

CLAREMONT FOOTBALL CLUB

Tigers Academy



2013 HANDBOOK





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Philosophy

The Claremont Football Club is committed to maximizing the potential of every young footballer within our District. By providing education and innovation, the CFC Tigers Academy will foster an environment where every young footballer can achieve their goals and perform at their best.

Mission

- To provide long term senior players for the Claremont Football Club
- To assist players reach the AFL
- To make people involved in our program more rounded and better human beings
- To make a positive contribution to the quality of all stakeholders and the game in the Claremont Districts

Structure

The Claremont Football Club Talent Committee oversees the Academy program. All coach appointments and content are to be committee approved to ensure consistency and ensure quality control. This committee meets on a monthly basis to consolidate the operation of the academy with the Talent Manager as the executive officer.

Darrell Panizza – CFC Director

Darcy Coffey - CFC Talent Manager

Dan Barnes – District Manager

Brett Claudius – CFC Kimberley Talent Manager

TBA – Regional District Manager (Great Southern)

Mark Paris – Claremont District Coach Coordinator

This committee oversees to following academy squads:

- **14s Squad**
- **15s Squad**
- **16s Squad**
- **Tiger Rookies (16s-17s age group)**
- **Colts**

Whilst maintaining a vested interest in our regional football programs and carnivals throughout any given year.



Zoning & the District Model

The West Australian Football League is the state based football competition in Western Australia and is made up of nine clubs. Both the metropolitan and regional areas of the state are divided into different geographic zones (or Districts) that have an affiliation with one of the nine West Australian Football League (WAFL) clubs. Each club has a responsibility to develop and promote the game within their zone with players from each area aligned to a particular club. The Claremont Football Club has a long and successful history of developing its own players and has by far and away the most locally developed talent on this list across the nine WAFL clubs.

The CFC takes great pride in providing opportunities and education through our talent academy and development squads and gives our district zoned players every chance to represent the club at the highest level possible.

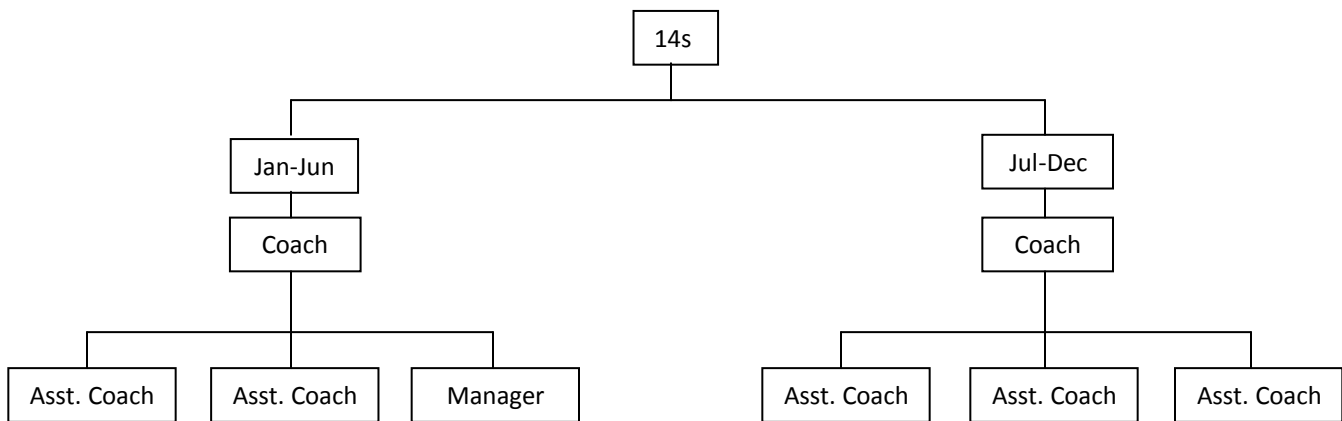
To explain in a bit more detail, player alignment is based on their home residential address, **not** where they school or play their community football. For instance, if a young man from Albany is boarding at Guildford Grammar, he is aligned to Claremont based on his parents' home address. Likewise with a metropolitan zoned player. If he lives in Floreat (within CFC zone) but attends Trinity College (out of our zone) he is still considered a Claremont aligned player. With the huge number of kids playing football across the state, it can be very easy to lose track of whom and where our aligned players are. The players themselves can also be unsure of how the relationship with the WAFL club works so anyway in which we can identify these kids and assist in the pathway is beneficial for all parties. In fact, for players to reach the highest level, it is essential in WA for players to have a relationship with their aligned WAFL club with players ineligible to be drafted to the AFL unless they have played a game of WAFL football (colts, reserves, or league).

Please see pages 18-20 for detailed explanations and maps of the Claremont Football Club District Zones.

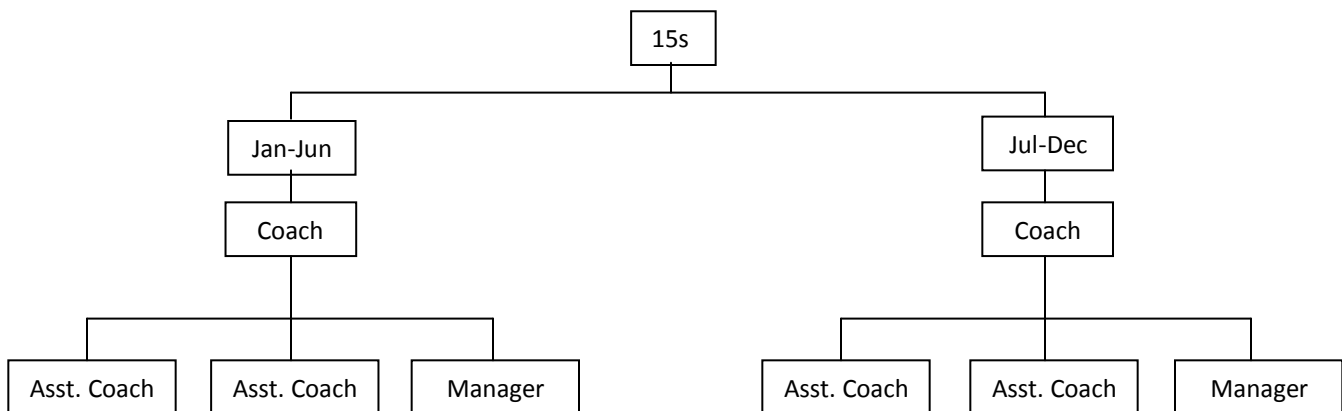


Pathway

It is important to start by stating that players can move in and out of the Tigers academy at any stage from 14s, 15s, 16, and Colts age groups. Not making it into a specific group or being released from a specific group does not expel your opportunity to enter at another stage and/or age. Players can first be invited to the Claremont Football Club from the calendar year they turn 14 to be part of the 14s Academy Squad; this being their first opportunity to represent their zoned WAFL club and an initial entry point to the WAFL Club talent pathway. Players are split into two squads according to their dates of birth, one for those born in the first half of the year (January to June) and the other for those born in the second half (July to December). This format provides greater opportunities for the young players within our country and metropolitan zones who are at many different stages of development. This squad will play representative sides from the other eight WAFL clubs in a carnival which traditionally consists of approximately 4 games and is played over the October school holidays.

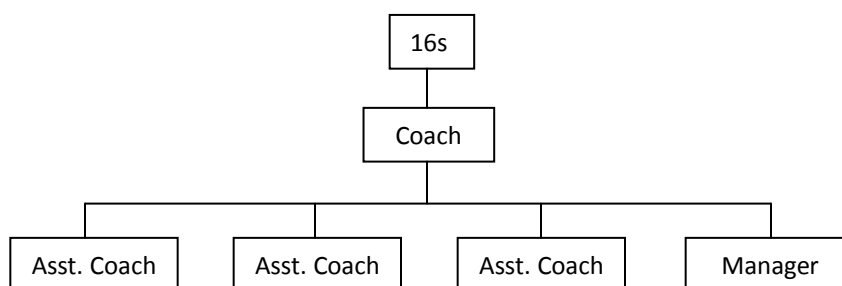


A 15s Academy Squad runs concurrently with the 14s group. This squad also participates in a carnival in the same format and time as the 14s annually. Players from the previous years' 14s groups are not automatically invited to return and try out for the 15s. Players are identified and nominated and new players may enter the program leading into the carnival.





The next step on the Talent Pathway is the 16s Academy Squad. This squad is reduced to one side and participates in approximately 6 games in a carnival format from March through April each year. Selected 15s players from the previous year as well as additional players from schools and community clubs within our zone are again identified and invited to try out for the squad.



State selectors monitor this carnival very closely to identify players to represent Western Australia in a state 16s squad which play in a national carnival over the course of the season.

Claremont Rookie Squad

The idea of this squad is to retain our district players within the development pathway and to provide a strong foundation and launching pad into our Colts Program. With the current Development Squads limited to the 14s, 15s, and 16s age groups, we have identified a gap following their involvement in the 16s where players may be too young, not physically capable, or not quite ready to play colts football.

The rookie squad is a training program run throughout the football season on a monthly basis focusing on the key areas of; Skills, Game Sense and Positional Play, Strength & Conditioning Technique, and Core Exercises & Injury Prevention. In retaining these players within the system, the CFC Rookie Squad program ensures these players are receiving elite tuition and football education opportunities and therefore give them every opportunity to continue to represent Claremont Football Club in the future.

Colts

The Colts represent a key stepping stone in the player development pathway, and despite advancements in training techniques and the participation in a regular season, the same Academy principles apply. As team success is important in developing a positive culture, this cannot undermine the duty of the program to provide every opportunity to the player to maximise their potential. The Colts provides a strong platform from which to develop senior footballers for the Claremont Football Club and be drafted into the AFL system.



Country

Satellite programs are run in our zoned country areas to fast track players along the academy pathway. Players from our country areas are invited into academy squads to participate throughout the football season from programs including but are not exclusive to:

- Great Southern Storm Program
- Kimberley Spirit
- NW 15s Carnival
- NW 16s Program

Colts Cadetship

The CFC Colts Cadetship is an opportunity to be introduced to the demands and inner workings of the Claremont Football Club. Participants will experience what is required to represent the Club as well as developing a thorough understanding of the history, management, organization and promotion of not only Claremont, but the game as well.

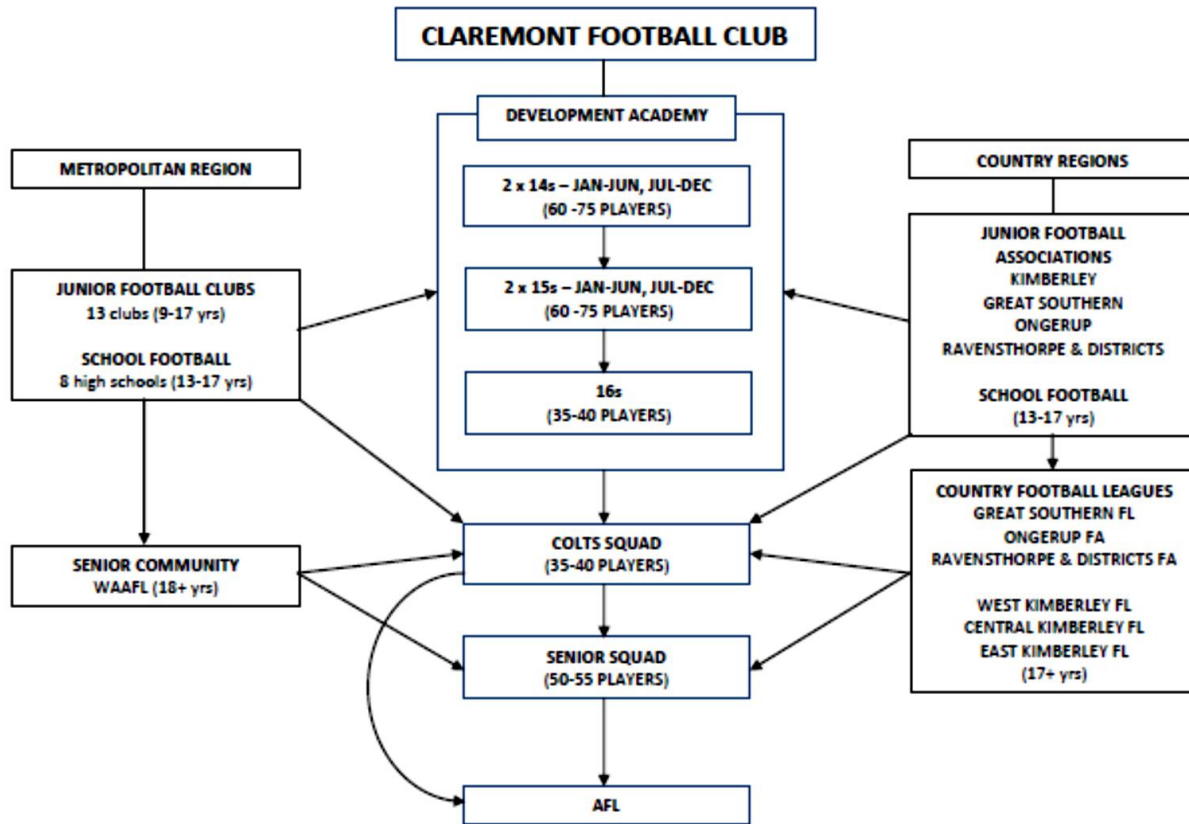
This program is designed for players within our country zones, identified as capable of playing WAFL colts football, to spend time with the Club, training and ultimately representing the club on game day.

Coaching

The Claremont Football Club academy program also provides a unique opportunity to develop our district coaches. As well as identifying talented players and assisting them in achieving their goals, in parallel to this program we also strive to increase the wealth and education of coaches in our district. As part of our academy coaching staff we are able to provide opportunities to foster a coach's improvement and continued progress through the coaching ranks.

Ideally, our 14s coaches are groomed into 15s positions, likewise 15s into 16s and eventually 16s into the Colts Coach position. The current head coach of the 16s program is also required to take an assistants role in the colts setup to further strengthen this pathway and help to ease and assist a players transition into the elite colts program.

Becoming a Tiger...



The diagram above demonstrates the pathway to playing senior football at the Claremont Football Club and beyond. District players can enter the pathway at any age from our zoned metropolitan & country areas.

Note: The Rookie Squad training program falls between the 16s and Colts program.



How do players get involved?

In order to assist with our Talent Identification and Development program, at the beginning of the season, coaches of 14s and 15s community & school teams within the Claremont district are asked to nominate the most talented players within their respective sides. Coaches are reminded that even if they are small and show some good signs they may deserve nomination. Likewise if kids are tall but still quite uncoordinated, it may be worth us having a look (see attachment 1). However, this nomination does not guarantee an invitation. These nominations will give us a better understanding of the players in our district and representatives from the Claremont Football Club can then attend both school & community matches throughout the season to further assess players.

The 16s & Colts process is a little different in that community and school coaches may be consulted; however, players are generally contacted directly by the Claremont Football Club.

Country

Players are identified through the talent and development programs in our respective country areas and invited to participate in the academy.

Player Release Procedure

We do have some necessary squad size restrictions for all our programs which does result in players being released from time to time. It is important to remember that being released from any specific squad **does not** mean the end of your time at the Claremont Football Club. Although some players are immediate stand outs, we also keep a close eye on players at many different stages of development and particularly those who we believe have a large scope for improvement. For example, there have been many cases of players released from a 16s Squad being invited to a Colts preseason that very same year. Whilst it is always disappointing to miss selection in any team, players must understand that it will be their ongoing approach to training and matches at community & school level that will determine how much they improve.

We feel the most appropriate way to release players from any of our club programs is face to face. Each player to be released will be brought off the track at training and invited into the coaches' room to discuss where we feel they are currently at. At least one coach and the Talent Manager will be present to explain the reason they are being released as well as to discuss their strengths, areas of improvement and to assist in mapping out their football pathway in the immediate future. If they would like a follow up meeting with their parents involved that can certainly be arranged.

Unfortunately there is no perfect method to deliver this news but we feel this to be the most respectful and appropriate. The important thing is to listen to the feedback carefully and then apply it. As mentioned previously, there is always the opportunity for a follow up discussion on a players individual pathway.

Claremont Football Club - Academy Timeline



	14s	15s	16s	Rookie Squad	Colts
January			Player Invitations go out. Training Commences		Pre-season
February			Training & Practice matches. Squad reduced	Players released from colts squad added to rookie squad database	Pre-season
March	Coach Information Meeting	Coach Information Meeting	Squad finalized, Carnival begins	Players released from colts squad added to rookie squad database	Squad finalized. WAFL season begins
April	Coaches Nominate Players	Coaches Nominate Players	16s Carnival		
May	CFC reps observe school and community games	CFC reps observe school and community games	Players identified to participate in Rookie squad and/or Colts program	Rookie Squad Invitations go out, sessions commence	
June	CFC reps observe school and community games	CFC reps observe school and community games			
July	Player Invitations go out. Training program commences	Player Invitations go out. Training program commences			
August	CFC reps observe school and community games. Players may be added	CFC reps observe school and community games. Players may be added		Rookie Squad sessions end	
September	Community Finals	Community Finals	Community Finals	Community Finals	WAFL finals
October	Carnival Games	Carnival Games	Invitations go out for Colts preseason	Invitations go out for Colts preseason	Invitations go out for Colts preseason
November		CFC identifies 16s initial invites list			Pre season commences
December					Pre season



Academy Program Responsibilities

Ethos

Claremont Football Club has a strong policy of developing our own players and promoting from within. All academy squads are responsible for providing our players every opportunity to learn the skills as well as the positional and structural knowledge to play Australian Rules Football and maximise individual potential.

Standards

Structure plays a significant role in achieving our program outcomes. In consultation with the Claremont Football Club Talent Committee, academy coaches are required to develop the following program standards and expectations:

- Dress Standard for all coaches and players
- Coach Assessment forms to coaches prior to carnival
- Detailed training program outlines
- Game Day timeline
- Assistants to be involved re: Drills
- Set out Discipline required
- Coaches to shake umpires hand pre & post game
- Evaluations/Assessments to be completed within two weeks of completion of carnival
- A positive environment is crucial in both teaching and learning with coaches and players encouraged to have a constructive attitude towards their football education at all times.

What we're looking for from our players:

- Talented
- Coachable
- Driven
- Enthusiastic
- Dedicated

Values

- **ATTITUDE** (Willingness to Learn)
- **DISCIPLINE** (Following Instruction)
- **MATESHIP** (Share & Care)
- **SELFLESSNESS** (Team First, Me Second)
- **WORK RATE** (Thirst for Hard Work)
- **INITIATIVE** (Be proactive)
- **RESPECT**



Program Content

Technical abilities and skill development are the primary focus of Academy squad coaching with social and personal education components also incorporated in accordance with CFC Academy Mission. Programs differ in length and focus depending on the age groups. At the core of the program;

- Player development is the first priority, winning is a bonus.
- Players will play in a variety of positions across the ground to further their football development. It is vital all players are educated about positional and structural aspects of the game and players will be adjusted according to personal and team requirements.
- Players should still be encouraged to 'Take the game on' and fully display their skills by going for their marks and running & carrying the football. However high emphasis should be placed on players who are fierce at the contest, protect their team mates and are fully accountable for the opposition by applying for defensive pressure.

Technical Objectives

KICKING

- Technique / Both sides of body.
- Kicking to a target
- Kicking to space / advantage
- Kicking under Pressure

HANDBALL

- Technique / Both sides
- Quick use
- Depth handball
- Handballing –give on the up
- Release arms in a tackle to give
- Under pressure

MARKING

- Technique
- Overhead / Out in front
- Under pressure
- Spoiling / destroying

BLOCKING & TACKLING

- Technique
- When to Block or Tackle
- Tackling from behind/front on

ATTACK ON FOOTBALL

- Gathering Ground ball / head over the ball / stay low to pick up.
- Running in straight lines
- Accepting physical contact
- Smothering



DECISION MAKING

- Choosing the best option
- Committing to contest or stay with player
- Using space & create space for team-mate
- Work rate at transition from attack to defence and vice versa (Offensive & Defensive Spread)
- Receive or Assist (block/talk/create space)

ONE on ONE CONTESTS

- Beating opponent or at least halving contest
- Body positioning / Defensive side
- Use of support
- 2nd, 3rd etc efforts / Follow up possessions

Team & Individual Development

It is the responsibility of our program to teach our players how to play a variety of positions and roles. Some of these will be unfamiliar to the player and it is asked that both player and parent support this philosophy in line with their individual as well as their team development.

It is important to absorb as much information as possible regarding your positioning and be sure to ask questions of the coach to measure your performance. Your success as a player is **NOT** always about how many times you get the football. Part of this development will be learning the role of rotations and spending time on the interchange bench. Match-ups and the necessity to keep players fresh form the foundation of our rotation policy. Players are asked to give it their all whilst on the ground and know they will get time on the interchange to rest and recuperate throughout the match. Time off the ground also gives the coaches an excellent opportunity to speak directly with the individual players and provide feedback and instructions as an important part of the player's development.





Procedural Objectives

BALL IN DISPUTE

- 1. WIN THE BALL**
 - Don't peel back and leave someone else (teammate or opponent) to win the ball.
- 2. SECOND EFFORT**
 - Immediately make another effort if at first unsuccessful.
- 3. FRONT AND SQUARE**
 - Position yourself square on the front of packs.
- 4. PUNCH FORWARD**
 - This increases predictability to teammates who are front and square.
- 5. KEEP THE BALL ALIVE**
 - Hit into the corridor in the forward line. Hit wide in the backline. Never drag the ball back under your body.
- 6. OUTNUMBER**
 - When in doubt go to the fall of the ball, don't wait back.

WE HAVE THE BALL

- 1. NO U TURNS**
 - Handball back to the receiver who is facing goal.
- 2. FIELD OF VISION**
 - Position yourself so that your teammate with the ball can see you immediately.
- 3. QUICK HANDS**
 - Handball before the tackle. Don't hang onto the ball.
- 4. IF THE BALL IS PICKED UP OFF THE GROUND IT IS HANDBALLED**
 - A quick, short handball followed by a longer handball to release the ball carrier.
- 5. PROTECT THE BALL CARRIER**
 - Teammates should block and not peel off to receive a handball.
- 6. THE FIRST PLAYER WITHOUT PRESSURE KICKS**
 - The first player without pressure (the "ball carrier") must kick, not invent another handball.
- 7. NO SHORTS TO 50/50's**
 - Kick to the longest 50/50 as alternative

THE OPPOSITION HAVE THE BALL

- 1. WIN THE BALL BACK BEFORE THE OPPOSITION SCORE**
 - The first aim is to regain the ball back off the opposition.
- 2. CAUSE NEUTRAL SITUATIONS**
 - Ball ups and boundary throw-ins give a greater chance to win the ball back.
- 3. IN OUR BACKLINE FORCE THE PLAY WIDE**
 - Keep the ball out of the spot from where the opposition have a greater chance of scoring.



Style of Play

- Give the first option consistently.
- Learning of Claremont Football Club terminologies such as "Most dangerous Player", "Goal Side" and "Run and Carry"
- Consistently follow up your play
- Create Space & Control Corridor
- In One Way..... Out The Other from defensive 50 (isolate spare and switch)
- Quick Ball Movement to Inside 30m
- Honour Team Mates in Best Position
- Work both ways - When we don't have it we **DEFEND**. (Transition Running)

Specific Programs

These specific programs are an integral part of a player's development and are run to varying degrees throughout the Academy according to age.

- Personal development/leadership & goal setting
- Drug, Alcohol & Gambling Awareness programs
- Cultural Awareness Programs
- Strength & Conditioning
- Core Exercises
- Warm up & Stretching routines
- Running Technique
- Position Specific e.g. Ruckwork
- Nutrition Education

Injury Care & Prevention

The Claremont Football Club has trainers and medical staff available to assist in the prevention and care of injury and can also assist in referring our patients to recommended physiotherapists and doctors. The more treatment you have on an injury, the more likely you will be fit and ready to train and play.

- All injured players are to report to the Trainer as soon as possible following the occurrence of the injury.
- It is important that you are aware of your body's requirements in terms of food and drink. Always drink plenty of water before, during and after sport.
- The Claremont Football Club recommends all players should have properly fitted mouthguards available for training and games.

CFC preferred Medical providers include:

LIFECARE COTTESLOE	9384 3269
LIFECARE CLAREMONT	9284 4151
ASHTON AVENUE MEDICAL	9385 2288



Academy Team Rules

OVERALL

- Learn to give the first option at all times
- Quick Transition of football, play with urgency
- Accountability; be aware of your opposition at all times

DEFENDERS

- Remember our starting points at all times (Goal side, Touch & Feel)
- Maintain awareness at all times
- Use of boundary when coming out of defence
- Discipline in marking contest – Spoil towards boundary line
- Run and carry into open space
- Turn your heads, use switch option if completely safe
- Communication & cover the most dangerous opponent

Defender must use the boundary when under pressure but be prepared to 'Switch Play' to the 'Open Side' when the opportunities arise. At the earliest opportunity the ball should be brought into the corridor with players running to receive the ball in the 'inboard' position.

FORWARDS

- Keep the forward line open
- Lead down the centre (within the V) not the pockets
- Do not linger in the V zone. Keep it clear
- Hold leads until a team-mate is able to see you, then lead hard
- Always centre the ball into the 'Hot Spot' from boundary
- Keep ball alive in our forward line
- Ferocious defence when opposition have the ball
- Know your role (e.g.: small forwards front & square not flying with tall)
- Man up when a team-mate has a set shot on goal (new play on rule)

Forwards must work together to ensure space is created within the forward V and the ball should be moved long & direct to this position.

MIDFIELDERS

- Run – must get to as many contest as possible
- Smart running – Positioning is important – Do not unnecessarily congest forward line
- Be accountable – When opposition have it you are a defender
- Stationary contest – In defence, Goal side touch and feel
 - In attack start on defensive side & try to move through the corridor
- Support & 'Link up' Defenders & Forwards
- Operate at maximum energy levels – Don't linger on ball if fatigued – Change!
- Must be fierce in desire to win possession at centre bounces
- Loud talk with constructive communication with each other

We are looking for you to take 'reasonable risk', to take responsibility and to show composure under pressure.



Expectations

General

- Players are expected to arrive ten minutes prior to the scheduled meeting time (**Tiger Time**)
- If unable to make any scheduled part of the program, the PLAYER must contact the Talent Manager prior.
- Players must listen carefully whenever coaches are speaking, and ensure to be “between 10 and 2” in front of the coaches line of vision.
- Players are required to dress appropriately for training (football jumper & football shorts)

These are some basic standards to be adhered to as the players enter game phase.

- The Claremont shirt with black pants, black belt and black shoes must be worn to and from each game. You will be issued with a Claremont shirt prior to the commencement of the carnival; however you will have to supply your own black pants, belt and shoes.
- All players must wear the Claremont shorts and socks they have been issued for each game.
- Players not selected to play are asked to run water and assist in the administration of the day. Don't just stand around: get stuck in and help your teammates.
- Inappropriate or ill disciplined behaviour during the carnival will not be tolerated. Where the coaches deem necessary the player involved may face disciplinary action, which in extraordinary circumstances could involve suspension. Misdemeanours may include, but is not limited to, swearing, misuse of property, disputing an umpires decision and send offs.
- Punctuality is crucial. Make sure you are fully prepared and arrive on time at each venue. All players must arrive at least 1 hour prior to bounce down.
- If you are running late, you must call your Team Manager before the scheduled arrival time **or you will not be selected to play.**
- When country players arrive, make every effort to introduce yourself and make them feel welcome.
- If you have any concerns about any aspect of your game, make sure you speak to your coaches.

SPECTATORS/ PARENTS

Your parents and relatives are welcome to attend the games, however we ask for the following courtesies to be observed.

- Access to the player's change-rooms is limited to after the game only. Prior to the game, and at half time, only players and officials are permitted in the rooms. This is simply to allow players and coaching staff to focus on preparing for the game.
- The WAFL does allow spectators on the ground at $\frac{1}{4}$ and $\frac{3}{4}$ time breaks. But please keep some distance from the player group.

Thank you for your assistance in these matters.



Social Media Policy

The club accepts that social media, including Facebook and Twitter, are likely to be a normal part of players' lives. This Policy includes, but is not limited to, the use of Twitter, Facebook, YouTube, blogs, websites and any other public online forum.

The Club is not seeking to restrict the use of social media but rather to create clear lines between private and Club material and set guidelines where material relates to the Club.

General Guidelines

- Only authorised people may speak on behalf of the Claremont Football Club.
- Social Media should not be used for the posting or exchanging information that has the potential to embarrass or bring the Claremont Football Club into disrepute.
- Social Media should not be used for communicating confidential or competitively/commercially sensitive information.
- Social Media should not be used for the posting photos of Claremont Football Club events or individuals without the permission of the Club.
- When using social media and where possible, identify yourself and state that any opinions are yours and do not represent those of the Club.

General Advice

- Use common sense and good judgment - your statements could have an impact on you and the Club's reputation. Remember that what you post or publish will become public information.
- If you would not say something to a member of the media, do not publish it on any form of social media.
- You are accountable for your actions and what you communicate via social media.
- It is acceptable for players to discuss the results of games and general football issues, but they should not become involved in criticism of the club, its staff, players or opposition players. Similarly, they should not become involved where another club is dealing with a particular issue.
- Email, where it pertains to club matters, should be used with discretion.



A Proud History

Claremont entered the Western Australia Football League in 1926 and has created its own character in its distinguished history. The first years were spent in establishing a formidable team and in 1936 we played in the Grand Final for the first time and again in 1937 – to be runners up on both occasions. This was then followed by three successive Premierships in 1938 / 39 / 40 with this team ranked at the time as one of the best in the history of the game.

The late seventies once again started to see Claremont emerge as a force in the WAFL. The early eighties saw the Club compete in three successive Grand Finals 1981 / 82 / 83, winning in 1981. This was followed by the outstanding success of the team in the late eighties and early nineties playing in seven Grand Finals, winning flags in 1987 / 89 / 91 / 93 / 96.

It was through this successful era that the Club formulated its strong policy to develop the youth from within its zoned regions and this policy saw Claremont establish itself as a forerunner in Junior Development and consequently build a successful Senior Club on the promotion of young players to the senior level. In a telling endorsement of Claremont's youth policy, since 1989 when the WAFL clubs were first involved in the AFL draft, Claremont shows the way, with over 80 players drafted to date.

Premierships

LEAGUE	RESERVES	COLTS	RODRIGUEZ SHIELD
1938	1977	1976	1972
1939	1980	1977	1979
1940	1982	1978	1981
1964	1986	1986	1982
1981	1990	1988	1987
1987	2000	1993	1988
1989	2011	1994	1989
1991		1995	1990
1993		1996	1991
1996		1997	1993
2011		2009	1994
2012			2007
			2010
			2011
			2012

Individual Honours

CFC GAMES PLAYED	MOST E.B. COOK MEDALS	CFC SANDOVER MEDALISTS	CFC BROWNLOW MEDALISTS
274 D PANIZZA	4 D MARSHALL	1932 K HOUGH	1976 G MOSS (ESSENDON)
273 K CAPORN	4 G MOSS	1933 S CLARKE	
254 G MOSS	3 D PANIZZA	1934 S CLARKE	
231 K CLUNE	3 L McLEMENTS	1936 G MOLONEY	
229 L COOK	3 J CRABB	1949 G MAFFINA	
217 W HARVEY	3 L BLACKWELL	1967 J PARKINSON	
204 L MUMME		1984 S MALAXOS	
190 G MOLONEY		M MITCHELL	
188 J CRABB		2005 J CRABB	
183 A STEWART		2007 A JONES	
		2011 L BLACKWELL	
		2012 K MITCHELL	

Claremont Football Club - Metropolitan Zone Boundaries

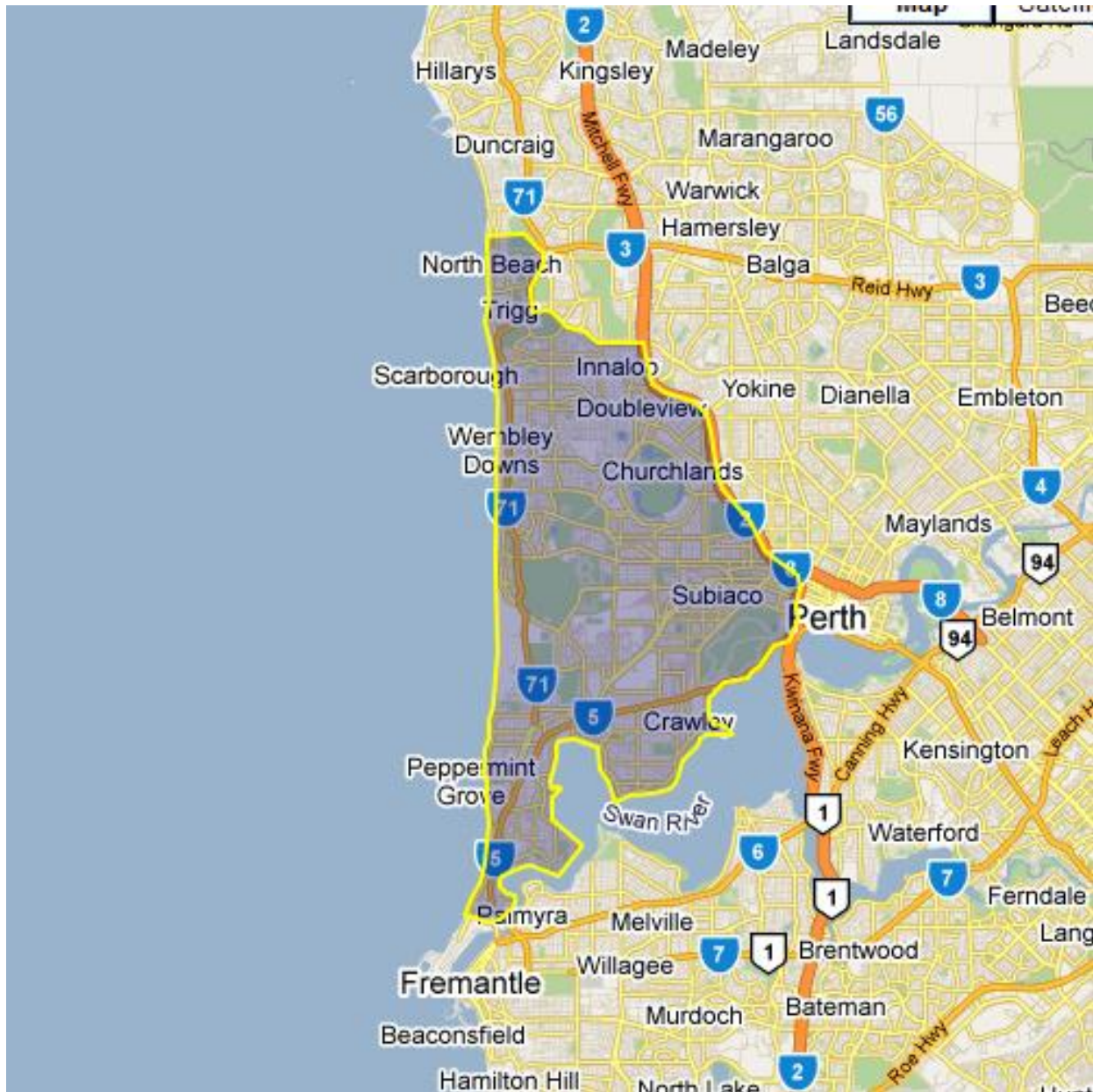


Western Boundary: Indian Ocean Coastline from the westward extension of Tydemans Rd north to the northern boundary of the locality of North Beach near Hale St.

Northern Boundary: The northern and then eastern border of the locality of North Beach and then Trigg to its junction with Karrinyup Rd. The northern border follows Karrinyup Rd until its junction with the Mitchell Freeway.

Eastern Boundary: From the intersection of Karrinyup road south along the Mitchell freeway to the Narrows bridge.

Southern Boundary: Swan River from the Narrows Bridge to the eastern extension of John Street.





Claremont Football Club - Country Zone Boundaries

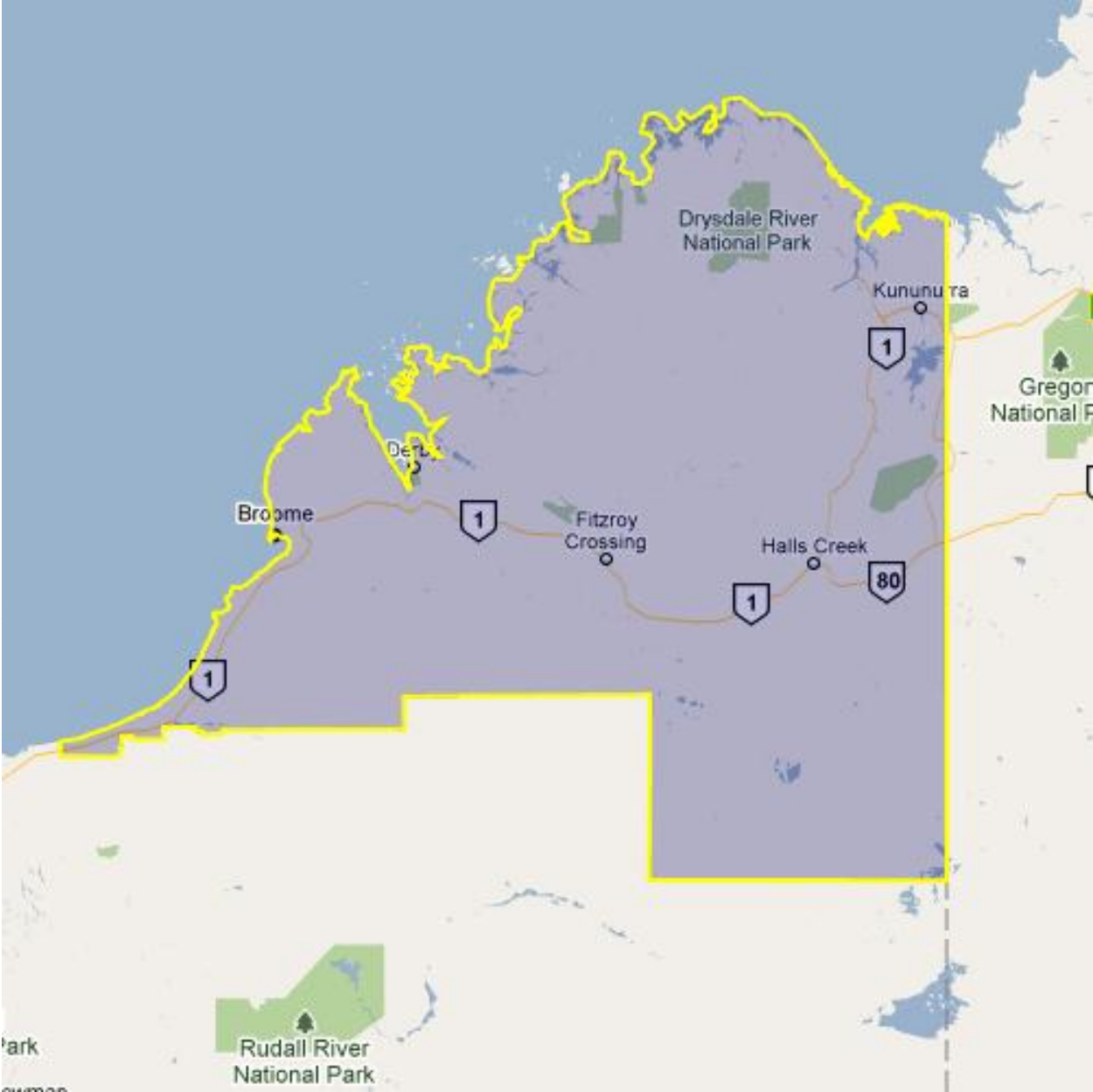
Great Southern Zone: Shires of Cranbrook, Tambellup, Gnowangerup, Jerramungup, Kent, Lake Grace, Ravensthorpe, Plantagenet, Denmark, Albany plus the Town of Albany. The postcode of Walpole is also zoned to Claremont as they play in the Great Southern Football League.



Claremont Football Club - Country Zone Boundaries



Kimberley Zone: Shires of Wyndham-East Kimberley, Derby-West Kimberley, Broome, and Halls Creek.





Further Reading...

Included as further reading are some outstanding media articles regarding the game's elite. Both of the following highlight player development and its role at the highest level. Some key points mirror our academy program and provide some sage advice for those aiming to set themselves apart in their football for the future.

The West Australian [the west.com.au](http://www.thewest.com.au)
Monday, October 3, 2011

THE GAME 5



This one's for you Jimmy Bartel is congratulated by teammates as he heads to the dais to collect the Norm Smith Medal. Picture: Greg Ford/SMG Images

Only one medal counts for Bartel

■ Mark Duffield
Melbourne

The two gifts Jimmy Bartel brings to Geelong are almost contradictory.

On one hand, he virtually coaches himself. On the other, despite his status and reputation, he unquestionably does what he is told.

So says midfield coach Nigel Lappin, who was in awe of Bartel's approach to winning the Norm Smith Medal for best player in the grand final.

Bartel topped 26 possessions with three goals. Chris Scott described him as a good all-rounder, the same description chief executive Brian Cook uses to describe the coach.

Scott likes his players to be versatile and Bartel typifies the style — a man you could ask to play virtually any position and know you were going to get a good effort.

His ability to do that was underlined by his goals. His big-match temperament was underlined by the moments he was able to kick them.

There was the brilliant curving shot from deep in the pocket in the second term that drew Geelong within a kick at half-time — a shot any small

NORM SMITH MEDAL VOTING

TOTALS

- 13 Jimmy Bartel (Geelong) 33 33 31
- 9 Joel Selwood (Geelong) 22 22 21
- 5 Tom Hawkins (Geelong) 3 2
- 2 Scott Pendlebury (Collingwood) 11
- 1 Cameron Ling (Geelong) 1

JUDGES VOTES

- Rodney Eade (chairman)**
J Bartel, J Selwood, S Pendlebury
- M Granland (SEN 1116)**
T Hawkins, J Selwood, J Bartel

G Lyon (MMM)

J Bartel, J Selwood, S Pendlebury

B Matthews (Herald Sun)

J Bartel, J Selwood, C Ling

M Richardson (3AW)

J Bartel, T Hawkins, J Selwood

ALL JUDGES VOTED 3,2,1



forward sharpshooter would have been proud of.

There was the set shot from deep in the pocket in the third term — a product of a brave overhead mark under a high ball that any tall forward would have proudly claimed. The goal gave the Cats the lead.

And there was the 65m drop punt in the final quarter that any long-kicking midfielder would have called his after a smart lead that any centre half-forward would have happily claimed.

The goal made the lead 26 points and snuffed out any remaining Collingwood fight.

The Cats lost a midfield wizard when Gary Ablett left, but their iceman remains.

Bartel has now played in four grand finals, averaging better than a goal and 24 possessions in each.

The only grand final he has dipped below 20 possessions was in 2009 against St Kilda. But he had 16 tackles in that damp and desperate decider.

He is not overly tall at 187cm and not that quick, but Lappin says he brings too many qualities to name.

"What I will say is that the one thing that stands out about Jimmy is that Jimmy will do

whatever you want, a remarkable thing for a player of his talent," Lappin said.

"If I asked him to play in any position, he would say 'no worries coach, I will do that for you'. It is what I love about Jimmy. A lot of people ask what special qualities Jimmy has got. Well, I will tell you what he has got more than most and, fortunately, we have a team full of them, he is such a competitive person.

"He hates getting beaten. He is courageous. He can take a really good mark, but he is also one of the smartest guys you will meet."

"We use him on the outside around stoppages a lot because he just reads the game so well. He goes where the game needs him. As a coach you would like to take credit for him, but he coaches himself."

About the only order Bartel disobeys is the one to get off the track instead of taking those few extra pings at goal after training.

He is the sixth player to win Brownlow and Norm Smith medals, but only one counts.

"Totally no disrespect to it at all but I am just happy with the other one, the premiership medal," he said.

ON THE PUNT

BOOKIES SMASHED

Punters celebrated by mauling the bookies on all of the key grand final betting options. Geelong went from a clear outsider to favourites, Jimmy Bartel was heavily backed to win the Norm Smith Medal because he's a wet weather specialist, and Travis Varcoe had heaps of support to kick the first goal.

IN THE RUN

Sportingbet Australia opened the week with Geelong paying \$2.05 and punters loaded up. By the start of the game, the Cats were paying \$1.80. But anyone who waited until the game had started to lay a bet got great odds during the second term. When Collingwood led by 16 points, Geelong blew out to \$3.40.

COLLINGWOOD SUPPORT

There weren't many people who were prepared to outlay money on Collingwood but sportsbet.com.au received a monstrous \$500,000 bet on the Magpies at \$2.10. That bet alone changed the price to \$2. One Player customer also bet \$10,000 on Collingwood to win by between 1-39 points.

NORM SMITH PUNTING

Scott Pendlebury was Collingwood's Norm Smith contender. If the Magpies had won, the punter who bet \$20,000 on Pendlebury at \$7.50 would have almost certainly had a big win. But Bartel was all the rage. Sportingbet Australia received a string of bets between \$1000-\$1500 as his price was slashed from \$10 to \$7.

NEXT YEAR

Despite losing and changing their coach, Collingwood are the favourites for 2012 with sportsbet.com.au at \$4.25. Geelong are next at \$4.75 followed by Hawthorn at \$6.50. Carlton are paying \$9 and then come West Coast at \$12 while Fremantle are \$13.

—Craig O'Donoghue

TOOLMART
"The Complete Tool Centre"

MAKITA HR3000C
32mm 4Kg
ROTARY
HAMMER
\$549
• 850W
• SDS PLUS
Kitbox
Makita

MAKITA MT240
MAKTEC
CUT OFF
MACHINE
\$199
• 355mm/14 inch
• 2000W
Makita

MAKITA BMR100
STEREO RADIO
• Operates on 240V mains
• 9.6 to 18V
• MAKITA
batteries
\$169
Makita

Kick it well, kid, if you want to make it big

BRENDON GODDARD
ST KILDA STAR

"You have to place the footy on your foot, mate, guide it down for as long as you can. What about your opposite? You need to be able to kick with your left if you can't kick with your right. It's all about the foot, mate. The words that resonate most when I think about my childhood... 'You can't kick, you won't play.' That's a comment I have heard many times throughout my career. It's a comment that emphasizes placed on being able to hit a target in today's game. And rightly so. Have you ever heard the saying, a premiership is won on the footy field, not in the press box? Well, that's true... but the game has changed a lot since I arrived at St Kilda in 2003. Those days it's not up to only the defenders to win a game. It's now all about 'team defence'. That is 22 players working together to create so many opportunities for the opposition. They cause more turnovers and therefore more scoring opportunities. This is why being a great kick in today's game is so important. It's not just about the ball, it's about the ball carrier and his surroundings is so immense that if you are a poor kick at the moment, you are a poor player. I believe there are two things that contribute to being an elite kick: 1. Decision making. 2. Decision making. It is a combination of both these attributes that make a great kick. I believe that the kick going inside your team's attacking 50m arc is the hardest and most important in any game. The key to a great kick is to gather the ball inside his own 50m, he is often faced with a loose player in front of him, the 'plus one'. So to have a player with the ability to choose the right target in any situation and hit the target under so much pressure is a rare talent. There are many players in the game today who are able to combine the technical side of kicking and the decision-making of the game. I consider to be great kickers — 1. Shannon Hum, 2. Steele Sidebottom, 3. Josh Drummond, 4. Brent Guerra, and 5. Robert Murphy. I think it's important to be a great kicker, not just a good one, but without even really knowing it. As a seven or eight-year-old, I used to like to run around and aim at objects of different heights and distances. I think that's probably established a good foundation for me. I'm sure it could prove just as important to the kids of today."



Can't kick, can't play. It's a line becoming more and more common in the elite environment of the AFL. We pay tribute to those who can boot their club to premierships glory

TOP 10 SOLD KICKERS



TOP 10 KICKS

Player	K	E%	HR%	R%
1. S Hum (VIC)	163	63.3	79.4	+16.0
2. J Drummond (Bris)	110	66.1	80.0	+13.9
3. C Enright (Geel)	133	65.4	78.9	+13.5
4. H Shaw (Wood)	128	61.0	73.4	+12.4
5. B Harvey (NM)	131	54.0	65.6	+11.6
6. S Sidebottom (Wood)	157	61.7	72.9	+11.1
7. R Murphy (W Dogs)	170	65.4	76.5	+11.1
8. L Shuey (WOC)	140	58.4	69.5	+11.1
9. P Chapman (Geel)	146	63.3	73.1	+9.9
10. C Cornes (Port Ad)	147	64.4	74.1	+9.7

limited capabilities that make them elite kickers. It's not just about the foot, mate. The words that resonate most when I think about my childhood... 'You can't kick, you won't play.' That's a comment I have heard many times throughout my career. It's a comment that emphasizes placed on being able to hit a target in today's game. And rightly so. Have you ever heard the saying, a premiership is won on the footy field, not in the press box? Well, that's true... but the game has changed a lot since I arrived at St Kilda in 2003. Those days it's not up to only the defenders to win a game. It's now all about 'team defence'. That is 22 players working together to create so many opportunities for the opposition. They cause more turnovers and therefore more scoring opportunities. This is why being a great kick in today's game is so important. It's not just about the ball, it's about the ball carrier and his surroundings is so immense that if you are a poor kick at the moment, you are a poor player. I believe there are two things that contribute to being an elite kick: 1. Decision making. 2. Decision making. It is a combination of both these attributes that make a great kick. I believe that the kick going inside your team's attacking 50m arc is the hardest and most important in any game. The key to a great kick is to gather the ball inside his own 50m, he is often faced with a loose player in front of him, the 'plus one'. So to have a player with the ability to choose the right target in any situation and hit the target under so much pressure is a rare talent. There are many players in the game today who are able to combine the technical side of kicking and the decision-making of the game. I consider to be great kickers — 1. Shannon Hum, 2. Steele Sidebottom, 3. Josh Drummond, 4. Brent Guerra, and 5. Robert Murphy. I think it's important to be a great kicker, not just a good one, but without even really knowing it. As a seven or eight-year-old, I used to like to run around and aim at objects of different heights and distances. I think that's probably established a good foundation for me. I'm sure it could prove just as important to the kids of today."

BEST FOR GOAL

Player	K	E%	HR%	R%
1. B Harvey (NM)	25	45.6	72.0	+26.4
2. J Lewis (Haw)	22	48.2	69.1	+21.0
3. C Enright (Haw)	32	49.8	68.5	+18.7
4. J Cameron (GWS)	32	47.3	65.4	+18.0
5. K Jack (Syd)	39	36.1	50.1	+14.0
6. N Dal Santo (StK)	21	38.4	52.4	+13.9
7. L Shuey (WOC)	24	47.8	60.8	+13.7
8. J Steven (StK)	20	47.8	60.8	+13.0
9. G Abbott (GC)	24	36.8	49.2	+12.4
10. J Scholz (Port Ad)	44	51.1	63.1	+12.0

have questioned his technical side. There are a number of guys out there who are good kickers but their skills are always high. He can have a great kick, but he can't play. It's not just about the foot, mate. The words that resonate most when I think about my childhood... 'You can't kick, you won't play.' That's a comment I have heard many times throughout my career. It's a comment that emphasizes placed on being able to hit a target in today's game. And rightly so. Have you ever heard the saying, a premiership is won on the footy field, not in the press box? Well, that's true... but the game has changed a lot since I arrived at St Kilda in 2003. Those days it's not up to only the defenders to win a game. It's now all about 'team defence'. That is 22 players working together to create so many opportunities for the opposition. They cause more turnovers and therefore more scoring opportunities. This is why being a great kick in today's game is so important. It's not just about the ball, it's about the ball carrier and his surroundings is so immense that if you are a poor kick at the moment, you are a poor player. I believe there are two things that contribute to being an elite kick: 1. Decision making. 2. Decision making. It is a combination of both these attributes that make a great kick. I believe that the kick going inside your team's attacking 50m arc is the hardest and most important in any game. The key to a great kick is to gather the ball inside his own 50m, he is often faced with a loose player in front of him, the 'plus one'. So to have a player with the ability to choose the right target in any situation and hit the target under so much pressure is a rare talent. There are many players in the game today who are able to combine the technical side of kicking and the decision-making of the game. I consider to be great kickers — 1. Shannon Hum, 2. Steele Sidebottom, 3. Josh Drummond, 4. Brent Guerra, and 5. Robert Murphy. I think it's important to be a great kicker, not just a good one, but without even really knowing it. As a seven or eight-year-old, I used to like to run around and aim at objects of different heights and distances. I think that's probably established a good foundation for me. I'm sure it could prove just as important to the kids of today."

AFI ANALYST DAVID KING

responsibility for 11 of the first 14 national draft picks last year, said style and substance are essential for choosing young talent to enter the AFL. "It's not just us (at GWS); it's something that all the clubs insist on now," he said. "We're looking for technical capabilities and decision-making skills. It's not just about the foot, mate. The words that resonate most when I think about my childhood... 'You can't kick, you won't play.' That's a comment I have heard many times throughout my career. It's a comment that emphasizes placed on being able to hit a target in today's game. And rightly so. Have you ever heard the saying, a premiership is won on the footy field, not in the press box? Well, that's true... but the game has changed a lot since I arrived at St Kilda in 2003. Those days it's not up to only the defenders to win a game. It's now all about 'team defence'. That is 22 players working together to create so many opportunities for the opposition. They cause more turnovers and therefore more scoring opportunities. This is why being a great kick in today's game is so important. It's not just about the ball, it's about the ball carrier and his surroundings is so immense that if you are a poor kick at the moment, you are a poor player. I believe there are two things that contribute to being an elite kick: 1. Decision making. 2. Decision making. It is a combination of both these attributes that make a great kick. I believe that the kick going inside your team's attacking 50m arc is the hardest and most important in any game. The key to a great kick is to gather the ball inside his own 50m, he is often faced with a loose player in front of him, the 'plus one'. So to have a player with the ability to choose the right target in any situation and hit the target under so much pressure is a rare talent. There are many players in the game today who are able to combine the technical side of kicking and the decision-making of the game. I consider to be great kickers — 1. Shannon Hum, 2. Steele Sidebottom, 3. Josh Drummond, 4. Brent Guerra, and 5. Robert Murphy. I think it's important to be a great kicker, not just a good one, but without even really knowing it. As a seven or eight-year-old, I used to like to run around and aim at objects of different heights and distances. I think that's probably established a good foundation for me. I'm sure it could prove just as important to the kids of today."

CHAMPION DATA

Player	K	E%	HR%	R%
1. S Hum (VIC)	163	63.3	79.4	+16.0
2. J Drummond (Bris)	110	66.1	80.0	+13.9
3. C Enright (Geel)	133	65.4	78.9	+13.5
4. H Shaw (Wood)	128	61.0	73.4	+12.4
5. B Harvey (NM)	131	54.0	65.6	+11.6
6. S Sidebottom (Wood)	157	61.7	72.9	+11.1
7. R Murphy (W Dogs)	170	65.4	76.5	+11.1
8. L Shuey (WOC)	140	58.4	69.5	+11.1
9. P Chapman (Geel)	146	63.3	73.1	+9.9
10. C Cornes (Port Ad)	147	64.4	74.1	+9.7

WESTERN BULLDOGS

Player	K	E%	HR%	R%
1. S Hum (VIC)	163	63.3	79.4	+16.0
2. J Drummond (Bris)	110	66.1	80.0	+13.9
3. C Enright (Geel)	133	65.4	78.9	+13.5
4. H Shaw (Wood)	128	61.0	73.4	+12.4
5. B Harvey (NM)	131	54.0	65.6	+11.6
6. S Sidebottom (Wood)	157	61.7	72.9	+11.1
7. R Murphy (W Dogs)	170	65.4	76.5	+11.1
8. L Shuey (WOC)	140	58.4	69.5	+11.1
9. P Chapman (Geel)	146	63.3	73.1	+9.9
10. C Cornes (Port Ad)	147	64.4	74.1	+9.7

WEST COAST

Player	K	E%	HR%	R%
1. S Hum (VIC)	163	63.3	79.4	+16.0
2. J Drummond (Bris)	110	66.1	80.0	+13.9
3. C Enright (Geel)	133	65.4	78.9	+13.5
4. H Shaw (Wood)	128	61.0	73.4	+12.4
5. B Harvey (NM)	131	54.0	65.6	+11.6
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10. C Cornes (Port Ad)	147	64.4	74.1	+9.7



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