

Sadly for Scott, he never regained his regular role in the senior team. Winning the Reserves Best and Fairest in 1997 was not enough to save him from delisting at the end of the season, as it was explained to him that some of the younger players had gone past him and

were perhaps better able to play numerous roles within the side than he was.

For a brief period it looked as though he would end up in the red and black of Essendon, but that did not come to fruition. So it was that ultimately Scott moved to Adelaide, accepting an offer from Norwood, where he played from 1998 to 2004.

"I played 114 games for Norwood and played some good footy. I won a B&F, played in a grand final which we lost by a goal, and represented South Australia five times.

I grew up and matured, and probably played some of my best footy in those latter years."

His involvement in South Australian football has been diverse, as 2006 saw him working with the State Under 18s squad, which boasted players such as Bryce Gibbs, Sam Jacobs, Shane Edwards and Lindsay Thomas. Then a good mate was appointed coach of the Payneham Norwood Union Football Club and Scott returned to playing before taking up a role as reserves coach and assistant coach. During his time there, the team played in six grand finals for three premierships, and moved through the relegation-elevation system from fourth division to first division. He finally hung up the playing and coaching boots following the team's 2019 grand final victory.

With all that football involvement, it's amazing that Scott found time to attend TAFE, where

he did a mature age apprenticeship and became an electrician. However his career in the trade lasted only five years as his football injuries caught up with him and he required a hip replacement at the young age of 44. Another career change therefore followed, and Scott is now a senior account manager for an air conditioning company, looking after 130 accounts in a demanding and busy role.

Scott, his wife Astrid and their children from previous marriages created a wonderful blended family, although the kids have moved out now, so it's Scott, Astrid and their dog Buddy (yes, he is named after the great man) sharing a home in Glenelg.

"Astrid and I are living the the good life. We moved beachside about three years ago, and we love the lifestyle. I thought I was coming to Adelaide for two or three years... but it's been 25 now."

Scott remembers his time at the Swans fondly, and regularly catches up with former team mates. It's clear he values his achievements on the field, but ultimately it's the life-long bonds which mean the most to him. "It's the friendships that you make.... Whether it's AFL or amateur level, that's what footy clubs are all about." ▼

We would like to hear from you & receive your feedback



VALE

SIR JAMES HARDY OBE AND GRAEME JOHN

The Sydney Swans Football Club and the football world in general have been greatly saddened by the passing of some great past players and officials in recent times and it is remiss not to pay tribute to all individually. There are, however, several who we would like to make special mention of in this edition.

SIR JAMES HARDY OBE



A passionate and enduring Swans supporter, Sir James Hardy passed away on 14 June 2023. This remarkable Australian was a legendary

Australian winemaker and businessman who also well known as a yachtsman.

He was awarded an OBE in 1975 and knighted in 1981 for his services to yachting and the community.

Together with Lady Joan, Sir James was a regular at Swans games and loved a post-game catch-up and chat with his many friends. A true gentleman, his friendly manner and happy disposition will be greatly missed by the Swans family.

We extend our deepest condolences to his wife Lady Joan, his sons David and Richard and his family and friends.

[CLICK HERE for the Club's tribute to Sir James Hardy OBE](#)



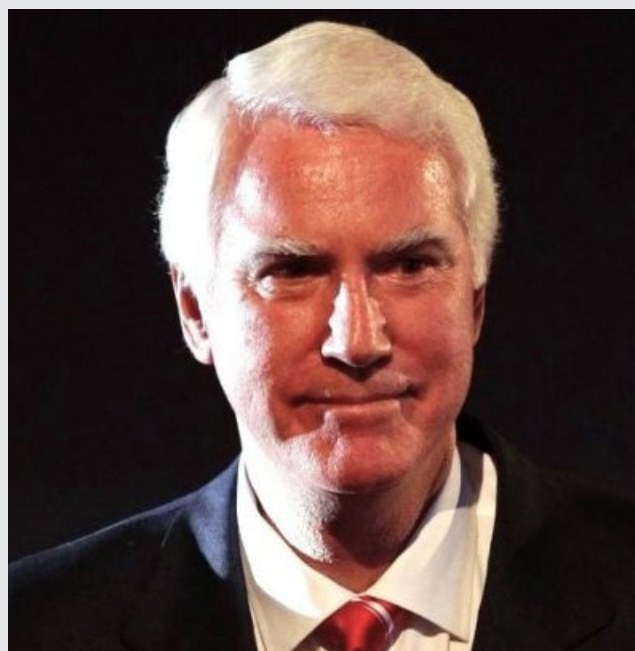
GRAEME JOHN

A giant of the game, Graeme John was a former player, senior coach and President who served our Club with great distinction for many years.

Graeme played 77 games for South Melbourne between 1964-1969 and later coached the Club in 66 games in 1973-1975. He also represented Victoria and went on to become a longstanding member of the AFL Commission.

His contribution to sport and the business community was recognised with an Order of Australia Honour in 2003.

Graeme passed away on 27 June 2023 after a long battle with illness. All associated with the Bloods are united in their condolences to Graeme's wife Diane and his children Rebecca, Andrea, and Gareth, and their families.



***CLICK HERE for the Club's
tribute to Graeme John***



Senior Coach Graeme John (second from right) with Peter Bedford, Rick Quade, Norm Goss, Reserves coach Ken McCormack, David McLeish and Jim Prentice in 1973.

THE BLOODS

A MUM'S PERSPECTIVE

Following is an address by Samantha Sheather at the NSW Parents' Dinner earlier this year.

"A good coach can change a game. A great coach can change a life." John Wooden

Good evening. Brett has asked me to speak on behalf of all the parents here tonight, and hopefully I am able to represent some of our thoughts and reflections.

I have been involved with the Swans for almost 10 years now starting with when Marc joined the Academy at 11 years old. As a gangly 11 year old Marc had a glimpse of what it meant to be part of such an amazing club.

We had arrived at one of his first training sessions early and Marc and I were kicking the ball around. Micky O'Loughlin (obviously wanting to learn from my brilliance) wandered over and without fuss spent the next half an hour talking and kicking 1:1 with Marc. Well you could not wipe the smile off his face. He was hooked. He was going to do all he could, not only to play footy, but to play for the Swans.

So what makes The Swans special?

Nothing special ever just happens, and continues to happen year after year. There are a number of people who make this club special - a few of whom are here tonight.

It is people like Tom, Charlie, Brett, Phoebe and Jarred who work tirelessly behind the scenes to give our boys and us their parents so many wonderful opportunities. I truly believe that years from now we won't remember the wins and losses of each season, but the people who travelled this journey with us.

One thing I have learned over the past ten years and more recently in the last three years, is that the Swans quickly become your family and are the ones who pick you up and carry you through the good and the bad of each season. The impact the staff have on our boys' lives is immeasurable, and I believe they are all better young men because of it.

We hear the term "The Bloods Culture" thrown around in the media, but I would like to talk to you a little about what it means to me. For me, a great team is not defined by its stats but by the character traits and values of each and every person who belongs to the club.

Aside from Micky O, one lasting memory I have is from the Academy, when a group of impressionable 12 year old boys were sat down and told what it would take to become a great footballer. With an eager ear I listened - wondering if it was how to perfect a kick or nail



Marc and Samantha Sheather

a tackle. To my great surprise it was neither. The coaching staff told the group "If mum or dad has to ask you to do something twice, well that is two times too many. You do it before you're asked. You thank them for what they give up to allow you to train and play- that is the most important thing you can do".

From that day on, every time I drove him to training Marc thanked me for taking the time out of my day to help him, when we bought his football boots he thanked us for putting his needs first.

I never had to ask him to do something twice. It was the first indication that the Swans valued turning our boys into fine young men just as much as they did good footballers.

I will skip forward to Marc being drafted and moving to Sydney; prior to this he had never had to shop for groceries or even wash his own clothes. The morning after draft night, he received a phone call from John Longmire and relocated to Sydney within the hour. It was, as for many of our boys, overwhelming.

For those who don't know, Marc struggled

THE BLOODS

A MUM'S PERSPECTIVE

greatly with being homesick in his first few months with the club. Kirky listened to the many doubts that Marc had as he battled with his confidence and was a quiet ear that never judged. Watching Marc struggle and not knowing how to help was made all that easier as Brett told me "Don't worry Sam I'll wrap my arms around him." And he did.

Again, I felt this when a few months later, when I missed one of Marc's VFL games - up until Covid the only game I had missed since he began playing as an 11 year old at Killarney Vale.

I remember getting a phone call at what would have been half time. Strange I remember thinking to myself. Brett's calling. How lovely of him to update me on how Marc is going... As I babbled on to Brett about the game, he calmly stopped me and told me not to worry; Marc had been knocked out and was with the doctors who were looking after him. My heart sank.

To cut a long story short, that night Marc rang me vomiting and feeling unwell. By 6am Marc was in hospital and again I was on the phone with Brett. I told Brett that I would make my way to Sydney and he said " No, I will sit here with him". Stunned, I said to Brett "Surely you have better things to do?" and his response was "Marc is my highest priority today".

And Brett sat with him all day and reassured me so I could work. Once more he'd wrapped his arms around him. That's the value of the man and the culture of a club who cares.

Then came the lockdowns!! What an enormous effort the club made to ensure that all of the



Marc Sheather at training

boys and their immediate families were looked after. They were moved, relocated, moved, moved again, packed up and put on buses... sometimes with half an hour's notice. I can't even begin to imagine the stress this placed on staff who willingly left their own families to look after ours.

The behind the scenes logistics for Phoebe, Tom and Charlie must have been mind boggling.

Knowing the Bloods Culture, I wanted to give back and was lucky enough to be able to do so in a very small way during this time. I taught, albeit via zoom, some of the coaching staff and players' children. The relationships I built with Lolly McVeigh, Phoenix Berbakov, and Emilo Kennedy and their parents continue to this day.

After the boys returned to Sydney, but still during the time of mandatory isolation, testament to the man he is, Charlie let Marc

and Angus stay at his house. This allowed them to continue to train and play, whilst BJ isolated at home. I mean who in their right mind offers two 19 year old boys free reign of their house.

Another demonstration of the values of our club - they look after our own.

I'll fast forward to 2022, when riding the roller coaster that is football Marc broke his leg. He would be out for just under 12 months. To say he was devastated would be an understatement. Again, Brett told me "I'll wrap my arms around him Sam". And he did.

The Swans quickly found Marc a fantastic surgeon. Marc had surgery, recovered at home for 2 weeks and was then non weight bearing for another 10 weeks. This could have been a very lonely and isolating experience for a young player, however, during this time the club went above and beyond.

As a parent I could not have asked for better care. From Brett who checked in with me to Jarred Hodges who continually made Marc laugh and "get on the damn plane" when he felt like a burden to everyone with his crutches; to the staff who allowed Marc to travel and be a part of the playing group - slowest water boy I've ever seen I might add - Damien and all the rehab staff who worked tirelessly alongside him to get him back playing; Phoebe who without question accommodated Mark and me at every game home or away (even though Marky was not playing); to the senior players' parents, many of whom are now life long friends, who had stories of their own or words of comfort, all of which allowed us to continue to feel part of

this wonderful family.

This year I have come full circle and am working with the Swans Academy. I was lucky enough to be invited (well maybe I weaseled my way in!) to be part of the inaugural First Nations Swans Academy. This is something close to my heart, and an experience I will forever treasure.

Jarred has a heart the size of a lion and what he has achieved cannot be put into words. I don't think I have ever had as many belly laughs along the way as I did with this group of amazing coaching staff. I miss our sessions already and can't wait for next season.

I will finish up by saying our boys may remember the opportunity the Sydney Swans gave them to play the game they love, but it is the families and staff behind the game that have changed our lives, and taught our boys more lessons about life, love and dedication than I could have hoped for. ▼



We would like to hear from you & receive your feedback



A BORN LEADER

THE DENNIS CARROLL STORY

By Joe Moore

'I just wanted to snap my fingers and get all those people who'd given so much over so many years all together in one room. I'm sure it would have been a great sight, filled with smiles and tears.'

Dennis Carroll reflects on the long-awaited 2005 premiership as – except for his wedding day and the birth of his three children - the best day of his life. At the final siren, his thoughts came to rest on the shoulders of the believers. Those who made it all possible.

The reaction is typical of the man. A selfless Swans contributor for forty years, Carroll is a highly respected figure within the club and across the code. From his 131 matches as captain to his twelve years as player welfare and development manager, his influence is profound.

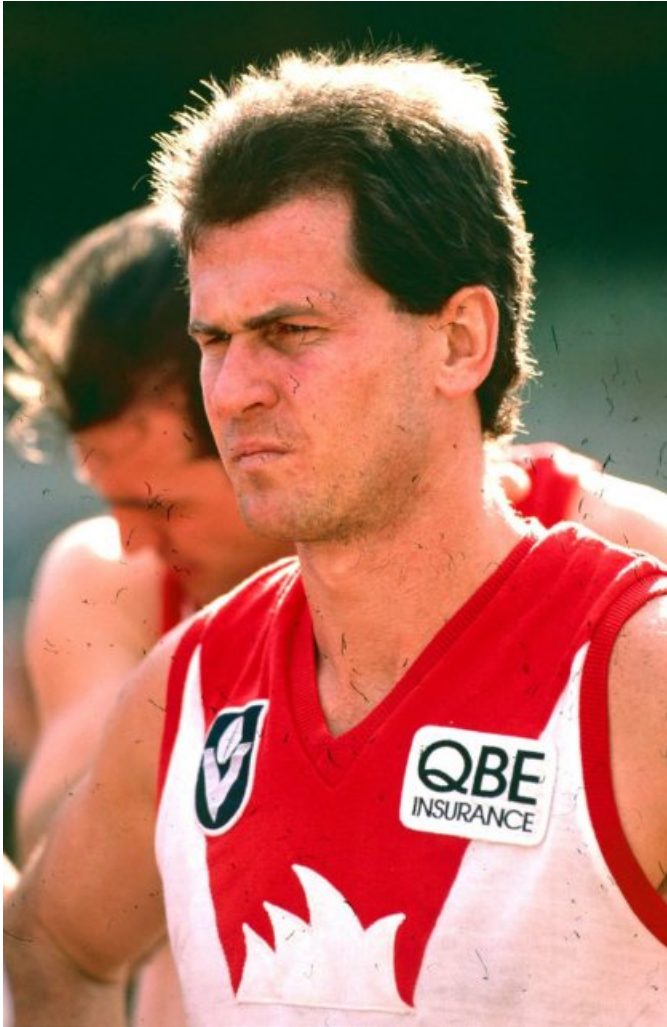
In the timeless novel, *The Alchemist*, Brazilian author Paulo Coelho says, 'To realise one's

destiny is a person's only obligation.' For Dennis Carroll, it was always football.

For most aspiring sportspeople, imagining a world where they play alongside the greats is fanciful. Fun, but fanciful. Carroll's Dad, Dooley, and Uncle Tom helped make that dream attainable with their time spent at St Kilda and Carlton, respectively.

'When I arrived at South Melbourne, it wasn't like I was overawed because I had this lifelong dream of being in the environment,' Carroll says. 'But, I had a real sense of excitement being there. Training with guys I'd seen on TV and all the boys recruited from our local area was really exciting.'

'I was certainly going to make the most of the opportunity. I'd been at boarding school from a young age and then worked as a bank Johnny, so moving to Melbourne wasn't a problem. I was somewhere I'd dreamed of



being for many years and really enjoyed it.'

It was 1981.

That year's events left many deep, emotional wounds, some of which have never healed. But, the reality of the club's situation drove the only feasible outcome.

South Melbourne was in financial ruin, and the economic necessity of the club's relocation proposal meant that the VFL's goal of creating a Sydney-based team would come to fruition. The League's president, Dr. Allen Aylett, hailed the move as one 'that would alter the course of football history.'

'Initially, it was shock,' Carroll recalls. 'What are they talking about? This has been our home for 100-odd years.'

'Then, we were spoken to by people I had great trust and faith in, and we quickly realised we were broke. We then understood that the club would be no more if we didn't

take that kind of action.

The response from South Melbourne's loyal supporter base was understandably ferocious. The leadership and bravery of the club's senior players, led by Barry Round, Mark Browning, and Francis Jackson, inspired many less experienced Swans to take the relocation route. But not all.

'Once we'd decided, the next major thing to deal with was the split in the playing group, which was really difficult to come to terms with. I had great respect for those guys leading us, and we just had to go to Sydney and start afresh. But, that whole summer, the team was split, which was very difficult to deal with,' Carroll says.

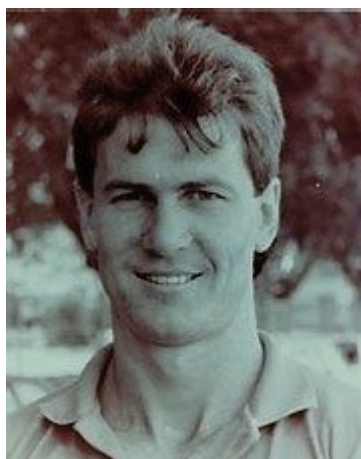
Territory matters, and territory-seeking often causes conflict. The Swans flew north with an ambition fuelled by the League's assurances. And, the move came with pressure, as they realised when the first home match at the SCG arrived.

'The build-up to that first match was monumental,' Carroll recalls.

'I can vividly remember the physical toll it all took on our coach, Rick Quade. We were all preparing in the rooms, and Rick was physically ill from the stress. He'd been receiving telegrams telling him that winning was the only option, so there was enormous pressure on him and those that led the charge

A BORN LEADER

THE DENNIS CARROLL STORY



“We had very little understanding of Sydney. I remember driving up with my good mates Brett Scott and Dave Winbanks”

- Dennis Carroll

to go to Sydney.’

‘But there was no way we were ever going to lose that game, and there were certainly some great celebrations after.’

For generations, the Carroll family farmed land in the Ganmain-Coolamon area of southwest NSW. With Dennis just one year old, his parents moved to Tarcutta, trying their hand at cattle farming - for them, a new frontier.

He’d bond with his uncle Tom during school holiday visits to his grandparents. Across these formative years, Tom played a pivotal role in developing the dual-footed kicking skills that would delight Swans supporters for years to come.

‘I certainly have fond memories of going back to see my Nannas and Pops on both Mum’s

and Dad’s sides of the family, and my cousins too,’ Carroll says.

‘Dad’s brother Tom played for Carlton, and we had a connection. Tom was still a young guy, and we’d go out on the farm with him to kick the footy whenever he had the time. I was fascinated by the game and always had a footy with me, and Tom was always quite instructive with the advice he had for me.’

As Dennis Carroll’s career blossomed, his skilled yet hard-nosed approach won him many admirers. While the Swans struggled through the early years in Sydney, the sense of togetherness, mixed with adventure forged during his early life, shone through.

These pioneers changed the course of Australian sport. And they did so through perseverance. Falsehoods, broken promises,



A young Dennis Carroll clears from defence

and roadblocks threatened to derail the game's venture north but Carroll and his mates stood steadfast.

By the time the club moved permanently to Sydney, Carroll, although young, had experienced many years of living away from home. He says Dean Moore was instrumental in getting everyone settled while wearing 'twenty or thirty different hats' for the club.

'We had very little understanding of Sydney. I remember driving up with my good mates Brett Scott and Dave Winbanks,' Carroll recalls.

'Before we could find something more permanent, we were put up in a one-star hotel in the middle of King's Cross called the Astoria, in a room the size of a card table. But we were only there for a week or two; they're great

memories. We certainly saw some interesting sights.'

And more interesting sights were just around the corner.

By June 1985, the League decided that its preferred option was to pursue private ownership of the Swans. A consortium fronted by Dr. Geoffrey Edelsten won the bid, but among the players, feelings were mixed.

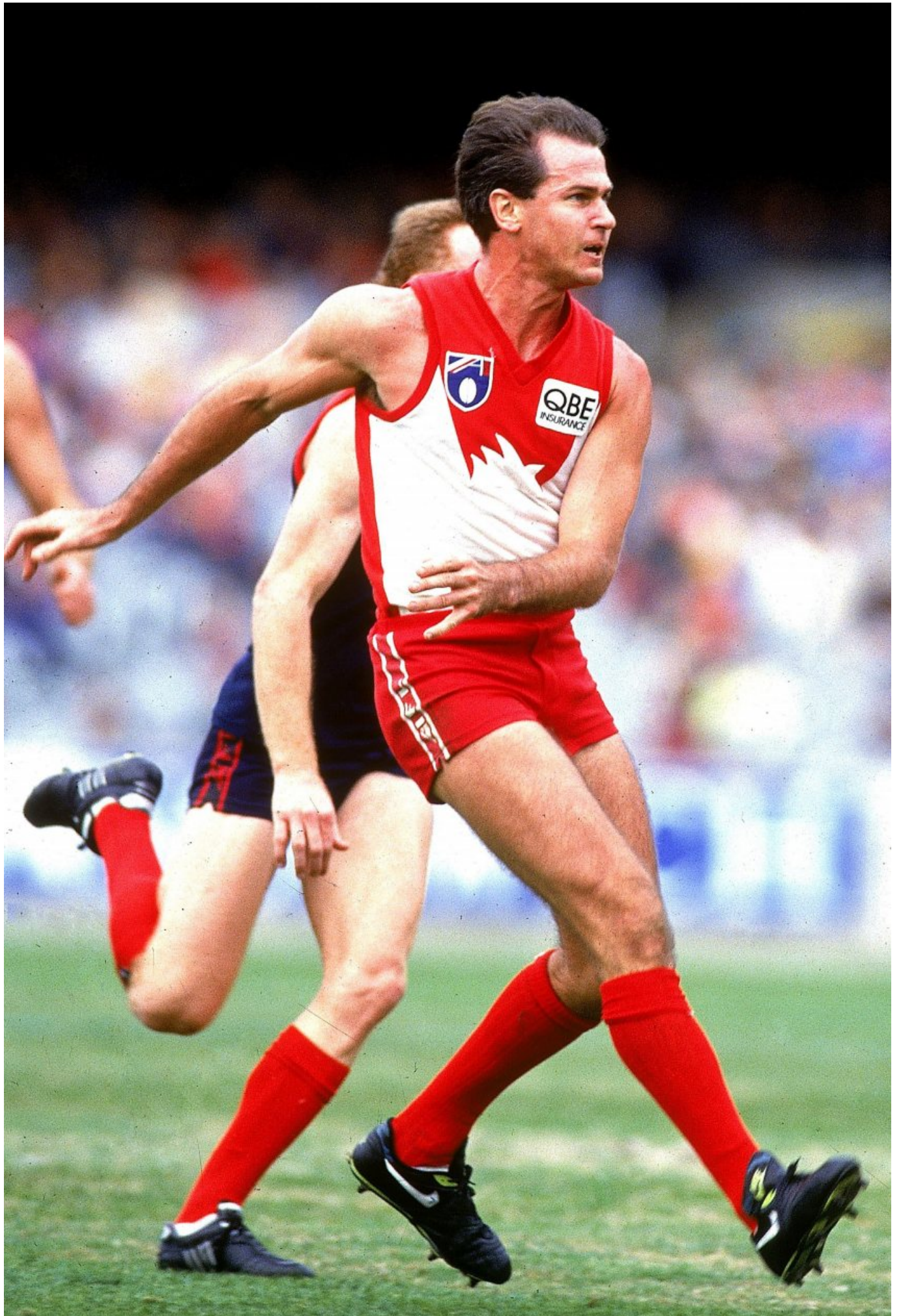
'It was just a continuation of change,' Carroll says.

'We'd had some fantastic coaches, but it was just a revolving door. It was a shock when Rick Quade stepped aside - we understood the reasons later. Then we really warmed to Bob Hammond. With Johnny Northey, we thought there was a real possibility of some success, then the next thing we know, Tom Hafey's on the doorstep.'

With an unprecedented influx of star players, the team took on an entirely new complexion. Strong leadership was paramount to strike a much-needed balance to engage the established stars with fresh talent.

The night before the 1986 season launch, Carroll received a call from football manager Ron Thomas and coach Tom Hafey. Without any prior warning, they told him he'd been appointed captain. And so, as he always has, he got to work.

'Initially, I took that as a surprise but an incredible honour. I saw my role as leading by example. The challenge and opportunity was to ensure that the new influx of players would connect and meld with the current players. That happened rather organically, and winning created a sense of unity and



A BORN LEADER

THE DENNIS CARROLL STORY

enjoyment.'

'It was a real pleasure to captain the club and to ride that wave of relative success. I have fantastic memories of that team, but the most disappointing part of it all is how it fell away so quickly.'

In short, the private ownership group went broke, with disastrous consequences. Players were either let go or owed substantial amounts of money - some even had their cars repossessed - and the opportunity to consolidate was lost. Carroll equates it to putting a roof on a house without any structural foundation, and by 1993, it had all but crumbled.

'They came to me, and I believe others, and said, we need you to take a pay cut. And that happened to me on two occasions. It was difficult to chew on, but we did chew on it because we wanted the club to survive.'

He adds, 'I know the AFL got involved a few times, but nowhere near enough. There was a lot of lip service, and there were clearly a lot of conversations going on that the players weren't involved in, but there were a number of meetings that, yes, we did get invited to.'

'And they endeavoured to explain the situation as best they could. But it highlights the ever-changing nature and unsettledness of the club at that time. It was relentless, just relentless.'

'Well-intentioned people were trying to do

their best, but without wanting to get the violins out, reflecting back, it wasn't a great time, and it was a shitty way to end my footy career. But, having said that, when I think back to having that boyhood dream to play in the VFL with South Melbourne and end up in Sydney and play with a club I love and still love, I couldn't be happier. It was a great time in our lives.'

Throughout it all, Carroll's family has been his antidote to chaos. When Dennis married Ingrid, he became the first of the pioneers to marry a Sydney girl. Dennis and Ingrid have recently moved into their new home in the city's south, just around the corner from where they lived for 32 years and raised their three children, Astrid, Ben and Jake.

'They've been the single greatest thing for me,' Carroll says.

A group of sports psychologists and professors recently released a paper on sports retirement for the IOC's Athlete365 program. Studies have shown that athletes who planned their retirement had higher cognitive, emotional, and behavioural readiness for their career transition.

For many reasons, not least his drive and dedication, Carroll found the transition from playing straightforward.

'I was fortunate enough to be offered the reserve grade coaching role, a part-time

A BORN LEADER

THE DENNIS CARROLL STORY

position, which I did from 1993 to 1997. And, actually, the opportunity came up for the senior coaching position, which ultimately Rodney Eade secured.'

Carroll considered the option of full-time coaching, but the commitment to travel and potentially moving interstate with a young family settled in Sydney did not appeal. He then took on another part-time role, for another four years, as the club's Chairman of Selectors.

'It took me eight years to be fully weaned off the club,' Carroll laughs.

'I was very lucky. Then, professionalism went up another level, and the Chairman of Selectors role wasn't required, and that's when I made the complete break from the club. Suddenly, I had weekends free for the first time in twenty-odd years!'

And so began a family passion. Dennis, Ingrid, and their kids found a love of skiing that continues today. Legendary American filmmaker Warren Miller once said 'a pair of skis are the ultimate transformation to freedom.' After more than two decades spent in football, the snow became a welcome retreat.

The club remained close to his heart, though, and in 2009 he received a call from Andrew Ireland, that threw the cat amongst the pigeons.

'It was a massive decision for me after getting



Dennis Carroll: a born leader in action

the opportunity to spend twenty years at City Ford,' Carroll reflects.

'But, the decision to go into the player welfare and development role made absolute sense. The primary reason players are recruited is for their football, and right alongside that, we want them to become the best person they can be. If you can provide an environment in



which the player feels supported, comfortable, and all their off-field areas are humming, then that gives them the best chance for on-field success.'

His work in the welfare space puts Carroll in the top echelons of player development - ask any player or parent who knows that 'DC care.' For a dozen years, a multitude of young

and vulnerable men facing high-pressure situations looked his way for guidance, assured by his presence.

Throughout that period, the game evolved rapidly, and Carroll has seen firsthand the benefits of a holistic approach to coaching. He treasures the time spent with John Longmire, whom he credits as being one of the very best, in understanding each player as a person first.

Very few, if any, have experienced the lifespan of the Sydney Swans in the way Dennis Carroll has. So, at the end of it all, now enjoying the fruits of a well-earned retirement, how does he reflect on a lifetime in red and white?

'Whether playing or in my other roles, I just gave it everything I had, and it was always something I just really enjoyed doing.'

'There were challenges, there were difficulties, but there were so many great, rewarding times. My overarching feeling is thanks and gratitude for being at a club that is what it is. I was very fortunate that people at the club saw a skill set that could complement what was already there, and hopefully, my time spent in different roles made the place slightly better.'

I'm sure we all agree; there's absolutely no doubt it did. ▼

***We would like to hear from
you & receive your feedback***



FEATURE ARTICLE

A BIRD'S EYE VIEW

Each issue will have the views of a former

Bloods great on pertinent footy matters.

Part of this role is to anoint the guest writer for the next edition.

THE 2005 PREMIERSHIP *THE KEY MOMENTS*

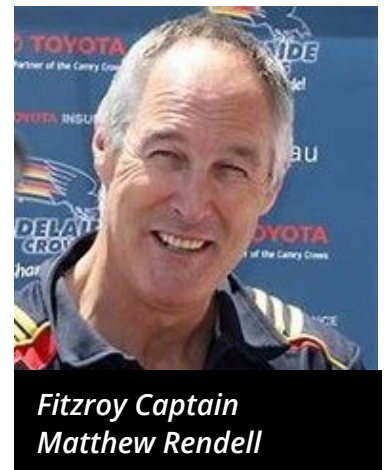
By Paul Roos

It is not often that you are asked to reflect on your achievements of the past and then try to determine the key components that led to that success. So it interesting to break down the 2005 Premiership and come up with 10 key moments that I felt were critical to the success in 2005.

Having thought through this exercise you come to realize that Premierships are often built over many many years and many many experiences.

Here is my short list of some of those key moments:

1 I truly believe I would never have won the Premiership if I had not arrived at the Fitzroy Football Club in 1980 and met an incredible group of leaders and human beings. To have incredible role models to not only teach you how to be a great footballer but have a significant impact on every part of your life can not be underestimated. That has certainly hit home recently with the passing of Matty Rendell who was the Captain of the Fitzroy Football Club just prior to my captaincy appointment. I realized that his impact was far greater



**Fitzroy Captain
Matthew Rendell**



Stuart Maxfield raises the 2005 Premiership Cup with Captain Barry Hall

FEATURE ARTICLE

A BIRD'S EYE VIEW

The 2005 Premiership: The Key Moments

than kicks, marks, handballs, wins and losses. Matty was the first one to call me and leave a message after the 2005 Premiership and tell me how proud he was. The system we created for the Sydney Swans in 2003 was launched in 1980 thanks largely to that group of amazing people.

2 Sitting down at my desk in 1998 and writing down a list of things that I liked about my leaders proved to be pivotal in the success I had as a coach. Even to this day, I am not 100% certain why I did the exercise other than to never forget what it was like to be a player. And having written it through the eyes of a player, what were my expectations of a good coach. Had I not done this exercise I would have never held myself accountable to **the leader I wish I had!** This document sat in the top drawer of my desk for eight and a half years as the coach of the Sydney Swans and also was the first document I took out when I coached the Melbourne Football Club.

3 The presentation I made to the Board of the Swans at the end of the 2002 season, after I was interim coach for 10 weeks, seemed futile and unnecessary. I remember feeling at the time that I had earned the job, having won 6 games to end the season, but once again this proved critical to the Swans blueprint for the next 8 years. To have to clinically think about the process I was going to implement cannot be undervalued. The 10 weeks that I had coached was really a honeymoon period with not much to lose. The challenge now was to take that group and deliver a premiership that had eluded the club for 70 years. The four hour presentation included strategic football tactics, overall club philosophy, and I remember the last page of the presentation stated that I would deliver a Premiership for the Sydney Swans Football Club.

4 The camp we had in Coffs Harbour was the starting point for the Bloods culture. The



idea was how can we get the players more involved and hence more invested in their football club. It was a leap of faith and to be honest the outcome was unknown. How would the players embrace a system that empowers them and gives them a clear mandate to drive the success of the team? We came up with a set of behaviors which to be honest was the easiest part of the system. For the first time in AFL history we asked the players to vote for their leadership group purely and simply based on those behaviors. I have said this openly many times had Stuart Maxfield not been named Captain under this groundbreaking system the Premiership would never have been achieved.



A Pleasant Sunday at the SCG for the players with supporters and the 2005 AFL Premiership Cup

5 The appointment of Stuart Maxfield as Captain can never be underestimated. As a system that is built on a clear set of behaviours, it has to have a leader that lives and breathes those behaviours and drives everyone to do the same. I couldn't have wished for a better ally than our new skipper. Stuart embraced the system wholeheartedly, led by his actions and demanded excellence from everyone, including myself. The only downside of winning the Premiership in 2005 was that Stuart had to retire due to injury and was unable to play. To this day we all wished that our skipper could have been out there with us.

6 As I look back now I completely understand creating a sustainable premiership winning game style is arguably the greatest challenge for a coach in how you set your team up for the ultimate success. I would suspect the majority of first year coaches have an idea but when the pressure comes on the ability to stay the course is extremely difficult. As I watch football games now I am much clearer on the teams that can and cannot win the premiership. Thankfully we were able to provide the players with that formula and we were able to stick with it through the tough times.

7 Round 5, 2003 was probably the first test of that pressure. Twenty points down at 3 quarter time with two injured players on the bench playing against the Melbourne Football Club at the SCG. I remember walking down from the coaches box thinking we could be 1-4 after this game with Collingwood and Brisbane to come in the following two weeks. What was I going to say to the players? In this moment I realized that we had to simply reinforce what we had trained over the pre-season as we were not executing correctly as there is no magic formula. The message was simple, play your role and execute the game plan and we can still win the game. We kicked 10 goals 3 in the last quarter and won by 20 points. This instilled confidence in the player group and was the catalyst to play in the Preliminary Final in 2003.

8 Beaten in the prelim final in 2003 we continued to refine our game plan and bowed out early in the finals in 2004. I sensed we could do bigger and better things



Here it is!

but we needed to absolutely commit as a team. Round 6, 2005 (ironically against the West Coast Eagles) we got smashed by 10 goals. I remember after the game telling the players we were now wasting our time. We had to commit totally and stop being a selfish individual team. It turned out to be the benchmark game for the season as the players decided they wanted to be great. From this moment forward they parked their egos and played for each other resulting in the ultimate reward in September.

9 After making that commitment and weathering a storm of criticism we committed collectively to the standards and technical KPIs for the remainder of the season. And on the evening before the Grand Final, I guaranteed the players that if we continued to do so for 120 minutes we would beat the West Coast Eagles the next day. But we had to commit for the full duration of the match as the Eagles

were incredibly talented and equally as committed. I always felt the game would go down to the wire and the team that could stay true to their identity would win in the end.

10 There is no doubt that Premierships are won by a collective. I believe that the staff at the Sydney Swans throughout that period were the best in the competition. The alignment from Chairman, CEO, Football Manager, Assistant Coaches



and every member of the Sydney Swans Football Club was rock solid. To see everyone rejoicing in the Premiership is a moment none of us will ever forget.

The relationships that were formed are lifelong bonds and the memories are burnt in the hearts and minds of all involved. People win premierships! And it takes many of them collectively to play their roles, park their egos and think solely about the team, the cause and above all making the Club better when you leave than when you arrive.

CAREER SNAPSHOT

PLAYER



FITZROY

1982-1994
269 games.

Captain
1988-1990,
1992-1994.

Best and Fairest
(Mitchell Medal)
1985, 1986, 1991,
1992, 1994

Leading goal scorer
1990
(Paul averaged more than a goal a game across his career at Fitzroy)

Fitzroy Team of the Century

Fitzroy Hall of Fame



SYDNEY SWANS

1995-1998
87 games

Swans Hall of Fame
(as player and coach)

COACH



SYDNEY SWANS

2002-2010
(202 games)

2003
AFLCA Coach of the Year

2005
AFL Premiership

2005
Jock McHale Medal

2005
Australian Sports Coach of the Year

2005
All Australian Coach

2006
AFL Premiership Runner-up

Head Coach Sydney Swans Academy



MELBOURNE

2014-2016
(66 games).

NUMBER

Paul wore No.1 jumper his entire 356 game career.

REPS

14 times Victorian representative
(2 as captain).

EJ Whitten Medal
1985, 1988.

AFL AWARDS

AFLPA Best Captain
1992

AFLPA MVP
(Leigh Matthews Trophy)
1986.

Australian Football Hall of Fame

1986 Brownlow Medal third place

1986 AFL Media Association Player of Year.

All Australian
1985*, 1986, 1987*, 1988*, 1991 (captain), 1992 (captain), 1996, 1997
(* Denotes selection after Carnival)

FEATURE ARTICLE A BIRD'S EYE VIEW

The 2005 Premiership: The Key Moments

ABOUT THE AUTHOR:

Paul Roos is one of the greats of the game, and as the only person to be inducted into the Swans Hall of Fame as both a player and a coach, is unquestionably one of the most important figures in the nearly 150 years of our club's existence.

From his debut against the Swans in 1982 until the close of the 1994 season, he played 269 games for Fitzroy, and captained the club in 122 matches - second only to Kevin Murray for longevity of captaincy. Paul is a five time winner of the Mitchell Medal awarded to Fitzroy's Best and Fairest player, and was selected at centre-half-back in the Fitzroy Team of the Century.

Joining Sydney in 1995, he played 87 games for the Swans over four seasons, during which time he was twice selected in the All-Australian team. In 1996, at the age of 33, he was one of the Swans' best players in our first grand final in 51 years.

Following his retirement from playing Paul and his wife Tami temporarily moved to the United States, where he took on his first formal coaching



role, mentoring the USA AFL team to a victory over Canada.

Upon his return to Australia, in 2001 Paul became an assistant coach under Rodney Eade. Leading into round 13, 2002, he took on the role of interim senior coach and was formally appointed as senior coach at the end of the season, a position he held until 2010.

In his first full year as coach he took the club to a Preliminary Final and was awarded the AFLCA Coach of the Year. And in 2005, he guided us to our first Premiership in 72 years, a

feat that was deemed by many to be impossible.

An imaginative and creative match day coach with a rare ability to communicate with his players and colleagues, Paul coached the club in 202 games - the record at the time, which was ultimately surpassed by his successor John Longmire.

He had a "Moneyball" approach to talent identification well before it became an accepted term for the ability to see time-honoured aspects of the



game through a fresh set of eyes. Players he identified or supported recruiting to the club included Darren Jolly, Ted Richards, Peter Everitt, Rhyce Shaw, Martin Mattner, Shane Mumford and Josh Kennedy.

Paul is the only coach in the club's history to have an award named in his honour. The Paul Roos Trophy is presented to the best player in any finals series in which we play two or more games. As a further indication of his iconic standing, he also has his statue at the SCG adjacent to

the Victor Trumper Stand.

In order to ensure that John would be his successor, Paul announced in mid 2009 that he would be retiring at the end of 2010. This became the blueprint for succession plans in Australian sport. In his second year in charge, John coached the club to the 2012 Premiership.

Paul coached Melbourne from 2014 to 2016, laying the foundations for the Dees' drought breaking Premiership in 2021 and their emergence

as one of the most powerful clubs in the AFL

An incisive media figure for a number of years, Paul has also held roles as Head Coach of the Sydney Swans Academy and a consultant at North Melbourne in 2021 and 2022.

Simultaneously, he developed a public speaking profile and together with wife Tami, developed Business by Design, the objective being to build high performing cultures by helping role model leaders bring team behaviours to life through engineering performance by connecting and empowering teams.

Business by Design has offices in Australia, Canada and the USA. Paul's role is to heighten its brand awareness, drive sales and act as the keynote speaker.

Paul and Tami are based in Hawaii where the time difference allows them to stay in touch with their Australian friends and interests - twenty hours behind is kind of the same as four hours ahead the previous day! Sons Dylan and Tyler have both joined their parents in the States, with Dylan settled in Hawaii and Tyler in Venice Beach, LA. ♥



HUEY'S HEROES

*By Rod Gillett
Vice President of the NSW
Australian Football History Society*

1993 NSW AUST FOOTBALL STATE UNDER 17 TEAL CUP TEAM

The Allies' win at this year's national championships begs the question when did NSW last win a championship given that the Allies, made up under 18 players from NSW, ACT, Queensland, Tasmania and the Northern Territory, had not previously won a title?

The answer is 1993. And a stunning number of eight players from that team were drafted by AFL clubs.

"There were some kids that could play in that team", 1993 skipper Brad Seymour told me over the phone on his way home from work on board a ferry in Sydney's eastern suburbs.

Back Row

Steven Henley (Ungarie), Damian Lang (Leeton Albury), Matthew Fowler (Albury), Dion Myles

Middle Row

Brett Allen (Trainer), Phil Maunder - **Vice Cap**
Grong Grong Matong), Matthew Daniel (Finley

Front Row

Ashley Thompson (Nyah Nyah West), Mathew
Matthew Parker (St Ives), Mark Mooney (Turve

All A

"We had such great talent and were well prepared for the challenge against the other states.

"Huey (coach Greg Harris) and Ted Ray (manager) created the environment for us to focus on football. Plus we had great support from Russell Campbell, Brett Allen and TT (Tony Turner), all of whom were champion players in the Riverina, so they were highly respected by us boys" Brad said.

WALES AUSTRALIAN FOOTBALL LEAGUE

COMMONWEALTH BANK (TEAL) CUP - ADELAIDE

1993 COMMONWEALTH BANK SHIELD (DIVISION 2)



on), Paul Nugent (Wodonga), Nathan Graetz (East Wagga Koorringal), Stefan Carey (Pennant Hills), Tony Trevaskis (North
(Baulkham Hills), Brad Seymour - **Captain** -(Wagga Tigers), Leo Barry (Deniliquin)
Captain - (North Albury), Jason Wild (Collingullie Ashmont), Peter Mongta (Mallacoota Cann River), Nick Carroll (Ganmain
, Dean McGee (Berrigan), Shane Morrison (Wentworth), Steven Carter (Lockhart), Tony Turner (Runner)
Gilmour (Tocumwal), Justin Crawford (Tocumwal), Darren Cook (Wagga Tigers), Ted Ray (Manager), Greg Harris (Coach),
y Park), Matthew Salisbury (Scots-Albury)

Australian Players: Brad Seymour, Damian Lang, Stefan Carey

All Australian Assistant Coach: Greg Harris

Brad also played in the 1991 and 1992 campaigns that had seen under-performance.

"I think the biggest contributing factor to our success in 1993 was that we all enjoyed each other's company and we played for each other. We were all proud to represent our state" he added before disembarking at Rose Bay.

The following squad represented NSW at the 1993 Commonwealth Bank (Teal) Cup Under 17 National Championships in Adelaide, from

3-11 July.

Brad Seymour (Wagga Tigers) Captain
Phillip Maunder (North Albury) Vice-captain
Leo Barry (Deniliquin)
Justin Crawford (Tocumwal)
Mathew Gilmour (Tocumwal)
Dean McGee (Berrigan)
Nick Carroll (Ganmain G.G.M)
Damian Lang (Leeton)
Ashley Thompson (Nyah Nyah West)
Dion Myles (Baulkham Hills)



From Huey's heroes to Leo Barry you star!

HUEY'S HEROES

Darren Cook (WaggaTigers)
 Steven Carter (Lockhart)
 Nathan Graetz (East Wagga Koorungal)
 Steven Henley (Ungarie)
 Matthew Daniel (Finley)
 Tony Trevaskis (North Albury)
 Peter Mongta (Mallacoota)
 Paul Nugent (Wodonga)
 Shane Morrison (Wentworth)
 Matthew Parker (St. Ives)
 Matthew Salisbury (Scots College Albury)
 Jason Wild (Collingullie)
 Stefan Carey (Pennant Hills)
 Matthew Fowler (Albury)
 Mark Mooney (Turvey Park)

RESULTS:

New South Wales v Australian Capital Territory at Woodville Oval 3 July 1993
NSW 17.17.119 d ACT 5.2.32

Best: Thompson, Barry, Crawford, Henley, Maunder, Wild, Carey, Seymour
 Goals: Not supplied

New South Wales v Queensland at Prospect Oval 5 July 1993

NSW 22.9.141 d QLD 3.9.27

Best : McGee, Cook, Crawford, Seymour, Salisbury, Lang, Gilmour.
 Goals : (6) Lang. (3) Myles, Cook, Parker. (2) McGee, Daniel, Mongta, Fowler, Seymour.
 (1) Crawford, Carroll, Trevaskis, Mooney, Maunder.

New South Wales v Tasmania at Woodville Oval 6 July 1993

NSW 16.6.102 d TAS 3.6.24



Stefan Carey in action for the Swans

Goals : (5) Lang, Fowler. (4) Wild (3) Maunder (2) Carey (1) Berry, Crawford, Seymour.

Best : Carey, Graetz, Maunder, Myles, Crawford, Seymour.

New South Wales v Northern Territory 8 July 1993 at Woodville Oval

NSW 30.19.199 d NT 4.2.22

Goals : (6) Lang. (3) Myles, Cook, Parker. (2) McGee, Daniel, Mongta, Fowler, Seymour. (1) Crawford, Carroll, Trevaskis, Mooney, Maunder.

Best : Seymour, Parker, Wild, Mooney, Trevaskis, Fowler, Barry, Henley.

In the final match by virtue of winning the Division 2 title NSW won the Teal Shield and the right to play-off the bottom team in Division 1 Victorian Country to enter Division 1 in 1994.

New South Wales v Victoria Country at Glenelg Oval 10 July 1993

NSW 14.11.95 d VIC COUNTRY 11.7.73

Goals: (3) Parker, Lang (2) Carey, Daniel, (1) Fowler, Crawford, McGee, Maunder

Best : Thompson, Seymour, Cook, Crawford, Carey, Henley, Parker.

Brad Seymour, Damian Lang, and Stefan Carey were selected in the **All Australian team** while Greg Harris was named as Assistant Coach.

Greg "Huey" Harris is probably the best coach ever in Sydney. A Kogarah High School product, he coached East Sydney to three flags in a row (1981-83), coached the Sydney Swans Under 19s from 1988-92, as well as

NSW senior teams. He was the architect behind NSW's historic victory over the VFA (now VFL) in 1987 and success in the State of Origin carnival in Adelaide when the Sky Blues beat WA and went within ten points of beating eventual winner SA.

Additionally, he was Ron Barassi's chairman of selectors at the Swans, then Rodney Eade's right-hand man in the 1996 AFL grand Final.

The following players were drafted in 1993: Brad Seymour (Sydney Swans), Damian Lang (Swans/Carlton), Stefan Carey (Sydney Swans/ Brisbane), Dion Myles (Sydney Swans), Jason Wild (Collingwood) and Asley Thompson (Sydney Swans) while Leo Barry (Sydney Swans) and Justin Crawford (Swans/Hawthorn) were drafted at the 1994 national draft.

It is worth noting that in the lead-up games to the championships NSW defeated Victorian TAC teams the Murray Bushrangers, Gippsland Power and the Bendigo Pioneers as well as a Riverina Under 19 team. NSW went through the season unbeaten.

Brad Seymour played 133 games for the Sydney Swans from 1994-2003 including the 1996 Grand Final. He was a Swans Board member from 2015-20 and CEO of the Sydney Swans Foundation from 2019-23. He has been an AFL football commentator for Austereo since 2005. ▼

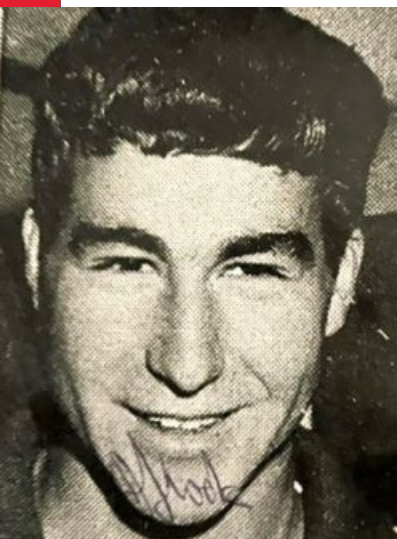
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WHERE ARE THEY NOW?

RUSSELL COOK

By Gina Keeble



PLAYED
1966-1975

GAMES 164

GOALS 54

NUMBER
17

Russell Cook didn't really mean to make a career out of footy. Growing up in Portland, Western Victoria, he played Aussie Rules, but he was more of a cricketer. And a good one, at that.

At the age of sixteen, the young fast bowler was already playing A-Grade cricket when he was selected in a Western Victorian representative team to play the visiting South African test team in Warrnambool. It was during this trip that the seeds of his connection with the South Melbourne Football

Club were sown.

"In Portland I played my cricket on carpet wickets", Russell recalled, "but when I got down to play in this game it was on a turf wicket, and I only had sandshoes. Two clubs had come up from Melbourne - South Melbourne Cricket Club and one other, and they both brought spiked boots up for me to try on but I had big feet and they didn't fit, so I actually was a fast bowler bowling against the South African test team in sandshoes. I went all right, I got a wicket. I probably shouldn't have been playing because I was too young - but the team was picked on performances and I had the best figures in the team. It was very exciting, I was a bit over-awed because I lived in a country town and I never went anywhere. There were 8000 people watching that match."

As a result of his performance against the South Africans, Russell was invited to play cricket with South Melbourne. Thus at only 16, he left home to play cricket, and to begin his training with the Victorian Police Force.

While playing cricket with the affiliated club, word reached the South Melbourne Football

Club that Russell also participated in a mid-week football competition involving the police and fire brigade.

“So,” he explained, “I got invited down to South to train with the Under 19s because they were a bit short of players. I played half a dozen games in the Under 19s, then a few more in the seconds, then I got into the firsts all in the one year. Because the seconds made the finals that year, I went back and played in a final.”

So it was that Russell Cook, the 920th player to represent the South Melbourne Football Club, rose meteorically to the ranks of senior footballers at the age of 18, making his debut against Collingwood, and playing four games in 1966. By the following year, he had cemented his place in the senior team.

He was not, however, quite finished with cricket. Alongside his Swans team-mate Peter Bedford, and under the captaincy of Bill Lawry, Russell represented Victoria in the Sheffield Shield, taking 16 wickets in seven first class matches.

Russell concedes that juggling the demands of high level cricket and football careers,



WHERE ARE THEY NOW?

RUSSELL COOK



alongside his job in the police force, was difficult. "It was too hard being a fast bowler and trying to play league footy. By then I was into my second year of footy and trying to juggle both. If you were a wicket keeper or a spin bowler you might get away with it, but being a quick bowler takes a lot out of you. Being in the police force, I also worked night shifts quite often. I'd knock off at 7 o'clock in the morning, go home and get a bit of sleep if I could, then grab my bag and drive out to Windy Hill or wherever we were playing.

Ultimately, at the age of only 20, Russell's cricket career was ended due to a serious ankle injury which required major surgery.

Fortunately for South, this allowed Russell to devote himself wholeheartedly to his football career at a time which coincided with the arrival of legendary coach Norm Smith. Despite being under-sized and regularly playing on significantly taller opponents, he excelled in the ruck, at centre-half-forward, and as ruck-rover. Smith took South to the finals in 1970, and with 15 disposals and two goals, Russell was among the best in the team which lost to St Kilda in the Semi-Final. Despite the defeat, it's a day he remembers fondly.

“There were more than 100,000 at the MCG and Peter Bedford was presented with the Brownlow pre-game. When we played at the G, there were often a lot of people there, but never an experience like that - it was huge.”

Best and Fairest in 1972, and Vice-Captain to Peter Bedford, Russell played a total of 164 games before ongoing ankle and back injuries forced him into retirement at the age of only 27. He felt he could still play at a slightly lower level, however, and became captain-coach of Ballarat team Golden Point, taking them to a grand final in his first season.

On his property near Ballarat, he became involved in different sporting pursuits, firstly training greyhounds and then harness horses that he bred, trained, raced and even shod himself, until major surgeries on his back meant he could no longer meet the physical demands of horse training.

Now retired from his 43 years with the police force, during which time he worked as a detective in both Melbourne and Ballarat, Russell spends plenty of time fishing off his boat, and has a passion for sprint car racing. For a time he drove a speedway car, but now contents himself with being a spectator and

occasionally travelling interstate for speedway meets.

A life member of the Swans, Russell still barracks for his old footy team, is justifiably proud of his career, and speaks highly of his time with the Club.

“The best thing for me was the fact that I was able to do it. That I was invited to come and train with the Under 19s, and from that I was able to work my way into the seconds and the firsts, and then play a fair while until I felt that my body wasn’t going to keep going at that level.

“I played with and against some great players - Len Thompson, Peter Walker from Geelong, Peter Knights was a hard opponent. And the players I played with - Peter Bedford and Bob Skilton were standouts, as were Ricky Quade and John Rantall.

“I enjoyed my involvement with South Melbourne right through all the cricket and the football.” ▼

We would like to hear from you & receive your feedback



ADAM GOODES IMMORTALISED

By Joe Moore

Sculptures inspire.

They engage and encourage discussion, creating a more mindful community.

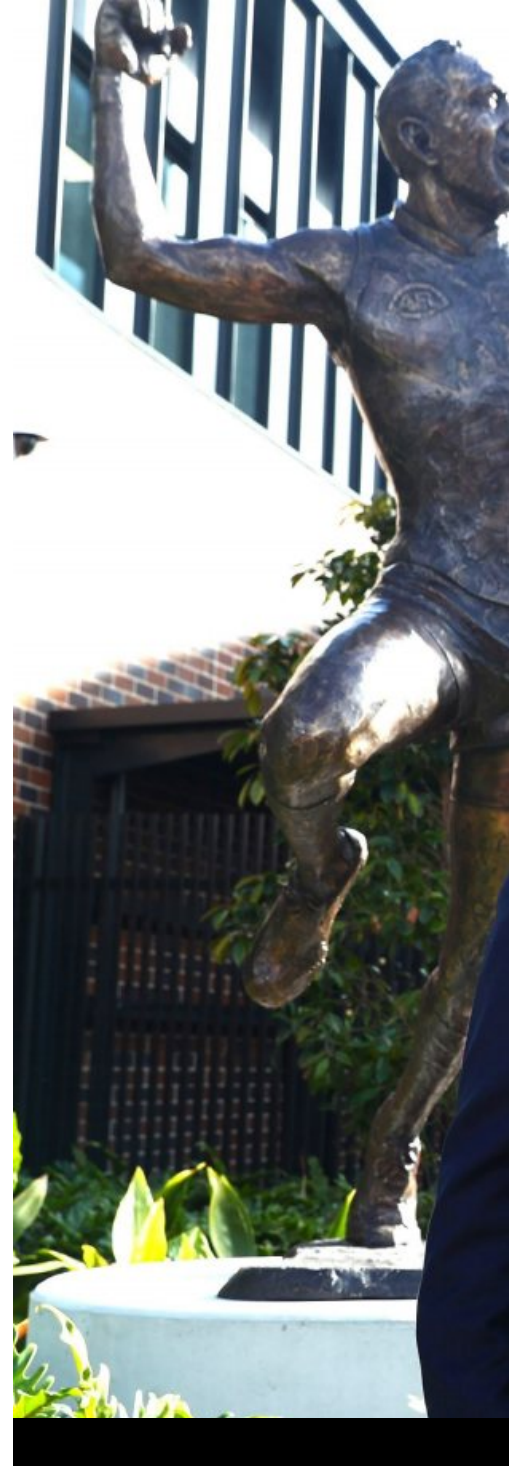
So does Adam Goodes.

Hours before this year's Marn Grook match, Basil Sellers and Michael O'Loughlin unveiled Cathy Weiszmann's magnificent bronze sculpture depicting Goodes in his famous war dance pose, ensuring a true legend's legacy is honoured.

On the field, Goodes was imposing and masterly. He possessed a rare mix of balletic

poise and perpetual forward motion, equally adept in the air or on the ground. His career is one of statistical pre-eminence – two premierships, two Brownlow Medals, three Bob Skilton Medals, four All-Australian blazers, and an Indigenous Team of the Century member. He represented the Sydney Swans for 18 years, playing the most games in our club's history.

He was genuinely influential. In an instant, we can all conjure a moment of Goodes' brilliance, most likely in a match of real significance.





Blood Brothers: Michael O'Loughlin and Adam Goodes at the unveiling of the sculpture of Adam.

In 2014, he was also named Australian of the Year. Receiving this prestigious award for both his efforts to fight racism and his work with Indigenous youth community programs while still playing ensured that his situation was undoubtedly unique, and his reach, therefore, extended further than any footballer's had.

Unfortunately, the abhorrent racism Goodes endured for the following two years meant he had to draw deeply upon his renowned resilience - he played the majority of the 2004 season with a damaged PCL. He also famously defied pain-threshold logic to play a defining

role in the 2012 Grand Final win.

The inexplicable treatment, though, was an affliction of another kind.

Weizmann's work depicts the most iconic moment of Goodes' career. It symbolises fortitude and courage. It represents culture, providing a statement of Indigenous greatness.

And, there's something profoundly comforting knowing that every Swan, forever more, will pass his statue as they reach their new home's front door. Those involved in the GO



Adam Spencer and Adam Goodes at the launch of the sculpture

ADAM GOODES IMMORTALISED

Foundation - also housed within Swans HQ, will sense the magnitude of their co-founder's endeavours.

Goodes and O'Loughlin form a phenomenal partnership. In the red and white, they performed miraculous feats. In post-football life, they've enriched the lives of countless First Nations kids, and revealing Goodes' immortalisation meant a lot to Micky O.

"It's pretty incredible, isn't it. To have the honour of unveiling that was one of the highlights of my life," O'Loughlin said.

Throughout it all, Adam Goodes remained steadfast; education is the key to learning, understanding, and moving away from prejudice and past wrongdoings. He continues to support the progress towards reconciliation for generations to come, Indigenous and non-Indigenous alike.

When Adam Goodes' glittering football career concluded, bereft of the fanfare so richly deserved, football lost a part of its soul. At the Swans, though, our gracious and inspirational champion is now celebrated each and every day. ▼



Captain Adam Goodes with the 2005 Premiership Cup



Adam with sculptor Cathy Weiszmann



CLUB UPDATE

Football seasons are notorious for not offering much time to reflect. You review the weekend game, take away key learnings, and then the focus quickly turns to the next opponent.

As I write this and reflect on the first half of this season it's striking just how much we have achieved this year, and also, how quickly things can change.

One of the key changes for our men's team will be the absence of a certain No. 23. Lance's retirement was met with a range of emotions from everyone at the club. Sadness that we will no longer see him run up the race and onto the SCG, but absolute gratitude that we've been able to share in his football journey with front row seats to his freakish athleticism. Lance has that rare ability to transcend footy and has brought so much joy to fans. He is an absolute champion and will always hold a place in the heart of our club.

Lance's retirement after a calf injury sustained in a game that saw a nail-biting win over Essendon is perhaps illustrative of our on-

field fortunes this season – it has been a rollercoaster, but we've still had much to celebrate. Our men's team has blooded five debutants so far and the team equalled the biggest victory in the club's history with our 171-point win over West Coast in Round 15. I'm sure like me, you can't wait to see what the team can produce in the matches still to come.

Perhaps the highlight of the season in many ways was Round 11, as we celebrated Marn Grook at the SCG. The match saw us welcome past Indigenous players to our club and unveil a bronze sculpture of Adam Goodes. It was an incredibly special day, and it was capped off with a win over Carlton.

Looking ahead, we are all eager to see what our women's team can produce in the upcoming AFLW season. We retained 26 players from last year – a testament to the program being led by Kate Mahony and Scott Gowans – and we bolstered the team with several new recruits, including Chloe Molloy and Lucy McEvoy, who bring experience and much enthusiasm. Chloe and Lucy have recently been voted as our new co-captains, which shows the impact they are



The GO Foundation at Swans HQ



The Australian Red Cross at Swans HQ



Captain Callum Mills with the trophy after the record breaking win over the West Coast Eagles

already having on the team.

Our women's players had been working hard to improve before the pre-season even began and we know they are hungry to secure that elusive first victory. Round 1 at North Sydney Oval is fast approaching and we know it will be a special day. I hope to see you there.

Off the field we are settling into our new home, Sydney Swans HQ at the Royal Hall of Industries, which we share with community partners GO Foundation, Clontarf Foundation, and most recently the Australian Red Cross has opened a Lifeblood donation centre. Social enterprise Plate It Forward has been busy serving up breakfasts and lunches for staff and players in our club dining space, while gym 98 Training has opened its doors, and Hoops Capital is running the Sydney Kings and Flames academy programs from the adjoining multi-purpose indoor court.

Moving into our new home has enabled our club to do things differently. We're running new programs, we've been able to invite the

community in, and we finally have a place that our members can call home before and after games. Perhaps it's no coincidence that this year has seen our club break our all-time membership record, passing 62,000 members for the first time.

Sydney Swans HQ is genuinely a game changer for our club, and we are yet to realise the full potential of what the space can offer. If you haven't had the chance to visit, then I invite you to do so. Put simply, our new home is incredible, and it's not lost on anyone at the club how fortunate we are to be here. If you are among those who have contributed to our fundraising effort, then I would like to say a heartfelt thank you – we are immensely grateful.

As always, take care and I look forward to seeing you at the footy. ▼



Tom Harley | CEO, Sydney Swans

AROUND THE GROUNDS

One of the primary purposes of *Bloods For Life* is to foster ongoing engagement of past players and officials with the Club and each other, and we need your help in this regard.

We would like to hear from you & receive your feedback



Brett Scott, David Murphy and Rod Carter checking out the new Swans HQ.



The great Ernie Scott hosting one of the many functions he organises for past players and officials in Melbourne. All supporters are welcome to enjoy the fantastic atmosphere for the live telecast of all Swans games at the Rising Sun Hotel in South Melbourne.



Pictured enjoying the AFL Past Players and Officials Golf Day (left to right): Tony Morwood, Bernie Evans, Bob Profitt, Ernie Scott, Rob Pascoe, John Hoare and Jeff ("Torch") McGee.



Premiership Bloods at the unveiling of the Adam Goodes Statue: Mick O'Loughlin, Mike Pyke, Nick Davis, Adam Goodes, Lewis Roberts-Thomson, Kieren Jack, Heath Grundy, Brett Kirk and Lewis Jetta.



Henry Playfair and Josh Kennedy presented with jumpers celebrating their careers at the Sydney Swans at the Rising Sun Hotel.



Olivia Phylard, Tania Murphy, Paul Hawke and David Murphy enjoying a Swans game at the SCG.



Mark "Wally" Eustice continues with his commitment to providing education and awareness programs regarding mental health and addiction issues.



Tony Franklin, Ian Stewart, Mike Sheahan and Rick Quade at the recent 80th Birthday celebration for Ian.



Equine Swans: Wayne Carroll with his jockey Danny Beasley after the win of Salute Again at Royal Randwick (right) in June, and above the Wiz Warwick Capper with his aptly named Capper Thirtynine after a win at Bendigo.



Brett Scott, John Brinkotter, Jason Kerr, David Murphy, Rod Carter and Mick Winter catch-up at the SCG for a Swans game.



Justin McInerney, Dane Rampe and Amon Buchanan at Swans HQ after the big win against the West Coast Eagles.



CONGRATULATIONS DIANE AND TONY!

A big Bloods For Life congratulations to Diane Williams Harapin and Tony Armstrong on their recent magnificent achievements.

Diane was recently awarded an OAM for her work in adoption reform in Australia.

She has led and volunteered for a number of charitable organisations including National Adoption Awareness Week, The Breast Cancer Surgeons of Australia, Sydney Breast Cancer Foundation, Sydney High Foundation and a number of Cambodian children's charities founded by Australians supporting vulnerable and abandoned Khmer children. She is currently the CEO of the Australian Surgical

Nurses College, ACORN.

A rising star in the Australian entertainment scene, Tony played 15 senior games for the Bloods in 2012-13. He won the prestigious Logie Award for Most Popular Presenter at the recent 63rd TV Week Logie Awards presentation ceremony in Sydney.

We would like to hear from you & receive your feedback



Diane with her father the late, great Kenny Williams.



Well done Tony – the sky is the limit for this very talented Blood!



Errol Gulden



Lachlan McAndrew

FROM THE HORSE'S MOUTH

The 2023 season so far has been filled with a mix of emotions.

We haven't quite hit the heights and expectations of last year yet, but we feel we are still tracking in the right direction.

Earlier in the season we had significant personnel issues, and a hefty injury list, which meant it was difficult for the team to find continuity and connection. More recently, we saw one of the greatest players in the history of our game sustain an injury that resulted in his immediate retirement.

Lance Franklin has been, in my opinion, the greatest forward of his generation. He is a massive competitor but also an extremely private and humble champion. He departs our club as one of our most loved players to

run out in the red and white, and I wish Lance, Jesinta and their family all the very best for the future.

On a positive note, we have been able to blood some younger players. Marc Sheather, Jack Buller, Corey Warner, Will Gould and Lachlan McAndrew all played their first AFL games in red and white and gave us a good opportunity to see them at the highest level. This will be great for their development, and we're excited to watch them grow as their careers progress.

In terms of wins and losses, we have had some great victories against Richmond, Carlton, the Western Bulldogs and a successful away trip to Fremantle. However, we have let ourselves down with losses to the



Jack Buller

JOHN LONGMIRE



All at Bloods For Life would like to acknowledge the amazing contribution of John Longmire to the Sydney Swans Football Club. The exciting 2 point win over the Western Bulldogs (Round 18, 13 July 2023) was John's 300th game in charge as Senior Coach. Combined with his 200 games as a player for North Melbourne, John has currently over 500 games at senior level in the AFL, and is still going strongly. Long may it continue.

[View the Club's tribute to John Longmire](#)



Giants, St Kilda, Melbourne, Collingwood and a draw with Geelong. This has been particularly frustrating because we felt we were in most of those games, and with a bit of luck, we could have pulled off a few of them.

The growth of some of our younger players has certainly been pleasing. Errol Gulden has had a breakout year, which is testament to his hard work and ability to compete for four quarters. Nick Blakey, Logan McDonald and James Rowbottom have also shown improvement beyond their age, and we believe they are going to be fantastic players for this football club in the years to come.

Off the field we have settled into our new Sydney Swans HQ and Community Centre at the Royal Hall of Industries, a facility which

we think will help us bring sustained success to both the men's and women's football programs. We have also cracked our all-time membership record of 62,000 which is a fantastic milestone and I personally thank all of our members for their loyalty and support – we are proud to have such a wonderful fanbase.

So, we look ahead to the back end of 2023. We are still in the hunt for finals action, and while we are still a chance, we will keep on fighting.

Thank you for your unwavering support of this Football Club. ♥

John Longmire
Senior Coach, Sydney Swans

WHERE ARE THEY NOW?

LUKE ABLETT

By Gina Keeble



PLAYED
2002 - 2009

GAMES 133

GOALS 39

NUMBER
20

The Australian Football media doesn't usually come out in force to dissect the first day's pre-season training of the kid selected at number 24 in the National Draft. But when that kid bears a legendary football name, expectations are high and fascination is inevitable.

Pondering whether walking into an AFL club may have been easier had his name been anything but, Luke Ablett says, "Well, if I was Luke Smith I don't think I would have done a

press conference on my first day of training - this naive kid from the country facing a full press pack literally on my first day. I guess it would have been easier, but there's no way it could ever have been different. It's a moot point. In some ways you can escape the name, but it's always there for better and worse, and you make peace with it over the years."

It was a big move, from Warragul in country Victoria to the Sydney Cricket Ground and its environs. "I remember being quite over-awed. As so many players do, I had moved from a tiny country town where I'd been quite dependent on my parents, I'd only just turned 18, I'd only just got my licence, and the next thing I know I'm living with two people I'd never met before in a city that I'd never visited, and all of a sudden I'm training with Paul Kelly. But the thing about being an Ablett is that you grow up surrounded by those people, so perhaps I wasn't as over-awed as others may have been."

The first of the second generation of Abletts, Luke worked hard to forge his own path in the footy world, serving his apprenticeship throughout a season and a half in the



reserves, mostly with Port Melbourne during the Swans' brief affiliation with the VFL team. He believes the experience prepared him well for his senior career. "The benefit of going to Port was not only seeing family and friends at games. It was learning to adapt when things didn't go how you wanted or expected them to. Getting used to travelling with the team was a really good lesson."

Luke's first senior opportunity came at a pivotal moment for the Swans. He made his AFL debut at the SCG against Fremantle in round 13, 2002 - Paul Roos' first match as caretaker coach following the departure of Rodney Eade. Three more games followed that season, but Luke again spent much of the subsequent year playing reserve grade footy. Then, he recalls, "In 2003 I was the luckiest person in the world, and managed to play two finals after having only played two games early that season. I played a decent preliminary final against Brisbane. Although I wasn't on the ground for long, I got a few kicks and kicked a goal. Then I followed Roosy's path until about 2008."

Roosy's path wasn't a bad one to be on. It saw Luke become a permanent fixture in the midfield after the '03 finals series and ultimately led to him being a member of the 2005 Premiership team.

From his debut in 2002 until his retirement at the end of 2009, Luke played 133 senior games. But at the age of just 26, he knew it was time for his football journey to end.

"I got sick of it. In the family I grew up in, footy wasn't held up as a great accomplishment. It was a case of 'if you're good enough and you enjoy it, go and do it. If you're not good enough or you don't enjoy it, don't do it'. When I loved it, I really loved it. You have to. You find your motivations and your satisfactions, which are different for everyone. I love the idea of absolute commitment to being as good as I possibly can be for a thing that I absolutely believe in, that I want to do.

"But it only takes a little drop-off in your effort and your commitment to have a big impact on the field. Once you question footy's importance, that's it. I missed all of my friends turning 21, I missed my sisters growing up

WHERE ARE THEY NOW?

LUKE ABLETT



and turning 18, I missed weddings, I missed being in Melbourne. For a long time, footy was worth missing those things for. And then it wasn't.

"During my best years, I wasn't as good as these guys but I worked as hard as Goodesy and Kirky and Pebbles, but I couldn't keep it up. There are some players who, at a similar age to me, had junctures in their careers where they had to consider if they really wanted to do it, and they did. They had their second wind and got another six or seven years out of themselves. Some do, some don't. I didn't. I didn't even try. I've never missed it. Not once. I loved my time in footy, but I knew when it was time to leave."

Which is not to say that having a complicated relationship with football means Luke doesn't treasure what he received from his time in the game, or that he's not proud of what he achieved.

He cites virtually his entire career as his fondest memory. "My highlight..... the times when footy was great, when we were playing well. We won the flag, which was proof of something, but the highlight was the fun, the dedication and the commitment. You're fit, you're young, you're healthy, you're hanging out with your mates, you're working your arses off together and you're having some success. It's all those things. The on-field success is the bit everyone else looks at, but I think people who played in not great teams would probably say the same thing. It's the friendships that you make, the work you do together and the experiences you have that are the highlights. Obviously you want success and you're there to win, but it's the fun and

the travel, and getting to go to work with your mates every day. It's a great life."

Luke is not one to look in the rear view mirror, and he has no regrets about choosing to retire when he did. "If I had finished the year before I would have wanted another year, but at the same time I probably played for a year too long. I feel really lucky that I got everything out of myself that I was ever going to get - the number of games I played, the premiership. I also got as much emotionally out of it as I could - the friendships and the memories."

As a life member of the Sydney Swans, Luke will be forever part of the Club. "I feel there's a place for me to opt back in if I choose to. I'm still connected."

Luke lives in Darwin now, and works in the political sphere - a career choice which came about following fourteen years of pursuing work in the realm of social justice.

As his time at the Swans was nearing its end, Luke shared a house with a student of Philosophy. "We'd sit up late and have deep and meaningful conversations about the state of the world, the role of capitalism and joke about overthrowing it," he recalled, "which led to a degree in International Studies and a Masters in Applied Anthropology. After footy I got a really good job opportunity with the AFL working in some of their social programmes and it went from there."

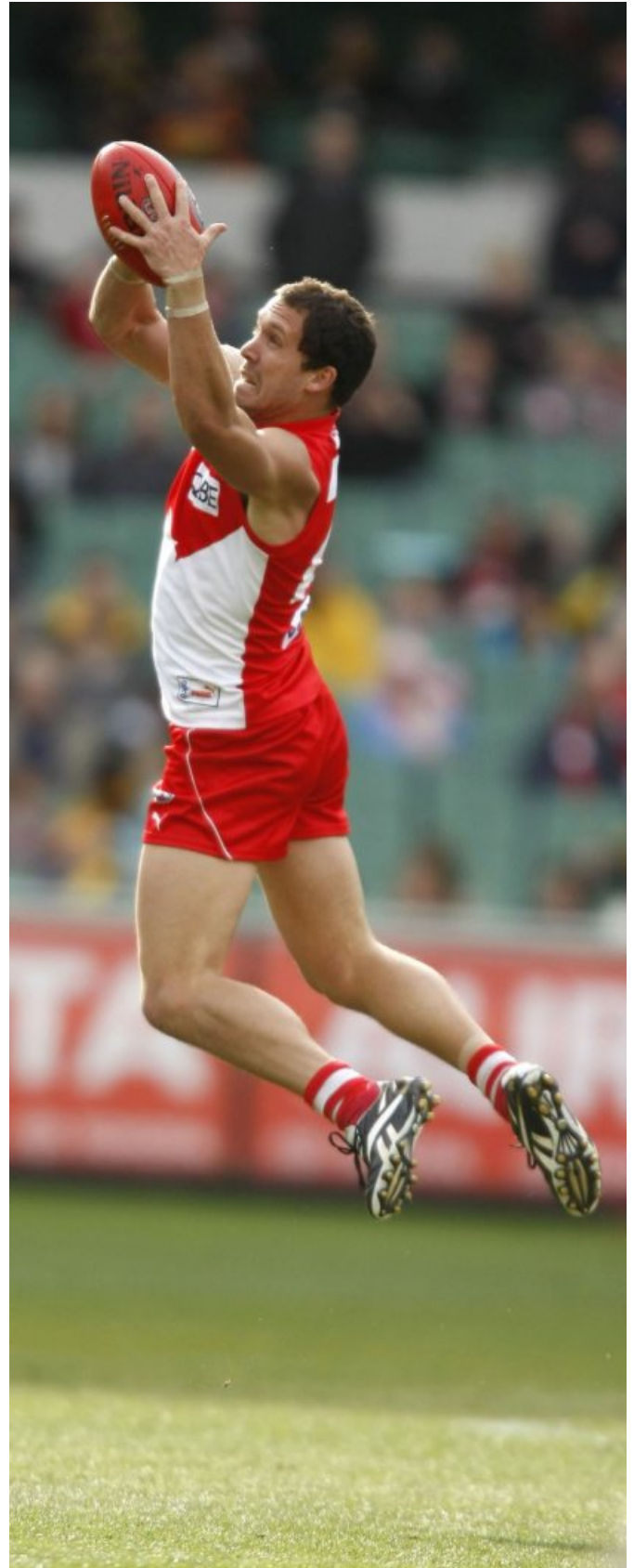
Luke believes the world of AFL can and should better prepare players for a more diverse range of roles following their football careers. "Being in footy - and this is something I think the AFLPA has to grapple with - you're surrounded by big money and big business.

Everyone becomes a stockbroker or a media personality. No one seems to know that jobs in the public service exist, what a job in an NGO looks like, what it means to work with multicultural communities.....you're just not exposed to those things, because the environment is so economically conservative, and there's so little room for openly caring for those things without kind of getting crucified. I would like to see that discussed a bit more."

A feminist, Luke speaks passionately about his particular areas of interest, specifically the roles of and expectations upon men in modern society. "Sometimes you get exposed to things, and you can't look away," he explains, "and that's how I felt about gender equality. Then I became more interested in masculinity and the stupid shit men do because of pressure to be a particular kind of bloke. A more sensitive masculinity is emerging, but men are still killing themselves at really high rates, crashing their cars at really high rates, getting in fights, assaulting their partners, all those traditionally blokey things, and they probably don't know why they do them. It's performative - sexist and homophobic behaviour to prove how much of a man they are. I became really interested in that. And from there I became more interested in politics and policy.

"I'm in politics at the moment, but really what interests me is good progressive policy that makes a difference in people's lives. That's what I'm really interested in."

We would like to hear from you & receive your feedback





Colin O'Riordan back at the Swans



AFLW Coach Scott Gowans addresses the team

AFLW REPORT

The new AFLW Season is almost upon us, and we are incredibly excited about what the future holds for us in 2023.

The players have been working tirelessly behind the scenes to ensure we will do the red and white jumper proud. We are bullish about what we can achieve this season and won't shy away from the challenges that await us.

A new season means we are presented with new opportunities and new possibilities. We have been impressed with the new players who have joined us this season.

Chloe Molloy and Lucy McEvoy bring a wealth of experience and professionalism to our team and were voted as our new co-captains. Being named as captains so early in their journey with our club speaks volumes as to the impact they are already having. Meanwhile Laura Gardiner will certainly be one to watch this

season. Our Irish signings of Paris McCarthy, Jennifer Higgins, Julie O'Sullivan and Tanya Kennedy have inspired us with their energy and relentless drive to improve every day.

We are better for having these players at our football club.

It's also exciting to finally have our fixture locked in for the upcoming season. We will start our campaign with back-to-back games at North Sydney Oval. The opportunity to play in front of our members and fans is something we don't take lightly – we will be ready to give it our all.

We have a further three home games at Henson Park, while we also venture interstate to Victoria – our home away from home – to play two games against Carlton and Western Bulldogs.



Swans AFLW captains Chloe Molloy and Lucy McEvoy

While the players continue to take giant steps forward in their development on and off the field, our staff are also doing everything possible to make our AFLW program thrive in 2023 and beyond.

The arrival of Tanya Hetherington has had a profound impact on the playing group, while the addition of Colin O’Riordan has also seen our players thrive under his guidance – particularly our proud Irish contingent!

Scott Gowans continues to impress every day with his resilience and leadership – driving high standards on and off the field that will help us build sustained success for the years to come.

We are confident that we are heading in the right direction with Scott at the helm of our program.

Lastly, we can’t wait to start the new chapter of our story with our incredible members and fans. Last year, we finished with the highest membership tally in the competition – an achievement that speaks volumes of those who support us across the country.

We can’t wait to see you in September for our first game. Bring on the new season.



Kate Mahony
Executive General Manager
Sydney Swans AFLW

QUESTION 1.

Under what star sign was Lance Franklin born?

QUESTION 2.

In which West Australian country town did he grow up? (It was also the home of legendary WA footballer Malcolm Brown)

QUESTION 3.

Lance played for the Perth Football Club in the WAFL. How many senior games did he play? (Incidentally Logan McDonald comes from the same club).

QUESTION 4.

Which private school in Perth did he attend from the age of 15? Other AFL players who attended this school include Sam Powell-Pepper, Earl Spalding, Michael Gardener, Shai Bolton, Ben Cousins.

QUESTION 5.

His sister Bianca who was a netball champion is married to a legendary Australian rugby player. Who is he?

QUESTION 6.

With what pick was he taken by Hawthorn in the 2004 draft?

QUESTION 7.

Across his 354 games, how many Senior Coaches did he play under?

QUESTION 8.

Only two players have scored 50 goals in a season 13 or more times. Both represented the Swans. Who are they?

QUESTION 9.

How many Grand Finals has Lance played in?

QUESTION 10.

How many times was Lance the leading goalkicker for the season at Hawthorn and Sydney?

QUESTION 11.

What was the highest number of goals he scored in a game?

QUESTION 12.

How many times was he selected as an All Australian and in which year was he captain?

Quiz: HOW BUDDY SAVVY ARE YOU?





QUESTION 13.

Rodney Eade suggested that 1,000 goals in a player's career today is the equivalent of what range of goals in his playing era (1970-80s)?

QUESTION 14.

Lance was the last player to kick 100 goals in an AFL season: how many and in what year?

QUESTION 15.

Lance was one of only two players to kick more than 300 goals for two clubs. Both players finished their careers at the Swans. Who was the other player?

QUESTION 16.

How many Brownlow votes did he get across his career? A response of "a lot less than he deserved" whilst correct is not the required answer.

QUESTION 17.

Where is Lance ranked in terms of *score involvements* over his career?

QUESTION 18.

Where is Lance ranked in terms of possessions *Inside 50m* over his career?

QUESTION 19.

Who said:

"Franklin is a physical freak. He is the player I most enjoyed going to watch?"

"He is the only opposition player I used to watch basically as a spectator?"

"He is simply a freak of nature?"

QUESTION 20.

In your opinion, which was the best of the 172 games Lance Franklin played for Sydney?

Check your answers by clicking on the icon



The Bloods of Old

In this edition, Swans Historian Barb Cullen OAM profiles Gilbert Franklin Major, the Captain of the Club's first Premiership team in 1881.

With thanks to author and historian Mark Pennings for all the statistical information.

The 1881 season was a momentous one for the fledgling South Melbourne Football Club. Not only did they play at the Lake Oval for the first time, they also won their first VFA Premiership – just a year after the amalgamation with the Albert Park Club.

Gilbert Franklin Major was the Captain of the South Melbourne Football Club's first Premiership in 1881. He was born in Sydney in 1855, to English parents from Somerset UK, and passed away from heart disease

in November 1916 at the age of 61. He is buried in the St Kilda Cemetery in Victoria.

Having married Henrietta Beaumont McGillvray in 1887, he became the father of two boys: Gordon Gilbert Major born in 1887, who died in Broome in 1917 from pleurisy and Gilbert Allan Major born in 1893.

Gilbert was educated at Melbourne Grammar School and was employed as a Bank Manager for the London Bank, in Northcote, Victoria.

After playing 3 games for Albert Park Football Club from 1877-78, kicking 4 goals, he then played for South Melbourne Football Club in 1880-1882 notching up 21-22 games.

As an outstanding player Gilbert was elected Vice Captain of a Victorian Representative Team against South Australia in 1881. A newspaper report stated: "Most notable of Victorian players was Major" and another said that "Major had received a mark and scored an easy goal for Victoria".

He played fine games throughout 1881, with Matthew Minchin as his Vice Captain for the season.

During his time at South Melbourne Gilbert was also a Committee Member in 1882 and 1884 and was the Auditor for the club in 1881.

He was also involved with the Australian Natives Association, a Member of the Freemasons and a Committee Member for both the Northcote Cricket Club and the Victorian Cricket Association, and a member of the South Melbourne Football Club Team of the Century, as devised by Author Mark Pennings.

Gilbert's older brother Albert George Major, a solicitor, also had a long history with the South Melbourne Football Club as Vice President for fourteen years and President for three years.

AFL PLAYERS' ASSOCIATION ALUMNI INJURY AND HARDSHIP FUND

Established in 2017, the AFL Players injury & Hardship Fund provides ongoing support for the health and wellbeing of past players. The injury & Hardship Fund has various payments and benefits which may be applicable to past players.

LIFETIME HEALTH CARE PROGRAM

AFLPA Alumni members may be eligible for reimbursement of medical costs and expenses for any joint surgery. Medical costs and expenses for a dental injury incurred whilst training or playing with an AFL / VFL club may also be reimbursable under the program. Members with private health insurance are eligible for reimbursement of up to \$8,000, while those without private health insurance can access up to \$6,000. Hardship support may be available to members who do not have private health insurance due to financial hardship.

HARDSHIP FUND

As life doesn't always work out the way it was intended, support may be available to Alumni members in financial hardship. The Hardship Fund has assisted over 160 past players with more than \$2 million since the launch of the Alumni Program in 2007.

HOSPITAL EXCESS REIMBURSEMENT

AFLPA Alumni members can apply for reimbursement of any excess paid for a hospital stay or procedure conducted in a hospital up to \$500. Note, these procedures do not have to be football related.

VISIT AFLPLAYERS.COM.AU

For lifetime health care, past player hardship support, hospital excess reimbursement and the AFLPA Alumni program in general, contact Tim Harrington, Chris Smith or Luisa Meoli

Tim Harrington

Head of Alumni

0419 152 411 | 03 8651 4380
tharrington@aflplayers.com.au

Chris Smith

Alumni Programs Manager

0400 019 391
csmith@aflplayers.com.au

Luisa Meoli

Regional Manager - NSW

0407 391 898
lmeoli@aflplayers.com.au



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Contact us | info@bloodsforlife.com

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