



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



A SWAN'S EYE VIEW

"The Iconic Full Forward"

Feature article by former champion Gerard Healy

THIS IS FOR THE BLOODS

Shaping a new culture at the Sydney Swans by Brett Kirk

WHERE ARE THEY NOW?

Eric Sarich, Gary Brice and Dale Lewis



BLOODS FOR LIFE

OUR COMMITMENT TO YOU

The Sydney Swans Football Club has great pleasure in launching Bloods For Life.

Bloods For Life is made up of players and officials – past and present supporters – who love the Club, and we want to ensure that an ongoing relationship is maintained with them.

The Board has fully endorsed this important initiative. It will be an exciting new part of the Swans family and, through broader

connection and communication, will bring together the groups that currently foster relationships with our past players and officials.

The enduring commitment of the members of Bloods For Life is a key component of the underlying fabric of our Club, and the ongoing support of all involved is greatly appreciated.



Andrew Pridham
Chairman



Tom Harley
CEO

*Be part of our Bloods For Life Journey and send the team your Feedback. **When you see this Feedback icon, simply click on the icon throughout the magazine.***

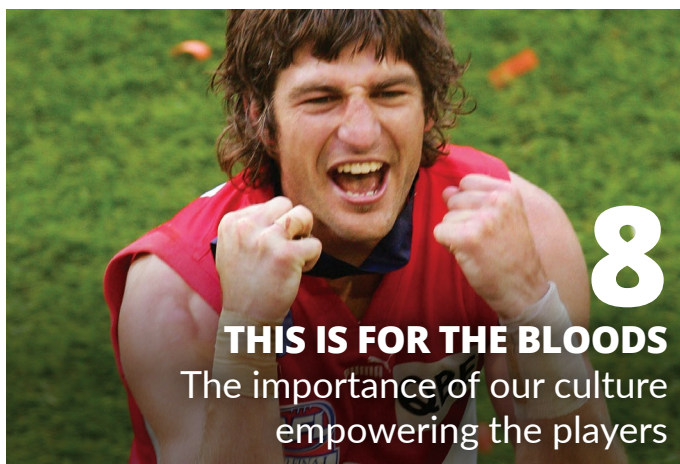
www.bloodsforlife.com



Bloods For Life Magazine

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The 2005 Premiership Cup comes to the SCG

BLOODS FOR LIFE

OUR TEAM & WHY ARE WE HERE?

The governance structure around Bloods For Life is fairly straightforward. The Board of the Sydney Swans have endorsed the concept as an integral part of the Club, and a Committee (Andrew McMaster; Richard Colless; Tom Harley; Brett Kirk; Harry McAsey) has been formed to make it work.

We are also very fortunate to have respected journalist Mike Coward as our inaugural Editor-in-Chief of the Bloods For Life Magazine (refer following for Mike's piece on the editorial approach. Mike has requested feedback, suggestions etc for inclusion in the Magazine and we request that you do so). Longstanding Swans historians Jim Main and Barb Cullen are also major contributors.

The Committee will be supported by a national network of key individuals to co-ordinate members and activities on a regional basis throughout the country.



A lazy seven Brownlows for these Bloods

This network will draw heavily on those currently doing a great job in this space. We will make further announcements in due course as this group is put together.

The guidelines for inclusion as a member of Bloods For Life are as follows:

- current and past players;
- long standing current and past Football Department staff; and
- current and past officials *

(*at discretion of the Committee subject to certain eligibility criteria; will include, for example, Life Members, No. 1 Ticketholders, Ambassadors, long standing Board members, benefactors, supporters etc).

We would like to hear from you & receive your feedback



BLEEDING FOR A CAUSE

If you are reading the Bloods For Life Magazine you are an esteemed member of the vast Bloods family with antecedents dating from 1874.

Whatever your association with the South Melbourne/Sydney Swans Football Club, the Bloods For Life Magazine is designed to bridge the generations and engage, entertain and inform.

Furthermore, its Editorial team wants you to maintain an active interest in this great Club by contributing observations and suggestions.

Given we are living in uncertain times and the mental health of the community is of paramount importance, the Magazine also offers "lifers" a way to share and connect or reconnect, as the case may be.

Bloods For Life is fortunate to have a team of contributors who have literally and metaphorically bled for the Club. They will happily revive memories of players and deeds past as well as providing insights into issues of the day and much, much more.

Please use the Feedback function below to let us know what you would like to see in this Magazine, what you liked and what you didn't!

We look forward to hearing from you.

Cheer, cheer!



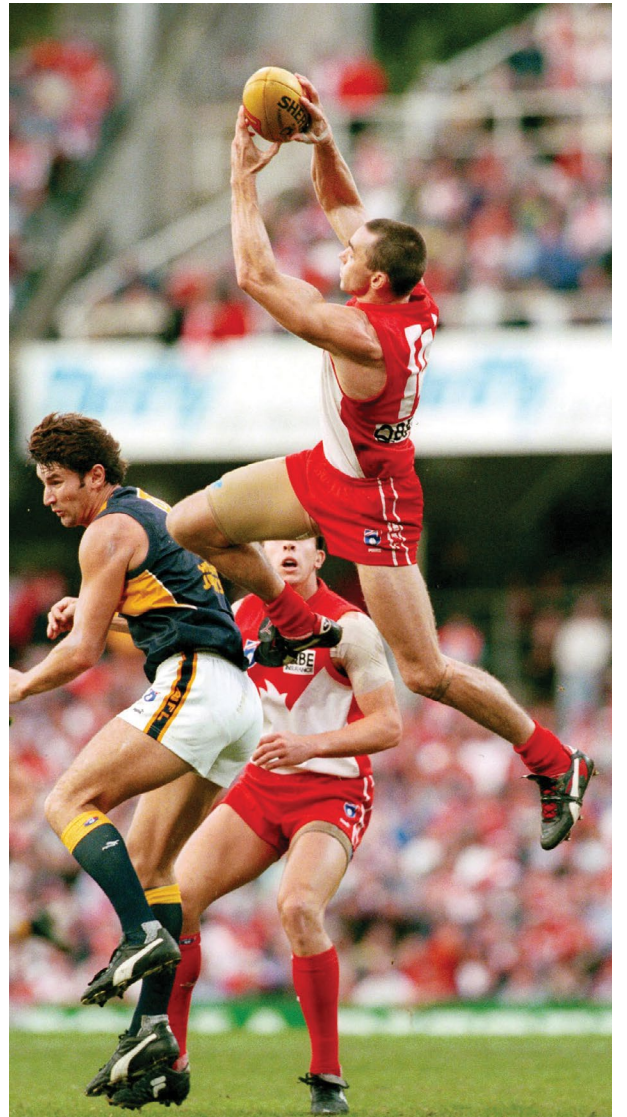
MIKE COWARD

on behalf of the Editorial team.

(Mike Coward is a veteran sports writer, Swans Ambassador and supporter of 55 years).

We would like to hear from you & receive your feedback







THIS IS FOR THE BLOODS

By Brett Kirk

I grew up in Albury and my dad played country footy in a little farming town called Burrumbuttock. I was immersed in everything that went with the journey. I loved my childhood experiences from climbing trees to kicking the ball during the breaks, to ending up in the change rooms after the game in between my dad's legs as the players laughed, joked and in those days sipped a cold beer while drawing in hard on a cigarette. He lost a hand in a farming accident when he was four but growing up I didn't really notice that because dad was so able. He was a tough bugger with a steely determination, and he showed plenty of what I now know is referred to as 'grit'. He went on to have a long and successful country footy career. Growing up around country footy and watching my dad go about his business showed me what hard work truly means.

All I ever wanted to do was play AFL footy. It consumed me in a healthy way. Every spare moment I would have a footy in my hand trying my hardest to re-enact the movements and abilities of my footballing idols. Yes, my dream came true but it wasn't a seamless journey. I did not follow the conventional path to the AFL. It was a long and challenging road and I wouldn't have hung in if I didn't have an essential ingredient we call GRIT.

Angela Duckworth (American academic

and author of *The Power of Passion and Perseverance*) states that Grit is the key predictor and factor in success - not talent, not title, not wealth - its grit! The ability to work hard for long periods of time towards a goal; to meet challenges, to overcome, and to persevere through failure and rejection.

The organisation I was fortunate to grow in had a concentrated amount of 'grit' woven into the fabric of its history dating back to 1874. The Sydney Swans originally established in South Melbourne had to relocate to Sydney in the early 1980's or fold. This relocation was troubled from the outset and on a number of times almost caused the club to fail. However a band of passionate and persistent backers continued to work tirelessly behind the scenes to keep the club afloat.

Four decades later the Sydney Swans is a destination club for players and staff and one revered for its culture - a culture that is seen as providing a competitive advantage as illustrated by consistent finals appearances over the past 20 years.

When Paul Roos became the coach of the Swans in 2003 his vision was to change the culture at the Football Club - a formidable task. While it took time to change habits prevailing at the Swans at that time it took much greater time and patience to change the club culture. You had to believe in what was

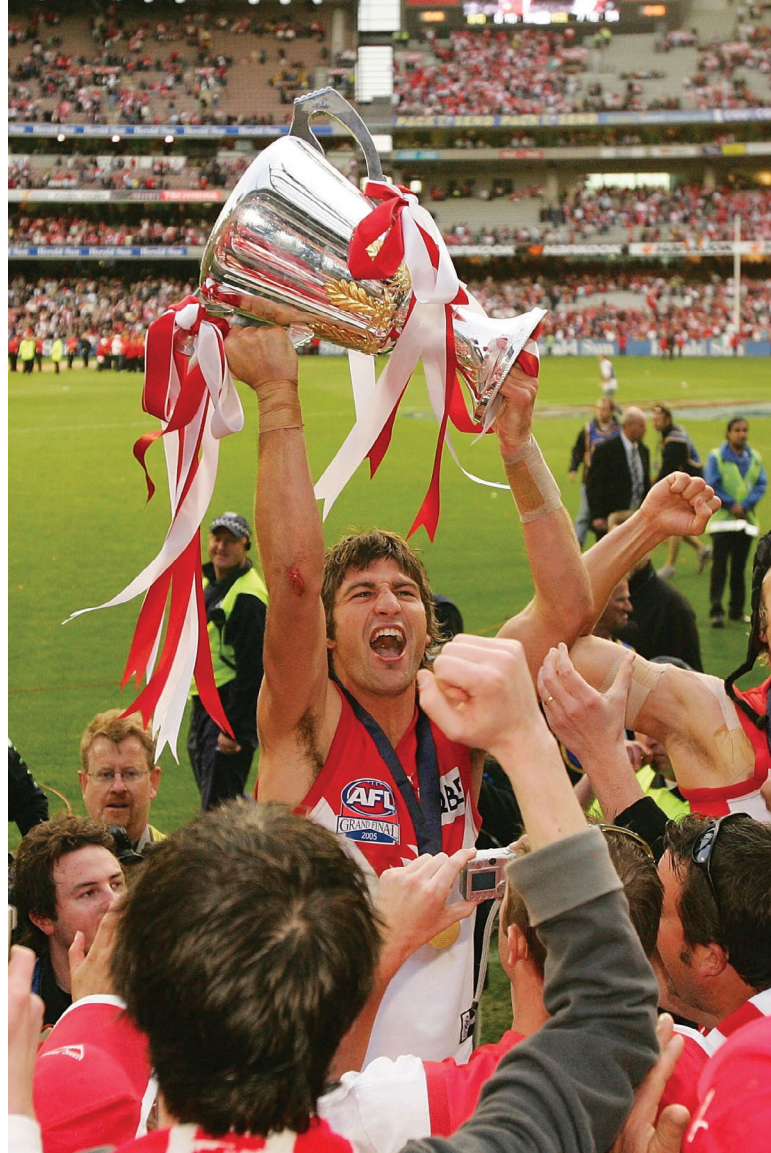
THIS IS FOR THE BLOODS

being undertaken, to participate in it - LIVE IT.

To be able to move forward it is sometimes necessary to look in the rear-view mirror. After some soul-searching and research, we found that our history had become shaded since our relocation to Sydney in 1982. If we were going to redefine ourselves in order to know where we wanted to go it was imperative to know where we had come from. We used former players, footage from the archives and catch phrases to reconnect with our past. We wanted to pay homage to all the people who had gone before us. We were now the custodians, but we didn't want to forget those who had spilled the blood, sweat and tears to build our footy club.

Roos and the playing group felt that the whole club lacked unity. He wanted to develop a sense of professional community at our football club. We felt we had become content with mediocrity and needed to change such a mentality. Although senior coaches are enormously influential, they alone cannot shape the culture of a football club. Culture is the accumulation of many individuals including the players, the fitness staff, the administration, the medical team, the trainers, the I.T team and the people that run the water on match day. Their values and norms are included into the equation. It is a consensus that is important. It's the group's expectations, not just an individual's expectations. It's the way everyone goes about their business. The club's culture may have appeared to be beyond our control but, in reality, we could define the culture we wanted for the Sydney Swans.

Roos wanted to empower and unify the players; make us passionate again by giving



us ownership. After, looking into our past, we set our sights on the future and, like anyone finding their way, a map is always useful. We created a map for the players - a set of values and beliefs that would be our trademark from that day forward. This map was non-negotiable and it was something that we constantly referred to if we seemed to be losing our way. A strengthened connection to our history was formed and the Bloods was created again. We worked to shape and maintain a footballing environment marked by loyalty, trust and open communication and to inspire players to work hard, produce their best always and play their part. We were molding a club with great expectations. The expectations were clear, so every player knew what was required of them.

The exciting shaping of a new culture at the Sydney Swans needed leaders. Not just one leader out the front thinking they own the day, but a group of leaders who were different



I had dreamed about the last day in September since I was a boy playing junior footy. Our trademark was in-tact, we had followed ‘the map’ religiously, referring to it often for guidance and it had steered us to where we wanted to be. There was just one more box that needed to be ticked. It was going to be hard to get but by no means was it unobtainable. More than 90,000 people roared from the stands some cheering for us and willing us to victory. For 120 minutes we were committed, loyal, trustworthy, hard and each and every player played his role. And we won that day. We won the 2005 premiership and we won it our way, the same way we had been winning throughout the season. When I grabbed the microphone and shouted “This is for the Bloods” it was us saying to everyone that had walked through the doors of our club and everyone who supported us, “thank you”. We are who we are because of You.

but the same. Leaders set the tone for all initiatives that were undertaken.

A leadership group was voted by the players and this process was repeated each season. The coaches are not involved in the selection of the leadership group. Nor are you automatically elevated to the leadership group if you are among the best players at the club. The best player isn't always a leader.

Honesty was to be the backbone and mainstay of the culture. It was integral to what we stood for and what we wanted to stand for in the years to come. We had to work out what was more important to us, to be liked or to be respected. We wanted a group of respected footballers, whose peers looked upon them as role models.

This cultural change provided us with a priceless opportunity. The rest was up to the choices made as individuals and as a united group.

A 72-year drought had been broken and a new force had taken hold at the Sydney Swans. It's hard to find the right words to describe just how I felt that day, but it was something I will never forget, and it has created a bond between a group of young men that will last a lifetime. It has also reconnected people of the red and white and galvanized our footy club.

Fast forward to the present day and what we created continues to be the envy of our peers. This is testament to how culture stands the test of time. When I retired from playing, I pursued other interests and was away from the club for five years. In that time the Swans were able to achieve the ultimate success again in 2012. I have since come back in a coaching capacity and whilst the people may have changed the foundations of the culture that have been built over time, continue to be evident and they hold strong. We will always remain The Bloods. ▼

BLOODS FOR LIFE PROFILE

GRAEME COCKS

By Richard Colless



Every club needs a Graeme Cocks.

Someone with vision, energy, integrity and humility; someone who is apolitical and very comfortable making a lasting contribution out of the limelight.

And someone who deeply cares about the Club and all its people.

For three decades Cocksy, as he is affectionately known, was one of the people who helped rebuild this Club and maintain the standards that were established.

Graeme grew up in Pascoe Vale South in Melbourne's north. An Essendon stronghold. He attended West Coburg Primary School and then Coburg High. He was a Centre Half Forward and one assumes a very vigorous on baller.

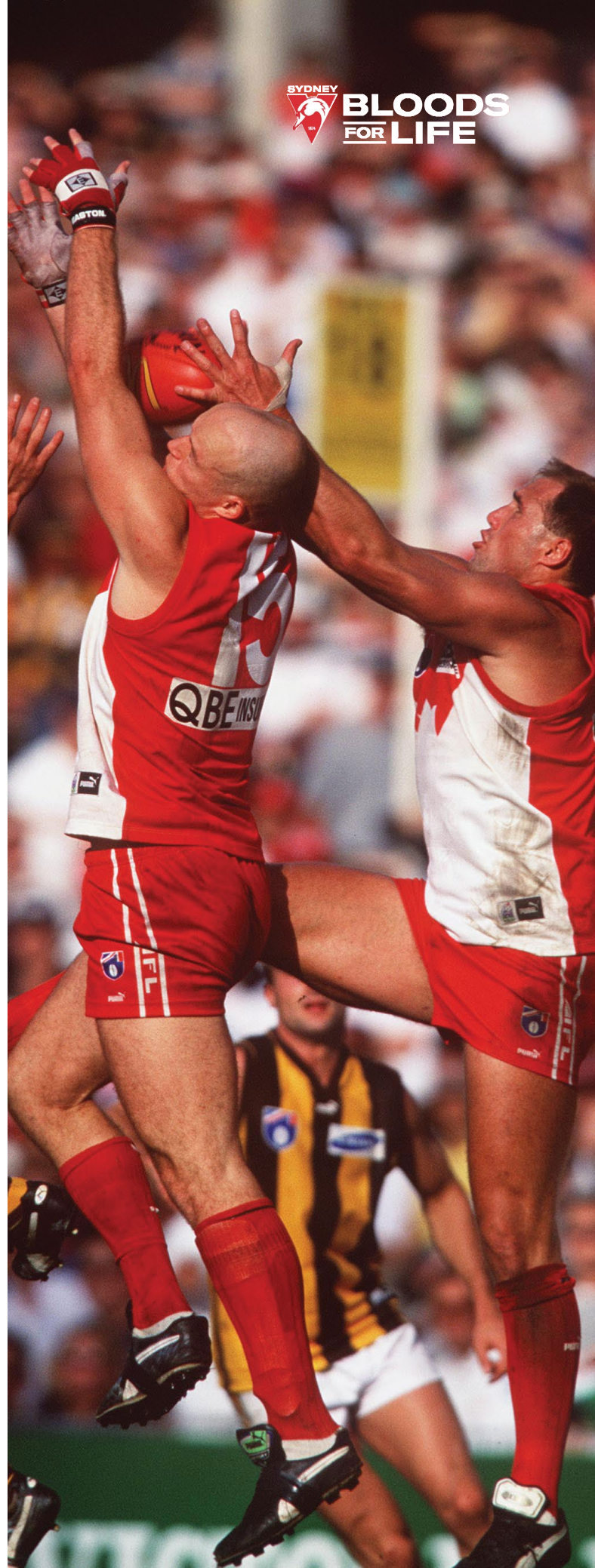
He played junior and senior football for West Coburg in the Essendon Districts Football League. Some of the notable players who played at that club apart from G. Cocks include Wes Lofts, David Dench, Brandon Ellis, Adam Saad and Phil Carlton who played 10

senior games for the Swans in 1975.

Graeme graduated from West Coburg to the Essendon Under 19s where he played from 1957-8. In 1959 in played reserves for the Bombers.

He returned to West Coburg and captained the club in 1961. He married the lovely Isabella in September that year (immediately after the football season!) and then 10 days later they moved overseas for three years (two years in Kuala Lumpur and one year in London - allegedly studying!) to further Graeme's career in surveying and map making.

In late 1964 he returned to Australia and moved to Sydney. The company for whom he worked was based in Kuala Lumpur and post his time overseas the plan was that he would work with an associate firm in Sydney for three months to focus on management and then return to Melbourne to open and head up its office. He stayed with the associate for two years in Sydney, however, and then struck out on his own, never returning to his home city.



Sydney football product Stefan Carey

BLOODS FOR LIFE PROFILE

GRAEME COCKS

He stayed in the sector for two decades before branching out into the medical device arena, initially as an importer/distributor before focussing more on device research and development.

Having moved to Sydney, Graeme played with one of the a foundation clubs of the Sydney Football League, North Shore, from 1967-9. Incidentally, North Shore is currently coached by former Swan Lloyd Perris.

He served on the Committee from 1970-81, the last six as President. In acknowledgement of his contribution, Cocksy was awarded Life Membership.

In 1982 he coached the Willoughby Wildcats under 11s, where his and Isabella's son Brendan was playing.

When St Kilda legend Barry Breen moved from Balmain to coach North Shore for seasons 1984-6, Barry and Graeme became firm friends, a relationship that is just as strong 35 years on.

In 1988 Barry was appointed General Manager of the Swans. In 1990 he invited (shanghai-ed!) Graeme to act as Team Manager for the



2005 Premiership glory

Reserves, coached by Mark Maclure who was also assistant to senior coach Col Kinnear.

Graeme was Mark's team manager in 1990-1 and then for Michael Byrne and then for another 13 coaches! And in a vast range of competitions: the VFL, Sydney Football League, ACTAFL, VFA, and NEAFL. This role probably embraced 600+ games at over 40 venues throughout NSW, Victoria, Queensland, ACT, and the Northern Territory.

Graeme was the one constant in the Club's Reserves team for 27 years.

To say he was the Manager is to do him a significant disservice. He was that and so much more - talent observer, father confessor, mentor to coaches and players alike. Graeme says all 15 coaches with whom he worked were absolutely dedicated to the Club and its players.

Graeme believes that the opportunities provided to supplementary and top-up players materially deepened the pool of players in NSW but particularly in Sydney. He estimates over 1000 players came through the system in this way.



Graeme has been such a great clubman and so committed to the club. The dedication of him and Isabella has been outstanding especially over these years where they travelled regularly to places like Canberra, and he was really the face of the Club down there. His acknowledgement is a well deserved accolade to one of the best ever Swans.

- ANDREW IRELAND

His role was one of the most critical in the Football Department food chain. And at the same time, it was one of most invisible and probably underappreciated.

While we were all at the SCG watching the Seniors with 35,000+ supporters, Graeme, and Isabella, would invariably be driving to some distant location to get organised for the Reserves game which was usually played in front of 50-100 people.

At the request of then Club CEO, Ron Joseph, Cocksy joined with Graeme Pash and Robbie Kerr to form the "Players Development and Relations Group", which he chaired. It was the forerunner of the Player Welfare part of the Football Department. It was a highly energetic and constructive group at a time when the Club was frankly teetering on the edge. Again, this role was very much out of the public gaze. Indeed, probably very few people within the Club even knew that it existed.

For 20 years he also acted as a sounding board for the Chairman of the day. Several times a year one or the other would make contact to set up a time for a coffee to discuss informally issues affecting the club. Never anything that

would be a breach of Board confidence but rather more from a personal perspective.

His grasp of the key issues was extraordinary. As was the wisdom he privately dispensed.

Graeme says his happiest Swans moment was the post grand final function in Melbourne in 2012.

The funniest moment: the "There's a pig at full forward" incident at the SCG in 1993, although not sure the big fella found it quite as amusing

The most memorable moment involves the above big fella, playing for us, kicking a point after the siren to take us into our first Grand Final in 51 years in 1996.

His saddest moment was the loss of Wally Jackson at the SCG v North Melbourne in 2004.

And his proudest personal moment was receiving life membership at the Club Champion Dinner in 2005.

Graeme's contribution to the growth and relevance of the game in Sydney via his involvement with North Shore and Sydney across 4 decades is incalculable and probably unprecedented. ▼



Sydney loves a good parade 2012



Stefan Carey and Wayne Schwass with former Swan Jason Mooney, Kardinia Park 1999



Jared Crouch, Jason Ball, Lewis Roberts-Thomson and Nick Davis on top of the world 2005

ROUNDY

A lot of contemporaries and mates of the great Barry Round have enquired about his health.

Having seen him downing schooners on The Front Bar with Mick Molloy and Sam Pang recently it was difficult for most of us to grasp just how ill he was.

With the permission of Roundy we can report that after an amazing battle with multiple and critical health issues he is absolutely on the mend.

He and Jenni are back at their home on the Gold Coast, with Roundy revelling in his new role as designated driver!

One of the non-life threatening but nevertheless seriously inconvenient events that occurred just before his medical issues arose was that his mobile phone literally caught fire. As a consequence he lost most of his contacts and would not have received any of the many well wishes and enquiries from his army of friends and colleagues.

Roundy's contact details are 0400 250 124 or bround25@hotmail.com and he would love to



hear from you.

He's taking life easy but strongly denies the rumour that he was seen at the local pub drinking Kombucha.

He's looking forward to presenting the Barry Round Award for the Best Clubman whenever the Club Championship in whatever form is held, and he sends his best wishes to everyone.

We would like to hear from you & receive your feedback



WHERE ARE THEY NOW?

GARY BRICE

By Jim Main



PLAYED
1970-79

GAMES | 171

GOALS | 101

NUMBER | 7

Legendary football coach Norm Smith was instrumental in convincing Victorian Football Association (VFA) star Gary Brice to play at a higher level with South Melbourne

In 1969, Gary was happily settled at VFA powerhouse club Port Melbourne and had no real interest in playing with the Swans.

Smith, who had coached Melbourne to six premierships from 1955-1964, was appointed Swans coach from 1969 and was convinced Brice was ready-made to play at VFL level.

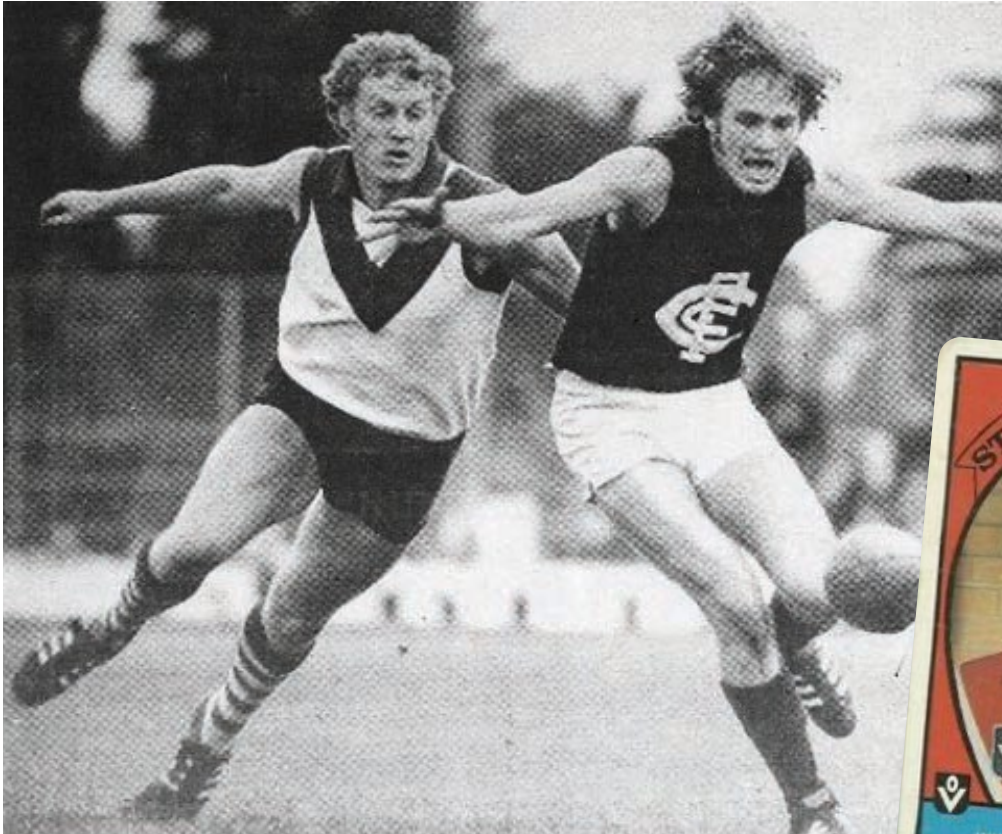
Smith met with Gary and asked the then 21-year-old to “challenge himself”. He stewed over this for a week and eventually decided he would accept Smith’s advice – but for just one season.

Brice explained: “I was more than happy playing with my mates at Port, but I decided Smith was right and I thought I would give South one season and then return to Port.”

A tough-as-teak winger, Gary played every senior game with the Swans in 1970 and, at season’s end, achieved the highlight of his career – playing in the red and white’s first finals match for 25 years, in the first semi-final against St Kilda.

“We had a good first half but St Kilda eventually got on top of us (winning by 53 points).

“It was an amazing experience playing in front of more than 104,000 people and most of them wanted us to win. The amount of red and white in the crowd was amazing – probably about 70 per cent.



The noise of the crowd as we ran out nearly knocked me off my feet. It really was an explosion of noise.”

He had ended what he originally believed would be his only Swan season, but remained with the red and white for another nine seasons.

“Smith was a great coach and I developed plenty of friendships with most players. We did not have much success but we stuck together”.

Gary returned to Port in 1980 and was captain-coach of The Borough in three consecutive premiership sides from 1980-82. He might have led Port to glory in 1981, but South Melbourne was in turmoil that season over the proposed switch to Sydney.

“I originally was against the move,” he confessed. “My feelings were quite raw for a while – until former teammate Tony Morwood (as the Swans’ Victorian manager) in the late ‘80s convinced me to swing around.

When South became the Sydney Swans, his two sons, Adam and Damian, were on the horns of a dilemma as to which football club they should support and plumped for Hawthorn as Gary’s wife Marita once had barracked for the Hawks.

Adam and Damian still support the Hawks, but with a close eye on the Swans, while others in the Brice family – including daughter Meaghan – are staunch Swans, as are the five Brice grandchildren – all Sydney Swan members.

“I got over my initial feelings and I follow the Swans whole-heartedly and get to the occasional game,” Brice explained.

Now 72 years of age and retired, Gary spent his entire off-field career as a teacher and school principal, and still has an involvement with his beloved Port Melbourne, helping out with its past players group. ▼

We would like to hear from you & receive your feedback



BLOODS FOR LIFE PROFILE

ANN LOCKIE

By Jim Main

Swans' Life Member Ann Lockie, to paraphrase literary giant Charles Dickens, has been through the best of times and the worst of times, not only following the red and white but also in serving the Club with distinction over many years.

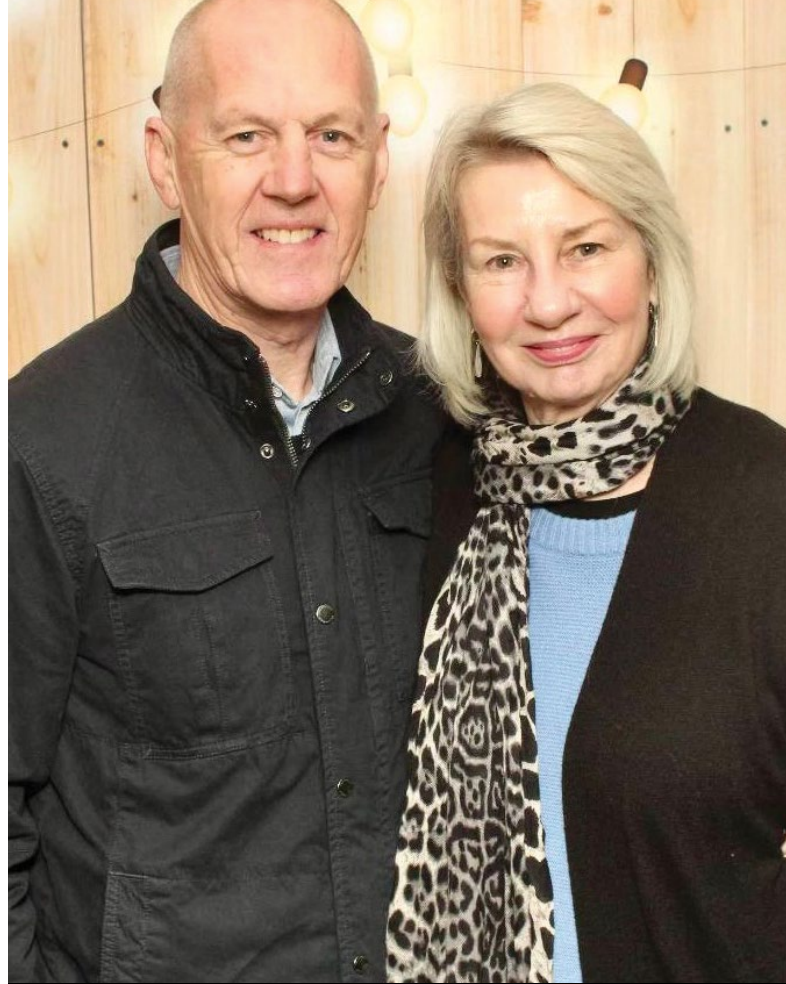
She was destined to follow the Swans as her father, Jack Woodman, played for the Club's Under 19s pre-World War II and was a faithful fan to his death in 2014.

Ann therefore started barracking for the Swans, as South Melbourne, from the time she could remember.

She moved to Albury with her family as a girl and then to Sydney, when serendipity took a hand.

The Swans relocated to Sydney in 1982, when the players flew in from Melbourne for every home game at the SCG, and Ann was on hand to become part of the off-field structure.

Ann explained: "Then CEO Graham Huggins offered me a job as his personal assistant



Ann & Mark Lockie

and I therefore was part of the original set-up in Sydney.

"The VFL sent the Swans north without a cracker in support and it was really tough on everyone, especially the players, and I look back now and marvel how the Swans prospered from there."

Ann took on a multitude of roles with the Swans, from being involved in membership, events and marketing.

She was membership manager until 1994, but then left the Swans when offered a job with rugby union outfit The Waratahs.

"I knew nothing about the code," Ann confessed. "I had always been a passionate Aussie Rules fan, but I then developed a keen interest in union, although still following the Swans."

Ann was with The Waratahs until the end of 1999 and then returned to her first love, the Swans, in the development of the Sydney Past Players' Association.



Ann & Mark, 1991 Swans Ball



Ann & Mark with the 2012 Premiership Cup

She was secretary of this vital part of the Swans' history until 2012 and, meanwhile, was inaugurated as a Life Member of the Club in 1993.

Ann and husband Mark moved to Melbourne in 2002 and, during their seven years in Melbourne, followed the Swans as keenly as ever.

Mark had been the Sydney Swans' Team Manager when the couple met in 1983 and, together, they have given the red and white decades of loyal and unstinting service.

Ann looks back on all these years with amazement as she finds it difficult to think of how the Swans rose from the hardship of its earliest years in Sydney to their current status as one of the AFL's more successful clubs.

"It has been marvellous," she enthused and, of course, the highlights have been the 2005 and 2012 premierships.

"I was sitting in a crowd of red and white when we won that 2005 Grand Final (the club's first

since South defeated Richmond in the 1933 premiership-decider) and I can tell you there were plenty of tears."

And Ann's favourite Swans in her decades of support? "Oh, there have been plenty," she enthused.

"In the early years in Sydney there was Stevie Wright. But there have been many favourites over different eras.

"Overall, Brett Kirk stands out as he was such a brave footballer and a wonderful, honest person.

"Of today's players, I suppose Dane Rampe would be a favourite because he always gives 100 per cent and takes on much bigger opponents."

And to think that Ann reflects on her earliest home in the Melbourne suburb of Murrumbeena and how this is basically Hawthorn territory; she could have been a Hawk. ▼

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 ICONIC FULL FORWARD

By Gerard Healy

First there was Capper, then Plugger, Big Bad Barry and now Buddy. Iconic full forwards all, they consistently cut through the inertia of Sydney's rugby league media.

Aside from the premierships successes and grand final appearances, this incomparable quartet can lay claim to providing the club with the imposing profile it continues to enjoy nationally.

For outpost teams, winning can be counter productive as the Swans have learned at various times since their inception in 1982. So too, Rugby League's Melbourne Storm which has had incredible success.

Only at finals time do editors consider "foreign" clubs in expansion markets worthy of serious assessment and promotional publicity.

Fortunately, with the evolution of the media, hard copy newspapers





GERARD HEALY

Gerard Healy joined the Swans in 1986 from Melbourne Football Club where he played 130 games and won a Best and Fairest award. Between 1986-1990 at the Club he:

Played 81 games and kicked 87 goals

Won three consecutive Club Champion awards 1986-88 and the 1988 Brownlow Medal and AFL Players Association Most Valuable Player.

Three consecutive selections in starting 18 in AFL Teams of the Year and selections in National All Australian Teams in 1986 and 1987.

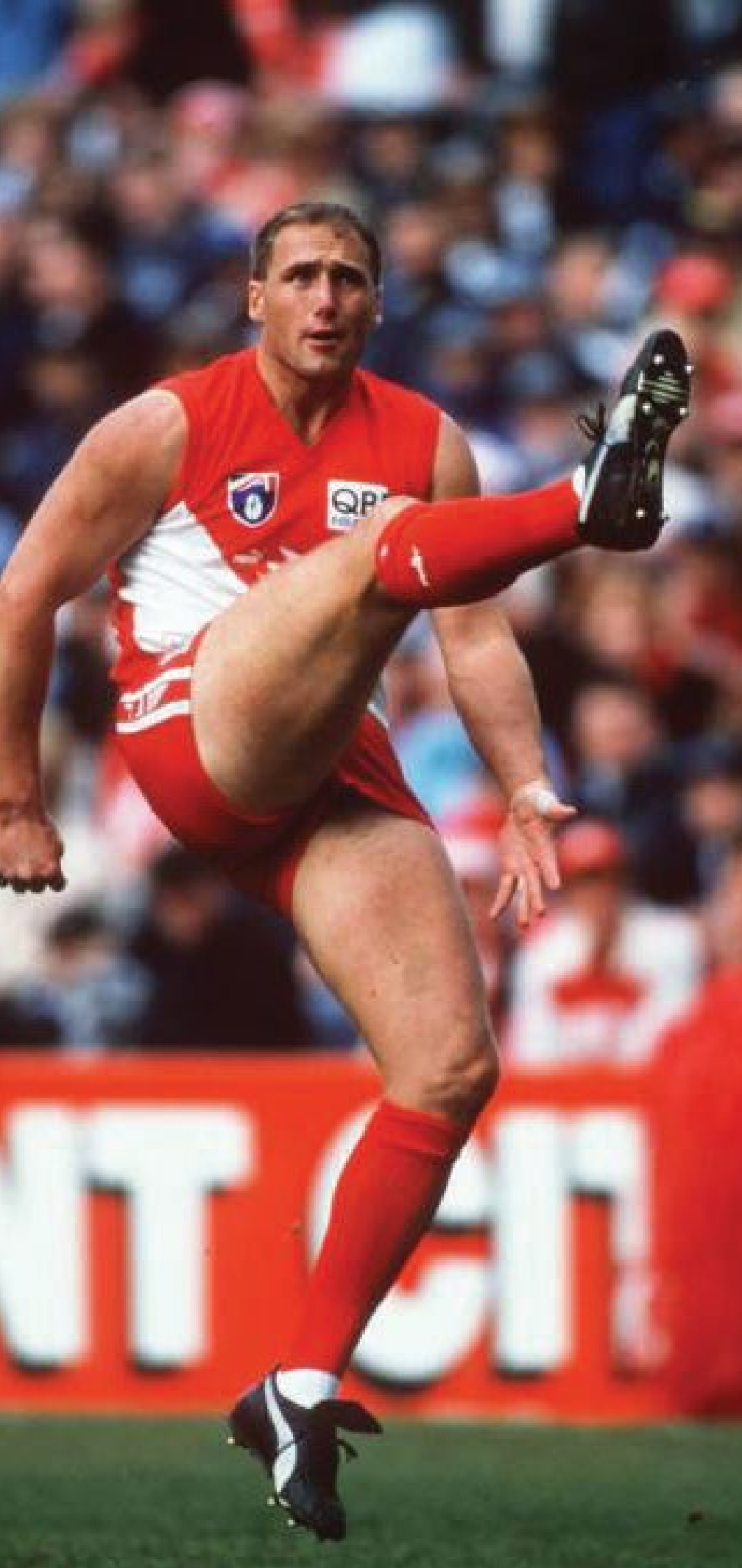
Member of AFL Hall of Fame and member of Sydney Team of the Century and Hall of Fame.

Gerard was the Chairman of Selectors of the Victorian state team for 10 years and a member selection panel of All Australian Team for 20 years. He was a selector for the Greatest NSW Team of All Time in 2019, and is a selector of the NSW State of Origin Team.

Following his playing days, he has been and is a prominent football media personality, having anchored Talking Footy (Seven) and On the Couch (Foxtel) for 25 years, has been the host of the country's highest rating prime time sports radio show on 3AW for 30 years.

He is an adviser and mentor to many current and former players, and in his spare time has surfed most of the world's better beaches and participated in 10 Sydney to Hobart races with five placings.





FEATURE ARTICLE **A BIRD'S EYE VIEW**

THE ICONIC FULL FORWARD FIRST
THERE WAS CAPPER, THEN PLUGGER,
BIG BAD BARRY AND NOW BUDDY

now play second fiddle to the voracious online versions which are constantly in need of stories, click bait, to drive advertising.

Compared with the 1980s and 1990s, sports fans have easy access to information about their team or sport. Clubs also have media departments which each day churn out the message to the supporter base.

Consequently, the paid-up member to the casual fan of a particular football club is incredibly well served for information and connection. Regrettably, that doesn't infiltrate the large unaligned or neutral market from which expansion and growth occurs.

For the Swans and the Storm - and any other club in such circumstances - they need something extra to infiltrate the uncommitted consumer.

And for the Sydney Swans, the biggest cut through has always come through individuals, specifically our legendary full forwards.

These men have cut across



and kicked loads of goals, he thrived on publicity. Coupled with the team winning with big scores, it was an intoxicating mix and proved there was a market for the AFL in Sydney.

Unfortunately it lasted for a few short years, but it was great while it did. Warwick's move to the Bears was quickly followed by eight years of football famine and pestilence until the arrival of Richard Colless and company. And while Colless, his Board and the various CEO's laid the foundation for the second coming, it was the arrival of another full forward that showed the natural order had been restored.

Tony Lockett, universally known as "Pluggger", was the new saviour and exceptionally good for the club and sport. Many Swans fans I've met over the years believe that football started in Sydney with the arrival of 'Pluggger' and the Paul Kelly gang.

It was with some frustration that on numerous occasions I politely explain that there

the AFL/ League divide and have sparked interest and therefore colossal publicity. For all 12 months of a year they have generated copy in the sports pages, gossip columns, magazines, online, offline, locally, nationally and occasionally internationally. And without them media blackout was inevitable.

There has been no one in the

club's history with greater capacity to create interest in the sport, albeit for a relatively short time - than Warwick Capper.

When the " Wizard" was flying high at the SCG in the 1980s the Sydney sporting community was on a high with him.

A spectacular player who took the highest of marks



FEATURE ARTICLE **A BIRD'S EYE VIEW**

THE **ICONIC FULL FORWARD** FIRST THERE WAS CAPPER, THEN PLUGGER, BIG BAD BARRY AND NOW BUDDY

where 13 years before "Pluggger" (BP).

Who would have thought that in 2021, 19 years after "Pluggger" (AP), there's been not just one but two iconic full forwards that have filled the Pluggger/Capper void?

Firstly Barry Hall arrived. Big, good, Barry Hall doesnt have quite the same ring to it but Barry was very , very good for Sydney and the code. A Premiership captain, a two times Best and Fairest and an ALFLCA Player of the Year says it all.

Big Great Barry Hall, is how



**WARWICK
CAPPER**

GAMES 90

GOALS 317



**TONY
LOCKETT**

GAMES 98

GOALS 462

the club's historian should recognise him. For like the saviours before him, he too resonated with the Swans loyal fan base and more importantly, with the wider public.

Finally, the current saviour appeared eight years ago. Buddy Franklin left Melbourne for the anonymity of Sydney, but in doing so became a national identity and brand. His every move and spoken word was analysed not just by the AFL media, but also by the Sydney-centric media. Buddy left Melbourne a Premiership hero from

Hawthorn but when he arrived in Sydney he became a household name nationally and the Swans brand has been much stronger for his contribution. His impact has been incredible.

As we all know Buddy is edging closer to the magical mark of 1,000 goals. Its a feat only five players have achieved.

Given the evolution of defensive tactics impacting negatively on an individual's capacity to kick goals, Buddy's will be the greatest thousand of them all. It's impossible

to weight it correctly and compare it to others who played in totally different eras. But when Buddy started, a bag of goals was eight. It's now four.

The Coleman Medal once the award for century kicking superstars, can now be won with 60 goals. So as the great Lance Franklin enters his twilight years (that's years Buddy, years plural), we should reflect on a life without Buddy. In fact we should reflect on the very real notion, that there will never be another iconic full forward like Franklin.

For decades from John Coleman to Buddy Franklin, great full forwards have been the stars of the show. They have been the people's champions, players that have young boys and now young girls dreaming of emulating their feats.

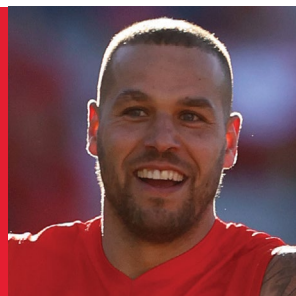
And every generation to date has thrown up two or three of these young players that have gone on to be great goalkicking icons: Jezza, Huddo, McKenna, Dunstall,



**BARRY
HALL**

GAMES 162

GOALS 467



**LANCE
FRANKLIN***

GAMES 135

GOALS 412

* to Round 23, 2021

FEATURE ARTICLE A BIRD'S EYE VIEW

THE ICONIC FULL FORWARD FIRST THERE WAS CAPPER, THEN PLUGGER, BIG BAD BARRY AND NOW BUDDY



2005 Premiership Captain Barry Hall



Two of the greatest: Tony Lockett and Ron Barassi

Ablett, Wade, Roach, Lloyd, Templeton, Moncrief, Modra, Quinlan, Longmire and Reiwoldt - and the list could go on. But not now. For some godforsaken reason the battle for winning has been at the expense of century goal kickers. Yes, there are still full forwards of note who occasionally kick the odd bag, but none like Dunstall or Lockett who regularly kicked 100.

For 100 years the full forward has been the AFL's secret weapon. The significant point of difference and envy of the other football codes. So while Buddy is still with us, rejoice, for greatness in full forwards may well die with Buddy's retirement.

He will, no doubt, be the last to reach 1,000 goals. This is a

disaster for the sport and the clubs north of the Murray, as the cut-through will be lost.

Hopefully, Chairman of the AFL, Richard Goyder, and the game's CEO Gill McLachlan in their remaining years of running the game, will also reflect on the impact of losing one of the game's greatest assets and find a way to reverse the trend. This may be akin to holding back the tide, for coaches coach to win and that's their job and responsibility.

But administrators protect and nurture the core attributes of the game. At least in theory. Surely, there is some way, some rule that can influence the code's greatest market asset: the iconic full forward. ▼

WHERE ARE THEY NOW?

ERIC SARICH

By Jim Main



PLAYED

1965-68

GAMES | 62

GOALS | 38

NUMBER

16 (1965, 1967-68)

28 (1966)

24 (1974)

Iron-hard winger/defender Eric Sarich might have been considered an “accidental” Swan when he joined South Melbourne in 1965, but he still bleeds red and white.

Eric, who played junior football with South Fremantle and then senior football with Swan Districts, signed to play in the VFL with Fitzroy

from 1965.

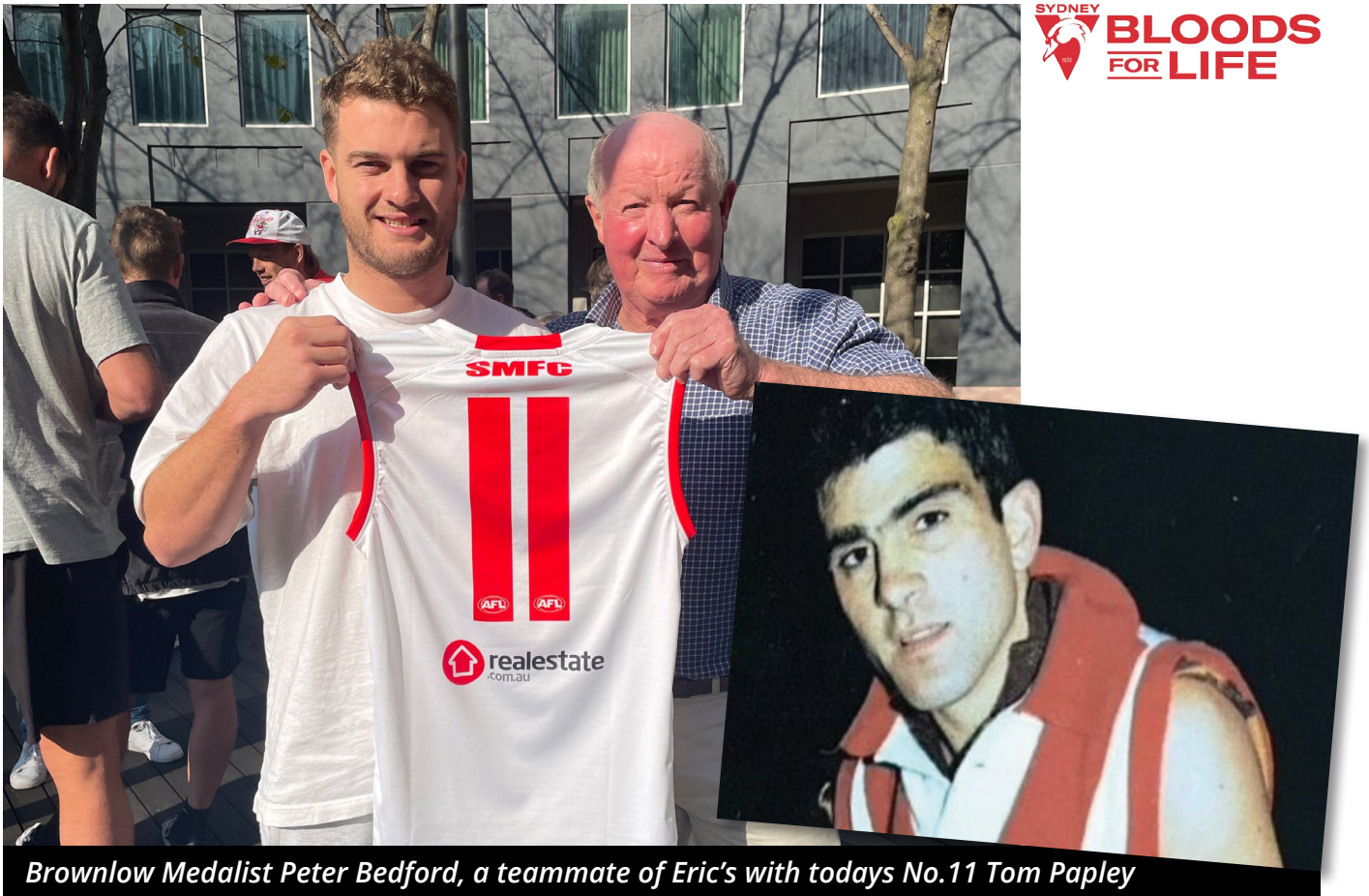
He therefore moved to Victoria from Western Australia only to learn that the Lions had had a committee upheaval and he was told Fitzroy no longer wanted him.

Fate then stepped in when champion Swans centre half-forward (and later club coach and president) Graeme John told Eric he should consider playing with South Melbourne.

He did not need any more prompting as he had followed the Swans from a distance in WA.

He explained: “South Fremantle also wore white with a red vee and I therefore took an interest in South Melbourne from a fairly young age.

“Joining the Swans therefore was a dream come true and I went on to enjoy every moment at the old Lake Oval. I am still a passionate Swans’ supporter.”



Brownlow Medalist Peter Bedford, a teammate of Eric's with today's No.11 Tom Papley

Eric admitted that he struggled in his first season with the Swans, but then found his feet and even won Victorian representative honours in 1968."

"The only problem is that I no longer have my Victorian jumper," he said.

After four seasons with the Swans, Sarich applied for the vacant coaching position with South Fremantle. He missed out on that job, but won the position of captain-coach of East Fremantle.

His stint ended two years later, so he returned to his beloved South Melbourne for the 1971 season.

Unfortunately, the then 30-year-old Sarich copped a run of injuries and retired mid-season before returning to Western Australia.

He has kept his eyes on the Swans ever since and always sees them play whenever the red and white play West Coast or Fremantle in Perth.

"I sit with other Swan fans at one end of the ground and we make quite a bit of noise," he said.

"I also have family in Sydney and I try to make my visits coincide with Swan matches at the SCG."

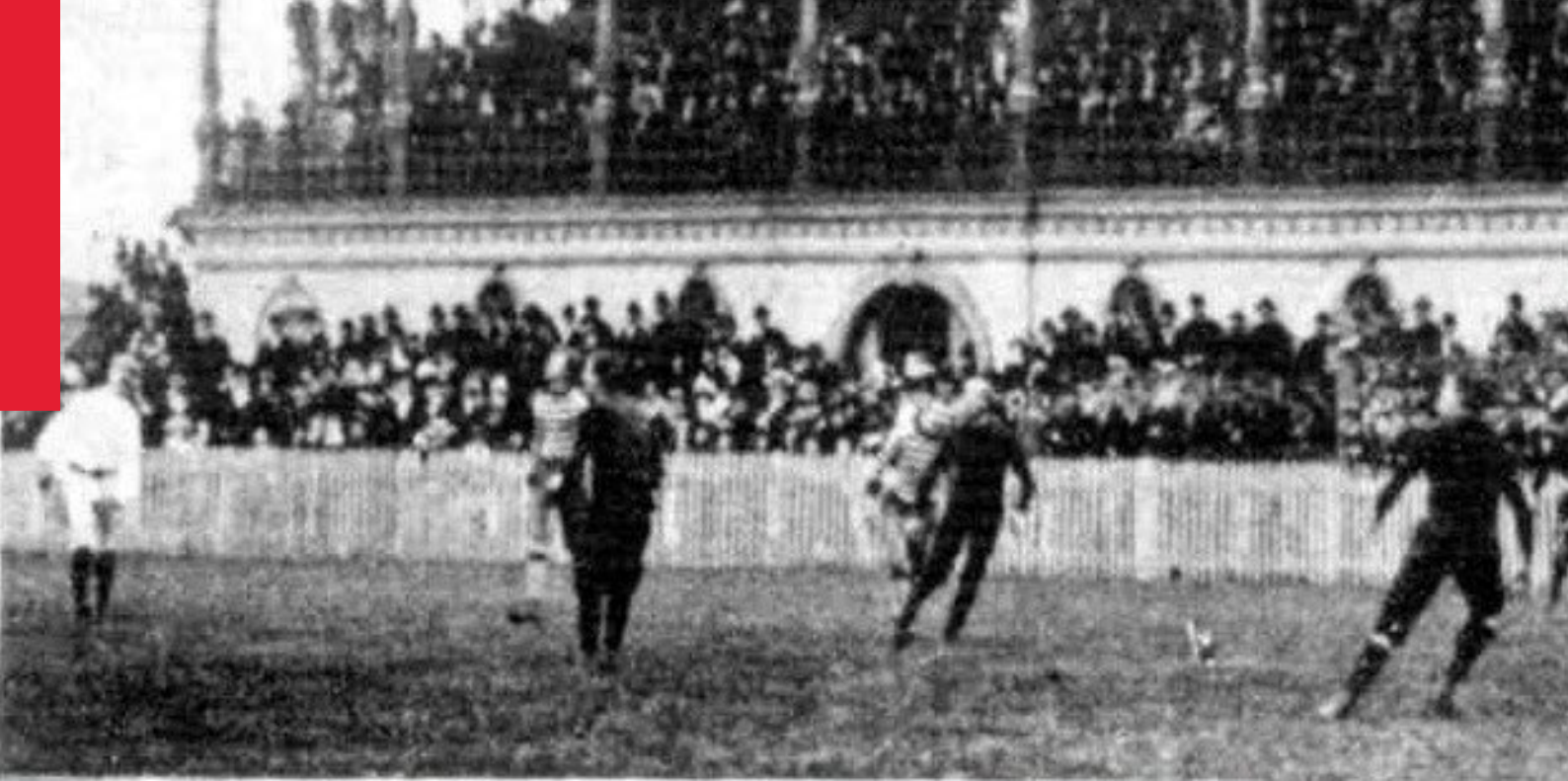
Eric, now 80 years of age and a retired insurance consultant, has a family – wife Verna and daughters Lisa and Paula – in love with the Swans.

And he is not the only family member to achieve some level of fame as brother Ralph made headlines around the world as the inventor of an orbital engine.

"Ralph and I are both well and enjoying life," he said before adding: "It's just a pity I can't attend more Swans matches." ▼

We would like to hear from you & receive your feedback





THE FOUNDATION OF OUR CLUB: 1874

By Richard Colless

LOCATION AND NAME

While there will perhaps always be debate about the spiritual home of our Club, there can be no doubt as to when and where we came into existence. Our birthplace remains in active use today, almost 158 years after it was developed.

To set the scene, in 1863 the Emerald Hill Total Abstinence Society Hall is built at 199 Napier Street, Emerald Hill. On 19th June 1874 at a meeting at the Hall, the Cecil Football Club is constituted.

Almost certainly the Club derives its name from one of the major arteries within Emerald Hill (now South Melbourne) namely Cecil Street, which is virtually just around the

corner from the Hall.

Fortunately for all of us, on 15th July 1874 the club committee meets again and unanimously agrees to change the name of the Club to the South Melbourne Football Club, and invites Mr John Parry to accept the position of the inaugural President.

Post the construction of the Hall in 1863, Emerald Hill continues to prosper. It becomes a town on 1st March 1872 and a city on 21st September 1883. Four days later, Emerald Hill changes its name to South Melbourne.

Around this time the name of the Hall is changed to the South Melbourne Temperance Hall, a name that it retains to this present day.

From the beginning, the Hall is in great



The Albert Park Football Club becomes the most dominant club in the area. In 1878, the most powerful clubs in the colony form the Victorian Football Association (the VFA).

demand. It is a key site for the performing arts, hosting meetings, lectures, dances, concerts and theatrical performances, all strictly alcohol-free. In 1874 a brick replacement is built to accommodate all the activity, and in 1888 a double story lodging and a lecture hall is added. For the following 133 years the building essentially remains in precisely the form that it was following that upgrade.

It was a turbulent time for football in the early years of the Club's existence. The Emerald Hill Football Club had quickly become one of Melbourne's strongest clubs. In 1869 at the Club's annual general meeting a vote to change the name of the Club back to its original name of South Melbourne is defeated

and instead the Club becomes known as Albert Park.

In 1870 Albert Park plays in the South Yarra Presentation Cup, the foremost competition of the era, and wears red and white striped guernseys. So striking is the uniform that the players are known as 'those red and white beauties'.

The Albert Park Football Club becomes the most dominant club in the area. In 1878, the most powerful clubs in the colony form the Victorian Football Association (the VFA). Albert Park is among them, and in a match against Melbourne attracts 3,000 fans.

Meantime, the South Melbourne Football Club is in the second tier of the VFA, but is on

THE FOUNDATION OF OUR CLUB: 1874



the rise. In 1879, we become a member of the senior VFA competition and finish third behind Geelong and Carlton, a very auspicious debut. With Albert Park now on the wane, the two clubs amalgamate in 1880, with South quickly becoming the senior partner. We insist on retaining the name South Melbourne but abandon our blue and white strip for the red and white one worn by Albert Park.

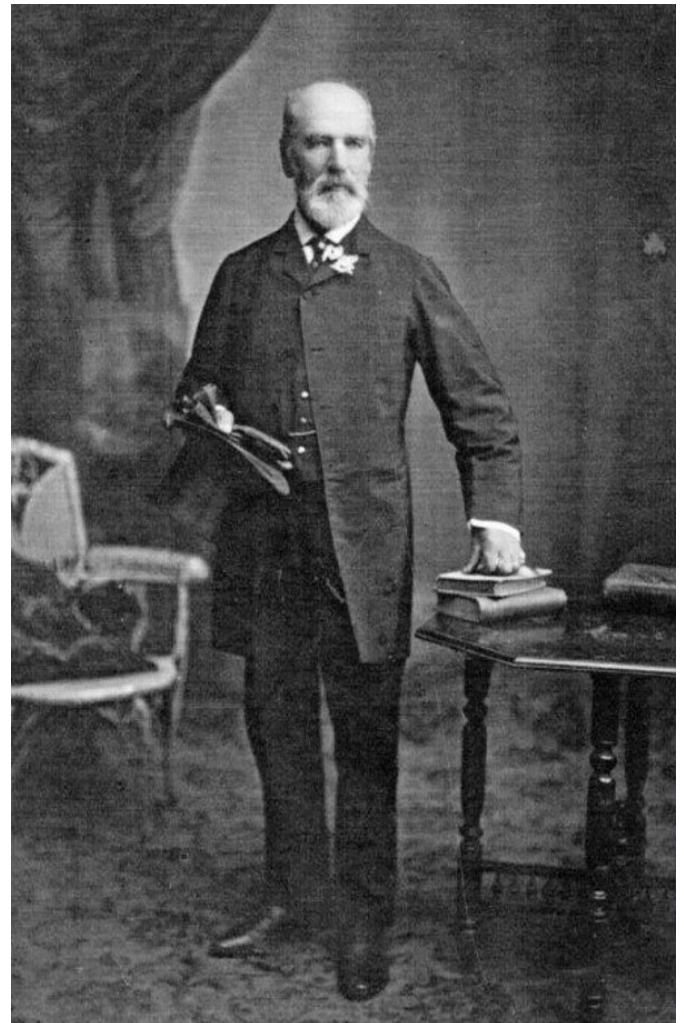
The Club is thus arguably the oldest team in any football code in the world playing in a structured competition under a codified set of rules to wear the red and white.

Over the next nine years, the Club wins five Premierships and is runner-up on three occasions in the strongest competition in the

Colony of Victoria and throughout Australia.

The foundation President of the Club, John Parry, was invited to be president of the newly formed South Melbourne Football Club in 1874. He retained this position until 1878, when business demands and a move to another suburb saw him step down as President, and he assumed the role of Club Patron from 1879-1881. John Parry's role in organising the Club's elevation to the first division of the VFA had a profound impact on the Club as over the following decade it revolutionises the administration of Australian Football clubs and the game as a whole.

It is fair to say the 1880s was one of the most transformational periods in the history



of the game led by a success-hungry South Melbourne Football Club.

OUR INAUGURAL PRESIDENT

John Parry (pictured above) was born in Wales in 1832. As a young man he travelled to the US where he lives for seven years, developing a hatred of slavery. He returned to Wales and emigrated to Melbourne in 1861.

After his marriage in 1868 to Sarah Smith who is also Welsh, he resides in various residences in Emerald Hill (now South Melbourne) before moving out of the suburb.

He manages a drapery and then sets up an emporium in South Melbourne in 1885. It is one of the first department stores in Melbourne. His factories manufacture men's

clothing. Employing up to 400 women, he becomes an advocate for improved working conditions for women. He is known as "Honest John" and at its peak his company has eight shops in Melbourne and one in Sydney.

A successful investor in the coal industry, he is an active member of the Cecil Street Church and a lay preacher. In 1881-2 he was Mayor of Essendon and then a councillor in Prahran.

He and his wife Sarah have eight children, four of whom sadly die at a young age. He died in 1916 and is buried in the Melbourne General Cemetery. ▼

We would like to hear from you & receive your feedback





Tony Franklin, Laurie Axford, Brett Scott & Phil Loxley



Laurie Axford, Brett Kirk and Richard Colless

TRUE BELIEVERS LUNCH

On the 17th December, 2020 a lunch (smaller than was planned because of Covid restrictions) was convened at the Four In Hand pub in Paddington to pay tribute to Bloods greats Dennis Carroll and Craig Holden to mark their contribution to the Club both on and off the field-to for the best part of 30 years.

Dennis and Crackers nominated who they wanted in attendance. The Chief (aka Andrew Ireland) was down from Brisbane, Cords came from the Gold Coast, and Tony Morwood and Gerard came up from Melbourne.

On hand from Sydney were other past greats of the Club: Quadey, Taubo, Rocket, Murph, Stuey, Tony Franklin, Scotty, Crouchy and Snapper

(aka Brad Seymour).

Some of the off field pioneers including Deano (Moore), Huey (Harris), Dougie Coleman, Phil Loxley, Laurie Axford were there, together with some people who held the place together in more recent times including Chris Smith, Spurrusy, Payney, Gina (Keeble) and Janene. And heading into his 30th year of anchoring the pre-game function, Johnny Mangos.

And as the last to leave former directors Andrew McMaster and Richard Colless were left with the bill!

By popular acclaim one of the great reunions. A really wonderful afternoon of Bloods mateship and what this Club is all about.

SYDNEY CALLING

BY STEPHEN BRASSEL

FORMER SWANS GATHER

Thanks to the efforts of former Swans' General Manager Barry Rodgers and former player Darren McAsey, an Old Players' and Officials group has been developed this year.

Club Chairman Richard Colless has announced the first official function for the year — to be held today after the Carlton match at the SCG.

Some of those who will hopefully be attending are:

Rod Carter (1980-1990) — 217 games. Currently Specialist Coach with the Swans.

Dennis Carroll (1981-1991) — 204 games. Captain 1986-1991. Now Reserve grade coach for the Swans.

Neil Cordy (1987-1991) — 88 games.

Now Channel 7 Sydney special comments.

Craig Davis (1988) — 9 games. Current General Manager NSW AFL.

Tony Franklin (South 1974-1975) — 32 games. Coached briefly in 1984 when Ricky Quade was forced to retire due to ill health. A former Chairman of Selectors.

John Ironmonger (1985-1987) — 45 games. 200cm ruckman.

Darren McAsey (1985-86, 1988-91) — 34 games, 23 goals.

David Murphy (1984-1991) — 133 games. Played for Victoria 1987 and 1988.

Ricky Quade (1970-1980) — 164 games, former captain and Swans coach 1982-84. Former Chairman of Selectors.

Brett Scott (1981-1989) — 59 games, 44

goals. Joined Swans Match Committee in 1982. Coached senior team briefly last year before appointment of Ron Barassi.

Steven Taubert (1982-1984) — 44 games, 26 goals.

Terry Thrupp (1983-1984, 1987-91) — 69 games, 41 goals.

Greg Williams (1986-1991) — 107 games, 107 goals. Brownlow Medallist 1986. One of the true greats of the game to this day.

Barry Mitchell (1984-1991) — 148 games, 195 goals. Represented Victoria and NSW. Now with Carlton.

Ian Roberts (1979-1991) — 147 games, 33 goals.

Colin Kinnear (Coach 1989-1991). Now Football Director of Carlton Football Club.

• Games are for Sydney only.

Continued page 26



Rod Carter



Ian Roberts



Barry Mitchell



Craig Davis



Greg Williams



Dennis Carroll



Neil Cordy



Terry Thrupp



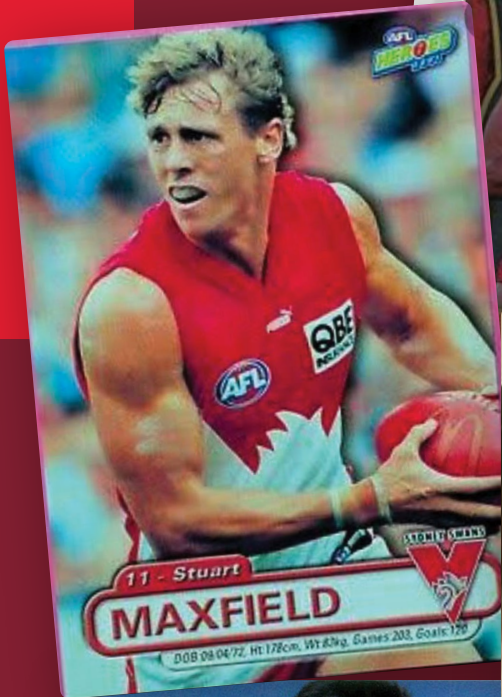
David Murphy



Darren McAsey

Football Record, August 12/13/14, 1994

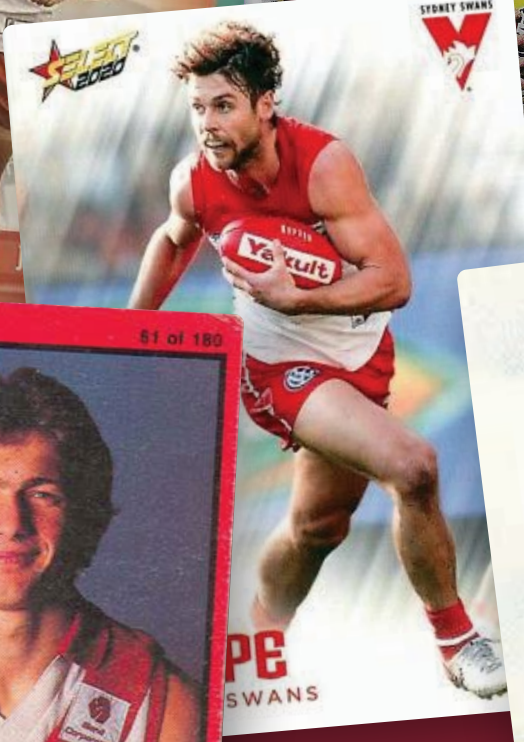
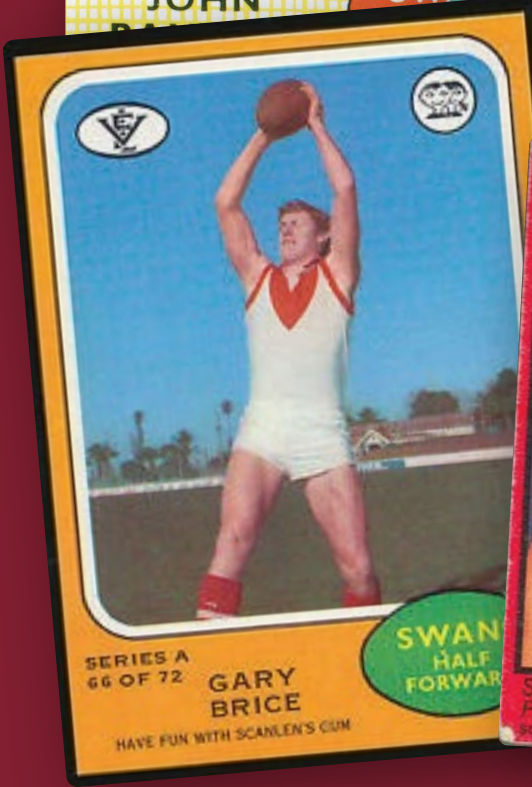
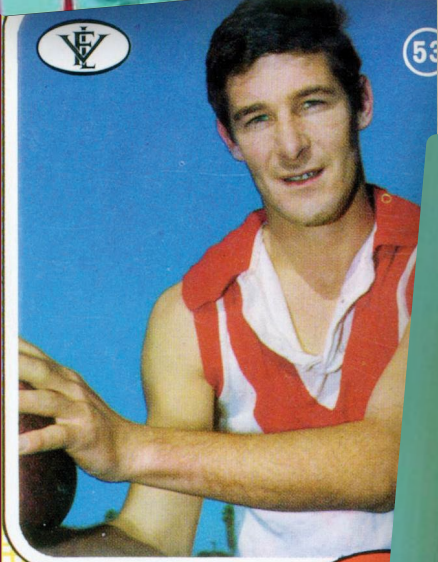


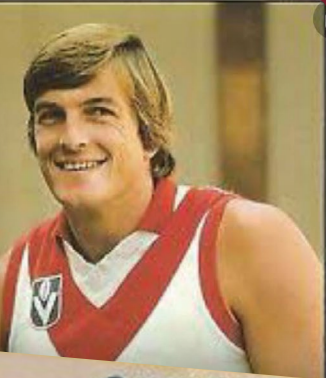


SYDNEY SWANS
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SYDNEY
THE SWANS
GREG "DIESEL" WILLIAMS

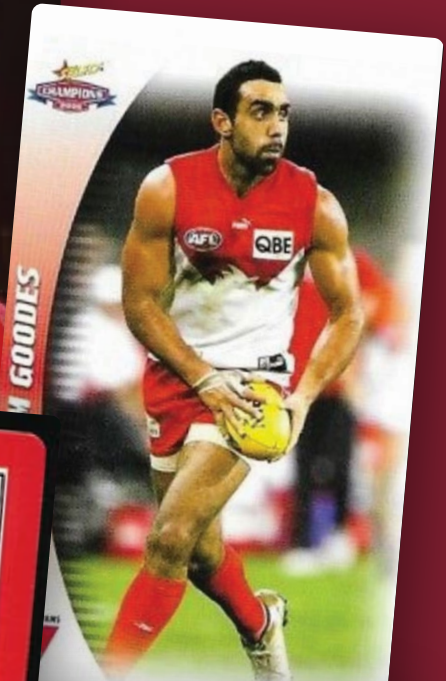
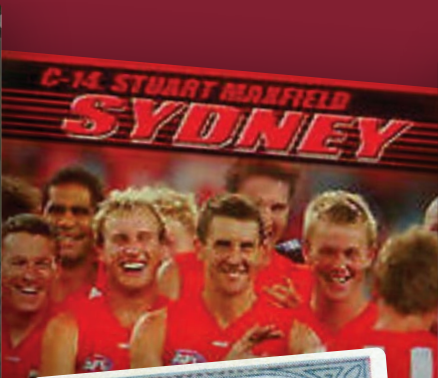


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SWANS

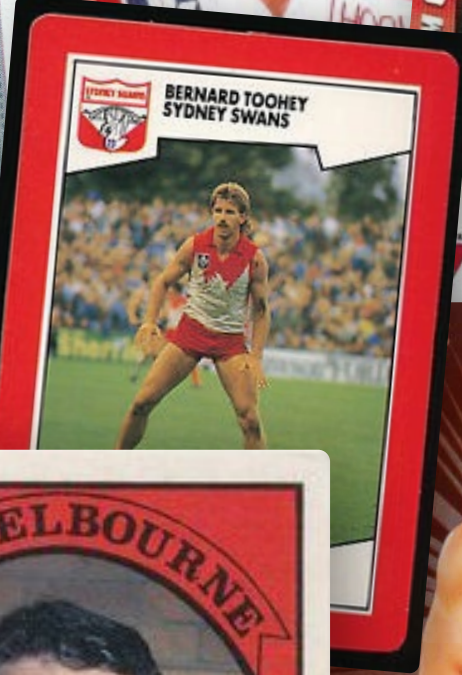




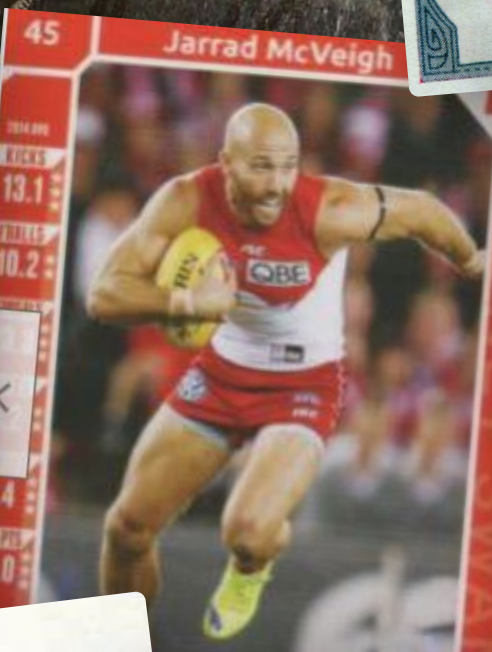
SWANS



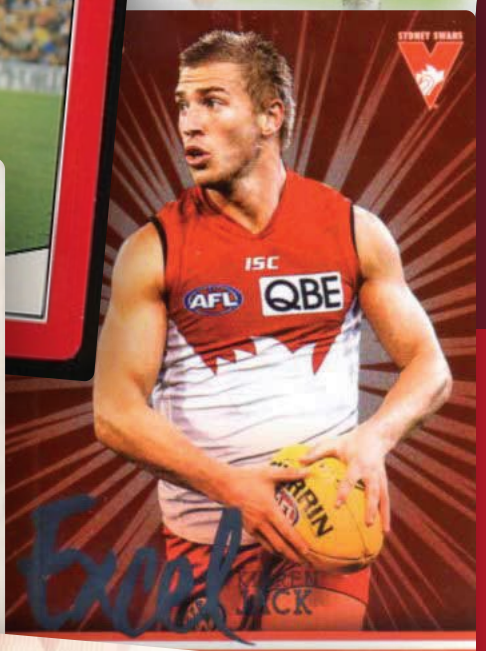
J. BISSETT
STH. MELBOURNE



BERNARD TOOHEY
SYDNEY SWANS



45 Jarrad McVeigh



STH. MELBOURNE



G. SIBUN
STH MELBOU

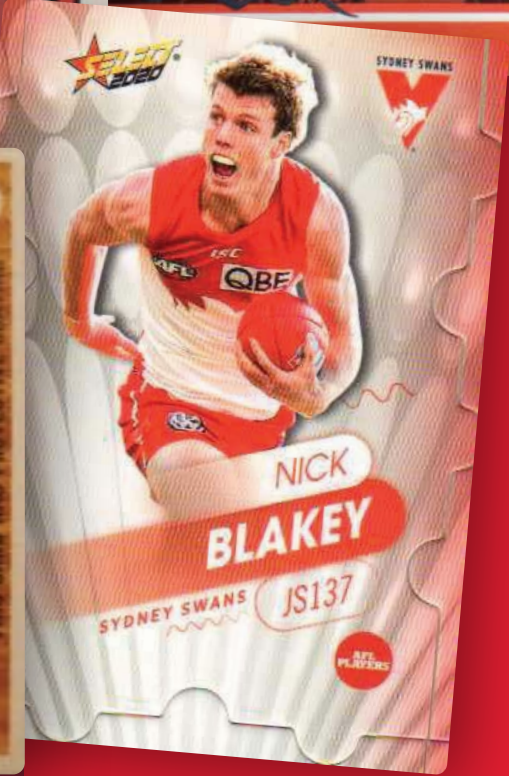


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THIS CARD HAS PROTECTIVE COATING

STUART MAGEE

HALF FORWARD
SOUTH MELBOURNE



NICK
BLAKEY

SYDNEY SWANS

JS137

AFL PLAYERS

BLOODS FOR LIFE PROFILE

DOUG COLEMAN

By Richard Colless

In our lengthy history particularly since 1982 there has only been a modest crossover of players between Australian football and rugby league.

A decade ago a kid called Tom Trbojevic was a member of the Swans Academy before being convinced to commit to his local rugby league club, Manly. We probably could've found a spot for him!

Club Legend Paul Kelly was a highly promising junior rugby league player with Wagga Brothers before switching to play Australian football with Wagga Tigers aged 15. And the rest as they say is history.

Probably the most successful conversion by a senior player was by Jim Reid who played senior rugby league for Parkes as a fullback or in the centres. Because his family had moved from Western Australia he had a junior Australian football background. He believed he could make it in the VFL, despite never having played senior football, rather than aim to play in the NSW Rugby League.

He chose South Melbourne (rather than South Melbourne choosing him) and was an instant



success, playing in the 1935/6 VFL Grand Finals.

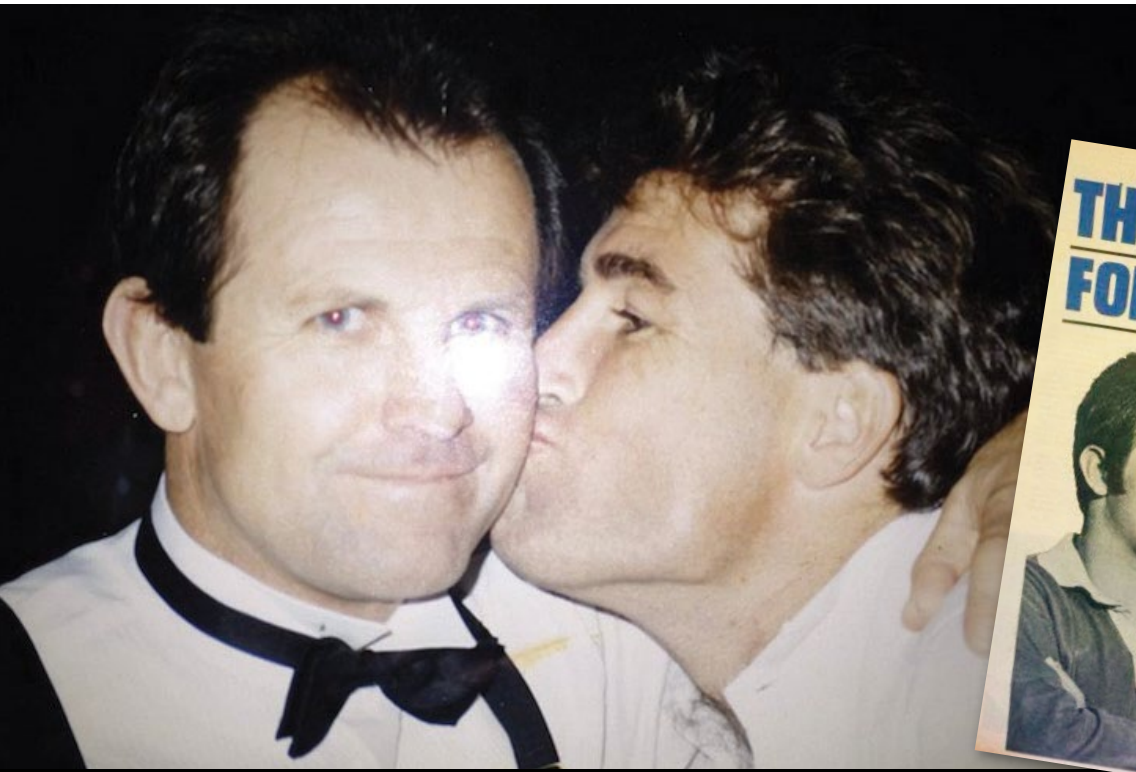
And obviously our brilliant doctor Nathan Gibbs who officiated in our two most recent premierships. He was the Captain of the South Sydney Rabbitohs at the age of 20, and the Dally M backrower of the year.

One of the most extraordinary crossovers, however, was by someone who played first grade in the centres for Newtown in the NSWRL between 1968-71, and then became our legendary foundation physiotherapist in 1982. The one and only Doug Coleman. Doug held the position from our arrival in Sydney until 1993.

Doug attended Waverley College and the University of Sydney where he graduated as a Physiotherapist in 1971. His first working position was Royal South Sydney Hospital, where he worked with a number of highly regarded orthopaedic surgeons.

In 1974 Doug moved to Vancouver, Canada to further his experience. He returned to RSSH after nearly two years away.

In 1978 he went into private practice in Bondi



Doug Coleman & Gerard Healy



Junction. Some of his patients were very high profile and one assumes very demanding. They included Kerry Packer and Sir Peter Abeles. As a consequence, he was appointed resident physiotherapist at a prominent private hospital which was owned by Sir Peter and George Rockie

In 1980 he became the physiotherapist at Balmain Rugby League Club, believed to be the first such appointment in rugby league.

During 1981 Dean Moore, who was ultimately charged with getting the Club to Sydney in 1982, made contact. Consequently, Doug undertook a crash course in Australian Football.

Doug officially joined the club in 1982, 2 weeks before the first game on 28th March.

What he walked into was, as everyone involved soon found out, an under resourced organisation with antiquated equipment (if any at all!) across the entire Club.

One of his first tasks was finding a doctor. He contacted the AMA and was informed that a group of doctors had recently completed a post graduate sports injury course. Dr Phil

Loxley came on board. Doug and Phil had very different personalities but their style and commitment complemented each other in a very successful partnership.

Doug said he was shocked at the number and variety of injuries VFL players sustained. He rode the highs and lows of the club and introduced various rugby league people to it.

He believes we should've won the Premiership in 1986. Our Best & Fairest winner that year was Gerard Healy, who had been accepted into Cumberland Physiotherapy School on Doug's recommendation (one imagines a very strong recommendation!). Gerard did his final placement before officially qualifying as a physio under the tutelage of the great man.

Because he had become such an integral part of the Club, Doug says he was shattered as things began to fall apart on and off the field in the early 1990s.

He was also involved with the NSW State Australian Football team for many years including the memorable win against the Vics in 1991. Doug says his major post-match memory was spending most of his winnings

BLOODS FOR LIFE PROFILE

DOUG COLEMAN

from his successful punt on the team at 7-1 by buying beers for the Danihers. He didn't realise there were so many of them!

After leaving the club he retained his connections with the game and in 1998 travelled to Ireland with the Australian team as its physiotherapist, although it was really as medical practitioner and chief motivator, the roles he held for over a decade at the Swans.

In 1998 he was made a Life Member of the Club, an award he classes as one of the greatest honours in his sporting career.

He was engaged by Nike at the 2000 Olympics to take care of their directors (really?), and in 2001 was appointed as Medical Coordinator to the ESPN X Games for the next decade.

As indicated, Doug's contribution, however, was not purely as a physio. He energised the Club and was a force of positivity. He did much for the spirit and morale of the Club. He was exactly what was needed for a Club dropped into a foreign market where winters were dominated by the rugby codes about which no one in the Club knew anything. Doug's knowledge of the Sydney market, how things worked in the city, and who made them work was of incalculable value.

His storytelling lives on. One of the great raconteurs, it was on display full tilt at a lunch in late 2020 at the Four in Hand for some of his close mates, including Dennis Carroll and Craig Holden.



Dean Moore tells the story about Doug in late 1984 on his hearing that Dean was returning to Melbourne.

Doug rang to see if there was anything arranged by way of a farewell. There wasn't. Doug said he would pick up Dean in an hour, which he did in his Porsche. Dean says it was one of the best lunches he ever experienced. Because it was a busy afternoon there was no parking in close proximity. There was a space outside the restaurant however with a sign which read Strictly No Parking. Doug said to Dean who was obviously concerned about the ramifications for the driver, "Don't worry about it mate, it's reserved for my personal use."



In 1998 he was made a Life Member of the Club, an award he classes as one of the greatest honours in his sporting career.

It's probably fitting that the Captain for most of the time Doug was formally involved with the club, Dennis Carroll, has the last words.

"Self-assured, upbeat, forthright and loveable are the words that instantly come to mind when I think about Doug Coleman. From the very first day Dougie walked through the doors he connected with the players through his vast physiotherapy knowledge and effervescent personality. Doug was passionate about his profession and support however, he became much more to the football department and players through his many years of service and never-ending generosity".

There are many memories from a physio or social perspective and if you suffered from lower back tightness or hamstring issues you will shudder at the thought of Doug's 'world famous' SLUMP. A vivid social memory (and there are many!) was Dougie's 40th birthday celebration at the Paddington Town Hall where John Paul Young himself lead the festivities. The place was packed with celebrities, entertainers and scallywags and the function still remains a part of Swans social folklore.

Whether it be Dougie the passionate professional supporting his team to win or Dougie the rascal having himself paged at international airports, we all love him, and he will always be a great friend to so many from that era.

Doug says the best players he saw were Greg Williams, Gerard Healy, Paul Kelly, Warwick Capper, Barry Round and Dennis Carroll.

His two most memorable moments were Tony Lockett's point kicked after the siren in the 1996 Preliminary final and the four last quarter goals from Nick Davis against Geelong in the 2nd Semi Final in 2005.

Dougie retains his passion for the Club. As the Club does for him. ▼

We would like to hear from you & receive your feedback



WHERE ARE THEY NOW?

DALE LEWIS

By Jim Main



PLAYED

1990-2001

GAMES | 182

GOALS | 186

NUMBER

43 (1990)

3 (1991-2001)

In hindsight, it was fortunate that the Sydney Swans were in the doldrums in 1990.

Being second last on the ladder behind the Brisbane Bears, the Swans had the number two selection in the mid-season draft and were able to pluck a ready-made star in North Ballarat's Dale Lewis.

The number one pick, Laurie Schache (West Torrens) played just 29 games for the Bears, whereas Dale became a Swan star and an AFL standout for more than a decade.

Dale, who barracked for Hawthorn as a

boy, had no hesitation in moving to Sydney immediately after he was drafted.

He explained: "I just wanted to play at the top level and there was every indication that the Swans were going to pick me; it was no surprise and they were my second favourite team anyway."

Almost every club had him in their sights after several years of being overlooked at national, pre-season and mid-season drafts.

Originally from the northern Victorian city of Swan Hill, he had moved with his family to Ballarat as a boy and made a name for himself there without being a draft standout

"I trained with St Kilda and Richmond, and other clubs showed interest, with the Saints telling me I was too light to make the grade," he said.

"I played with the Torquay Tigers (Bellarine League) and then Ballarat North before the Swans picked me up".

"I was 21 years of age when drafted and I now would be considered a 'mature age' recruit."

His first game for the Swans was against Footscray (now Western Bulldogs) at the



Western Oval and he notched a goal with his first kick.

It was a memorable debut as he played on a wing opposed to top-ranking Bulldog star Leon Cameron (now the Coach of the Greater Western Sydney Giants).

Lewis said he picked up 16 or 17 possessions and from there, he developed into a Swan favourite with his strong marking, dash and cleverness near goals.

He gave the Swans wonderful service and played in the losing (to North Melbourne) 1996 Grand Final.

However, playing in a Grand Final was not the highlight of his career as he has greater memories of the previous week's one-point preliminary final defeat of Essendon at the SCG.

"Getting to a Grand Final, the first for the Swans in 51 years, was amazing and there was

such an enormous buzz around the club."

Dale Lewis retired in 2001 and played country football near Swan Hill before moving to Adelaide and, from 2005-19, could be heard across the airwaves on breakfast, drive-time and football radio.

He now is based in the West Australian town of Busseltown, working for good mate and former Swan Ben Doolan.

He explained that he moves between Busseltown and Adelaide as wife Angie and three children (Evie 12), Owen (10) and Leni (seven) still live in the South Australian city.

All the Lewis family follow the Swans from a distance as his heart still pumps red and white. ▼

We would like to hear from you & receive your feedback



FROM THE HORSE'S MOUTH

It is great writing to you as the team prepares for a return to finals footy.

It has been another extraordinary season.

On June 22 we packed up and left Sydney as the Covid outbreak closed in on us. We expected we may be on the road for a couple of weeks. Two months later and after stints in Brisbane, the Gold Coast and now Melbourne, we remain on the road.

Despite the challenges, our group has been remarkably resilient. We are rolling with the punches and to the credit of all the players and staff we have managed to perform at a consistent level.

We understand that large parts of the community in NSW and Victoria in particular are doing it tough in lockdown, so while we have had our challenges, we are lucky we can



No 14 Bloods: Bob Skilton, Paul Kelly and Craig Bird

continue to play and hopefully bring some excitement into people's homes each week.

No doubt some of that excitement has come from the emergence of a really exciting group of young talent.

In a record for our club, we have had four Rising Star nominees with Errol Gulden, Chad Warner, Braeden Campbell and Justin McInerney all receiving recognition.

Another Rising Star, Nick Blakey, unfortunately suffered a season ending injury during the round 22 match against the Kangaroos. Nick had really settled into his new role off half-back and we are disappointed his season has come to abrupt end. On a positive note, we have seen what he is capable of and that is cause for excitement.

As we head into the business end of the



season, we have won 15 matches during the year and have secured our place in the top eight.

Throughout the season we have shown we are competitive against any team when we bring our desired level of effort and intensity to the contest. But we have also seen just how costly a drop of intensity can be. That is particularly true of finals football.

One of the highlights of the season has been seeing the connection our players have to wearing our old South Melbourne, red-V heritage jumper.

We planned to wear the jumper as a one-off in round 17 against the Bulldogs. Following that game and the strong win, our players lobbied hard to continue wearing it for away matches.

Prior to the Bulldogs game, the players were

lucky enough to be joined for lunch by Bloods Legends Bob Skilton and Peter Bedford, to speak about the club's South Melbourne heritage. Their words had a huge impact on the team and there is no doubt the Bloods spirit is very much alive within the current group.

All at the club place great importance on our connection to past players, officials, life members and supporters. Thank you for your support.

I hope we give you plenty to cheer about over the coming weeks. ♥

John Longmire
Senior Coach

We would like to hear from you & receive your feedback



OUR REINVIGORATED CLUB

To all our Bloods for Life,

I am thrilled to be writing an overview of the club in 2021 as part of this new regular Bloods for Life magazine..

As current and past players, officials, life members and supporters you are key stakeholders in our club.

With thanks to the founding Committee, we are committed to improving the communication and engagement with all those who are Bloods for Life.

Following the severely Covid-impacted 2020 season, we had all hoped for some clear air in 2021.

As I write NSW remains in a lengthy lockdown and Melbourne is in the midst of its sixth lockdown. It is a tough time for so many.

Our players and football department staff have been on the run from Covid for more than two months and are presently living in lockdown at the Como Hotel in Melbourne.

Despite all the challenges that come with being away from home, the team has shown wonderful resilience and continued to perform at a high level. It is a credit to all our staff and players. The Bloods spirit is alive and well.

So, while 2021 hasn't been the smooth sailing we would have liked, I can say things are vastly improved from 2020.

On the field, the improvement is self-evident. We are set to returning to the finals for the first time since 2018. It is a wonderful effort from the



entire club and certainly from coach John Longmire and the football department led by Charlie Gardiner.

Off the field, we have worked incredibly hard to stabilise our financial position following the severe shock of 2020. Despite the ongoing Covid situation, we are on track to break even in 2021.



This stability means we have been able to advance discussions about the much vaunted Sydney Swans HQ project at the Royal Hall of Industries.

The project was shelved at the height of the Covid pandemic in 2020, but we are increasingly hopeful we will receive the greenlight to commence works in the



A pair of 14s: Bob Skilton and Callum Mills

coming weeks.

If revived, the project will transform the Royal Hall of Industries at Moore Park – just a drop punt away from the SCG – into a world class sporting and community hub. Sydney Swans HQ will be the state-of-the-art home for the club and allow us to engage with our people like never before. As our Chairman Andrew Pridham has stated, the project is the most significant undertaking by the club since the relocation to Sydney.

Our final member tally for 2021 sits at 50,144. It is an incredible show of support from our people, particularly in light of the challenges the community has faced over the past 18 months.

Finally, I want to acknowledge the exciting news that the club has been awarded an AFLW licence. It will see the Sydney Swans field a women’s team in the elite competition in Season 7, commencing late in 2022.

This is a significant announcement that has been met with enormous excitement throughout our

community. For nearly 150 years we have fielded a men’s team in the elite competition, and going forward, AFLW will be a significant part of the club’s future.

Entry into AFLW has been our ambition since introducing a female pathway into our QBE Sydney Swans Academy in 2018. We have 300 girls engaged in those programs and it is exciting they can strive to represent the famous red and white at the elite level. They too, will one day be Bloods for Life.

Thank you for your ongoing support.

Stay safe, wherever you are, and I hope you enjoy watching our team back on the finals stage.

Cheer Cheer,

Tom Harley
CEO



We would like to hear from you & receive your feedback



HALL OF FAME AND HERITAGE LIST UPDATE

CRITERIA FOR INDUCTEES

The announcement of inductees onto both the Hall of Fame and the Heritage List is one of the most meaningful and important events on the Club's calendar. Unfortunately, due to the ongoing impact of the COVID-19 pandemic, this year's Hall of Fame function has been postponed until next year (date to be determined). This update is in relation to the recent changes in the categories and criteria for induction into the Hall of Fame and Heritage List.

The aim of the Club, as with everything, is to be the best. Consequently, a review has recently been undertaken of the guidelines and processes in relation to both the Hall of

Fame and the Heritage List.

The Hall of Fame largely relates to the on-field achievements of our players. The Heritage List involves the recognition of virtually anything of significance to the Club that does not involve a player's career.

The Hall of Fame Committee is a mix of Sydney and Melbourne based people with the relevant skillsets to play an active role in the identifying of prospective Hall of Fame inductees and Heritage Listings.

This includes past players, football administrators, former Board members, football journalists, authors, football historians. The Club CEO is year on the club CEO is also an



[Visit the Swans Heritage List](#)



Heritage List: 1918 Premiership

ex officio member of the Committee.

- Richard Colless (Chairman)
- John Herriot
- Jim Main
- Dennis Carrol
- Dean Moore
- Mark Branagan
- Tom Harley (ex-officio)

To date, there has been only one category for induction into the Hall of Fame which covers players, coaches and administrators. This has made it exceedingly difficult to compare individual contributions. After much consideration and consultation, it has been

determined that all inductees will be called Bloods Hall of Famers, and that there will be three distinct categories for induction: Players, Coaches, and Administrators.

In addition, in the Players category, as well as Legends and Inductees, there will now be a third category called Champions. This will apply to players who almost certainly would have been Legends but for the relatively small number of games they played, or where a player has had a unique career and impact on the Club. ▼

[Visit the Swans Hall of Fame](#)



QUESTION 1.

How many players who played at least one senior game for the Club are today playing for other AFL clubs? Can you name them?

A: 6 **B:** 10 **C:** 12

QUESTION 2.

From 2000, how many Assistant Coaches of the Swans have been appointed to a senior coaching role in the AFL? Can you name them?

A: 2 **B:** 4 **C:** 6

QUESTION 3.

How many Brownlow Medals have been won by South Melbourne/Sydney players? (Note it is medals won not number of individual winners). Can you name them?

A: 10 **B:** 14 **C:** 16

QUESTION 4.

Who is the only club Legend who played in the 19th century?

QUESTION 5.

How many South Melbourne/Sydney players have been the leading goal scorer in the competition at the completion of VFL/AFL Home and Away season?

A: 10 **B:** 14 **C:** 16

QUESTION 6.

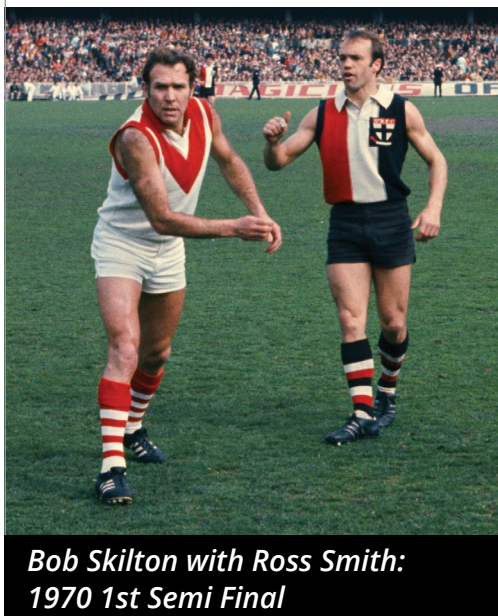
Who am I? I was selected in two All Australian teams after Carnivals in 1953 and 1956 (captain). I first played in the VFL in 1960 as a 28-year-old when I joined South Melbourne. I won the club Best + Fairest in that year. I didn't play in the WAFL or SANFL.

QUESTION 7.

Two of the absolute legends of the game, Bob Skilton and Ron Barassi, played together in the same team on two occasions. And they also coached the same two VFL clubs? Can you name both teams and both clubs?

QUESTION 8.

A current player's two grandfathers were teammates at the Swans. Name the player and his grandfathers?



*Bob Skilton with Ross Smith:
1970 1st Semi Final*

Quiz: HOW SWANS SAVVY ARE YOU?



The great RDB in action!

QUESTION 9.

Which players were affectionately known as Wheels, Sudsey and Reggie?

QUESTION 10.

Which sports did the following players excel at before joining the Swans in their late teens or twenties with no prior Australian football background? In all cases they played in Grand Finals with two playing in premiership sides: Tadgh Kennelly; Mike Pike and Jim Reid

QUESTION 11.

Which player kicked our first and last goals in our 2012 Premiership?

QUESTION 12.

Which two brothers and a son of one of the brothers topped the Club's goalkicking?

QUESTION 13.

Who is the youngest player to win the Best + Fairest at the Club?

QUESTION 14.

One for the true historians: Who is the youngest player ever to play senior football for the Club?

QUESTION 15.

In 1975 the Club traded John Pitura to Richmond. Which players did it receive in return?

QUESTION 16.

Which song based on South ruckman Fred Fleiter's call to one of his teammates became a number one single in Australian in 1979? And up until that time the largest selling Australian single of all time with over 250,000 copies sold.

QUESTION 17.

What do Terry Brain, Brett Kirk and Josh Kennedy have in common?

QUESTION 18.

Which 2 legendary coaches who were also gun players (1 from WAFL and 1 from SANFL) and who are inductees into AFL Hall of Fame (Coaches), played for South Melbourne (albeit briefly) during WW2?

QUESTION 19.

How many Test cricketers have played senior football for the Club?

QUESTION 20.

Which player who joined the Club from Nelson Bay near Newcastle has played around 570 senior games and at 51 is still going strong?

Check your answers
by clicking on the icon





South Melbourne v Collingwood semi-final at the MCG 1907

The Bloods of Old



South Melbourne Football Club 1908.

South Melbourne 1908



1959 South Melbourne 2nds

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 140 past players with more than \$1.1m 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

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