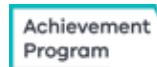




CATS IN THE COMMUNITY

2019 ANNUAL REPORT

SPONSORS & PARTNERS



A MESSAGE FROM BRIAN

The Geelong Football Club is committed to help sustain the community that sustains it. We have a unique opportunity to give back to the community that has given so much to us over 160 years; to contribute to the circle of community wellbeing. The club is continually looking to do more, to do things better and to ensure that our intentions are matched by our actions. It is our vision to be world class in our community strategy. We are committed to open doors, create networks, lead change, advocate for progress, and leverage partnerships across industries and agencies.

As highly visible members of the community, everyone involved in the club, from players to coaches and staff understand their unique public role and aspire to make a positive contribution to the community.

All the club's programs have one central purpose - to play our role in building a healthier community. Our goal is to empower young people to make good choices about their health and wellbeing. Geelong Cats have three key focus areas that together make up the Cats in the Community Program:

- Education programs
- Game development/social connectivity
- Community assistance

While the club has always had a strong community presence, we have refined our focus in the past decade. The club committed to 'deep dives', taking our community work from reactive response across thousands of requests, to driving meaningful change in our community. Our club wanted to leverage its unique position to 'makes things happen' and lead projects that reflect the principles the players live every day. We are pleased that we have been able to achieve these goals and will continue to do so.

In addition to growing participation in our game, our determined focus became youth health across the Geelong region. We made a conscious decision that this is the age group our resources, our knowledge, and our messages could best be directed.

We have co-designed programs that are ethically sound, backed by experts, and most importantly result in youth making good choices for their health and wellbeing. These programs are continually evaluated and adapted to ensure best practice. While many judge our club on wins and losses on the field, we take a broader view. We are proud of our wins in the community and the positive difference we can make in people's lives. This commitment is real and meaningful to our club, and we look forward to it continuing in the years ahead.

Brian Cook
Chief Executive



CLUB COMMUNITY CHAMP WELCOME

TOM HAWKINS

Every year, our goal is to win premierships. However, in between that, it is also to be good people and help our community where we can. I was always told that no matter how tough you think your life is, there's always someone who has to face challenges that are even tougher than yours. If our work in the community can teach us all something, it is perspective and how fortunate we all are.

It's an honour to win the Club Community Champion award. However, in my eyes, any Geelong player could have won this award. I think that every year when the recipient accepts this award and that's not to take anything away from the past winners either.

As players we are in a unique position of privilege in our community. I know I certainly don't take this position for granted and I am certain my team mates don't either. We all try to give back when we can and we all encourage each other to be better both on and off the field, even when sometimes we fall short.

If there is one thing all our fans, members and supporters should all be proud of, it's that you are a part of a football club that takes their position in the community so seriously. Be proud of every single player listed in this group who genuinely tries to use their position to better our community.

May we all commit to helping the community and long may that be our culture.



KATE DARBY

Community to me, is one of the most important things when building clubs like this...clubs that are full of great culture and togetherness. We are lucky down here at Geelong to have such a strong connection with our community, and to have a community team that does an incredible job connecting us with different people every day. From the nine year olds learning key health literacy in our Healthy Heroes program, to the 90 year olds attending Coffee Club, our reach is incredible and the sense of belonging and connection we are able to provide people with is very special.

We are so lucky as players that we are in a position to be able to see first hand the effect we can have on young people, and be able to give back to our community that supports us in so many ways.

I've been fortunate enough to be involved with many of our community programs over the past few years, and the feeling it gives me to be able to do my bit for the place that has done so much for me, and help out with grassroots sports that have been a part of my life growing up is very touching.

I'm extremely honoured to be awarded this year's AFLW Community Club Champion, it's an award that means so much to me and I see as something really important for this community and club partnership to continue to be so strong.

Thank you so much and I can only hope I've been able to positively impact some people in our community as much as many of them have impacted me."





THE WHY

Our programs respond directly to community needs in a meaningful and purposeful way. Our Cats in the Community programs have one central purpose, to build a better and healthier community with a special focus on children and youth. We work with experts in the field, community service organisations and academics to ensure our programs are evidence informed and best practice.

FACT: 96% OF ALL AUSTRALIANS DO NOT EAT THE RECOMMENDED DAILY INTAKE OF VEGETABLES

How we respond: Healthy Food, Healthy Mood

FACT: ALMOST ONE IN THREE VICTORIAN CHILDREN ARE OVERWEIGHT OR OBESE

How we respond: Healthy Heroes

FACT: THERE IS A NEED TO ENGAGE AND INSPIRE THE NEXT GENERATION IN STEM (SCIENCE, TECHNOLOGY, ENGINEERING AND MATHS) AND TO FURTHER FOCUS ON INCREASING PHYSICAL ACTIVITY IN YOUNG PEOPLE

How we respond: BioCATS

FACT: OVER 80% OF STUDENTS SURVEYED IN OUR REGION INDICATE THAT THEY HAVE BEEN EXPOSED TO BULLYING AND ABUSIVE BEHAVIOUR ONLINE

How we respond: Cyber Cats

FACT: ALCOHOL IS THE LARGEST CONTRIBUTOR TO ADOLESCENT ACCIDENT AND INJURY

How we respond: Just Think

FACT: STRONG CULTURAL IDENTITY IS FUNDAMENTAL TO INDIGENOUS HEALTH, SOCIAL AND EMOTIONAL WELLBEING

How we respond: Djilang

FACT: RACIAL TOLERANCE, IMMIGRATION AND SETTLEMENT ARE CRITICAL ISSUES CONFRONTING AUSTRALIA

How we respond: NGA & Welcome to Geelong

FACT: ACCESSIBLE AND FREE COMMUNITY SPACES ARE ESSENTIAL TO THE VIABILITY OF COMMUNITY ORGANISATIONS

How we respond: Deakin Cats Community Centre

FACT: GROWING PARTICIPATION AND ENGAGEMENT IN THE GAME OF AFL PROVIDES A SENSE OF COMMUNITY CONNECTION AND BELONGING

How we respond: Footy Cats

FACT: ENGAGING WITH THE COMMUNITY IS CENTRAL TO OUR MISSION AND WE HAVE THE UNIQUE OPPORTUNITY TO GIVE BACK TO THE COMMUNITY THAT GIVES SO MUCH TO US

How we respond: Cats Care

FACT: ONE IN FOUR YOUNG PEOPLE BETWEEN THE AGES OF 15-24 WILL EXPERIENCE A MENTAL HEALTH PROBLEM IN ANY 12-MONTH PERIOD

How we respond: Supporting Read the Play

FACT: ONE IN FIVE PEOPLE HAVE A SENSORY NEED

How we respond: By becoming Australia's first sensory inclusive stadium with our Sensory Zone project



HEALTHY
FOOD
HEALTHY
MOOD

In its pilot year, Healthy Food, Healthy Mood was delivered to over 6,000 foundation to year two students in 54 schools in the Geelong region. Students developed skills in learning how to prepare healthy snacks, make positive food choices, plus experience activities and breathing techniques to help regulate emotions.

Post program, 92% of students reported that they tried a new food with 69% of students stating that they tried a new food they didn't think they would like.

A family night provided an opportunity for parents and children to learn about the importance of living a healthy lifestyle, just like the Geelong Cats players!

This project has been developed with the Pick My Project grant received from the Victorian State Government.



SPONSOR

PARTNER





2019 saw another successful year in the Healthy Heroes program with over 7,000 year three and four students participating in the program.

Our players took part in delivering this engaging program which focuses on positive behaviour change across five key areas; physical activity, healthy eating, hydration, screen time and sleep.

The program was complimented by a teacher professional development session which educated teachers on how to incorporate more physical activity and healthy eating practices into the classroom.

Pre and post surveys are completed by the students and teachers and has resulted in increased overall knowledge in all areas.

96 percent of teachers agreed that the Healthy Heroes program taught their class valuable information.

"I learnt the appropriate amount of time to have both physical activity and screen time. I also learnt how many serves of vegetables and fruits I should have. Finally, I learnt I have NOT been drinking enough water every day and I will try to improve" - Student quote

SPONSOR



PARTNER





BioCATS

A partnership program by  BioLAB

Partnering with BioLAB, the Victorian Bioscience Education Centre, SEDA and with help from our first-year players and support from Bisinella, over 1,600 years five and six students took part in the full day BioCATS program. Based in the Deakin Cats Community Centre, the BioCATS program provides an opportunity for everyone to experience a day in the life of an athlete through GPS tracking and analysis, the skill of handballing and the importance of nutrition and hydration along with the benefits that comes from sports participation. The program engages in STEM (Science, Technology, Engineering and Maths) of AFL with a healthy edge.

In line with the Djilang Round, BioCATS was delivered to over 30 young Indigenous students from the South West of Victoria.

Over 10,000 students since program inception

"This was my favourite excursion of all time. I had so much fun learning about footy. It was great to do some hands-on activities and learn about the science maths and health of footy" - Student. Chilwell PS

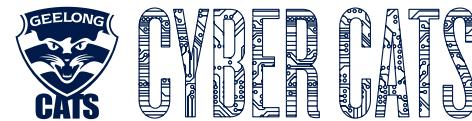
SPONSOR

 Bisinella
the key to your community

PARTNER

 BioLAB
VICTORIAN BIOSCIENCE
EDUCATION CENTRE

 SEDA
Health - Science - Sport



EMPOWERING YOUNG PEOPLE

Cyber Cats program is in its eighth year, with over 700 year seven students in the Geelong region were engaged in a full day program which asked them to consider their online activity, impact on others, their privacy general safety and how their behaviours may impact the future. Based in the Deakin Cats Community Centre, the program is offered to all schools in the Geelong region free of charge. With intensive student research beginning in 2018 and Deakin University completing a literature review in 2019 the Cyber Cats program has been redeveloped and relaunched to become one of the only evidence-based programs in the country.

Pre-program student surveys showed that over 90 percent of students are concerned about experiences online with young women significantly more concerned about body shaming. Post program, over 73 percent of students indicate that they are now confident to respond to cyber bullying.

FINALIST: Improving mental wellbeing category in the 2019 VicHealth Awards.

"I learnt about what cyberbullying is and how to manage it. I also now understand how to help someone if it's happening to them" - Student, Cyber Cats



SPONSOR



PARTNER





Just Think

PROGRAM

Aiming to reduce the amount of harm associated with underage consumption of alcohol, the Just Think program is offered to schools in the Geelong region free of charge. Over 1,200 years eight and nine students were engaged in the full day curriculum aligned and evidence-based education program in the Deakin Cats Community Centre. Students gained insight into information that they otherwise were unlikely to be exposed to which encourages thoughts around making more informed decision when it comes to alcohol consumption.

45 percent of students surveyed in the program indicated that they had concerns around a friends' drinking behaviours.

This program is a good idea - encouraged to see a sport club making change and sponsoring such a valuable youth program - Parent feedback

SPONSOR



Just Think

CAMPAIGN

Once again, GMHBA Stadium turned orange as the 12th year of the Just Think campaign was celebrated. Over 24,000 attendees and 600,000 TV viewers were educated on the key message of 'Without alcohol - you're a better friend, you're a better student, you're just better. Just Think, Just Better'. Players wore orange rimmed socks, orange warm up tops and ran through a dedicated Just Think banner with bar staff around the stadium wearing Just Think T-shirts to further the message. The campaign continued to be highlighted through the local rounds across the three leagues in the Geelong region.



"Congratulations everyone. great result. and very consistent with science regarding prevention activity: evidenced based messaging. at scale and over time."
- Max Broadley, Executive Director Client Services. BCYF

PARTNER





DJILANG PROGRAM

In 2019, the Djilang program had a focus on connection to culture through language. Delivered across six sessions to over 40 young people through the Wathaurong Homework Club, and kids club and the Stronger Brother, Stronger Sister's Koorie Youth Club local language was workshopped using the Wadawurrung language app. This was showcased on the dedicated Djilang Match day. 'Bengadak Djilang', meaning 'We are Geelong' was highlighted through the run through banner, signage around the ground and on the super screen promoting local language to the 29,000 attendees. Participants through the program and their families attended a pre-game function, took part in the on-field guard of honour and partook in the half time Auskick games. Over 300,000 viewers tuned into the game on the TV which saw the players wearing the Indigenous guernsey designed by Quinton Narkle.

"Thank you for inviting us. I had so much fun. When I ran out at half time. I was so nervous but I love when you guys kicked goals! I cheered. thank you for everything you did" - Participant. Wathaurong Homework Club



SPONSOR



PARTNER





The fifth annual Welcome to Geelong event saw over 160 residents from a range of cultural backgrounds invited to GMHBA Stadium to take part in an Australian Rules Football filled afternoon. Encouraging and supporting Geelong's newest Australians, Welcome to Geelong provides guests with an opportunity to belong to the Club and connect with other Australians. The day was complimented with guests experiencing a traditional Welcome to Country, enjoying an Australian inspired lunch and running onto GMHBA Stadium through their very own banner created by the Cats Cheer Squad.

Presented by Viva Energy, and with help from SEDA, Diversitat and AFL Barwon, participants were able to finish off the afternoon with a football clinic on GMHBA stadium with AFL players Jack Henry and Mark Blicavs and Half Cat.

I was fortunate to accompany a bus from Colac with a family group of 30 new Chinese families to Colac and another group of 25 Sudanese families. For most of these families, it was the first time that they had ventured out of Colac and an opportunity to spend valuable time together. The groups really appreciated this opportunity from the Geelong Cats. It was a wonderful day, appreciated by all and one of the most rewarding of my position in Colac. Thanks, and waiting for next year' - Attendee. Welcome to Geelong



SPONSOR



PARTNER





SUPPORTS



The Geelong Cats is in its 13th year of playing a support role to the Read the Play program. Read the Play provides participants in all local Clubs within the Geelong region with a greater understanding and awareness of youth mental health and was delivered to over 40 football and netball clubs in 2019.

The strong partnership between Read the Play and the Geelong Cats has allowed integration of the Just Think and Cyber Cats messaging into the new Read the Play programs and with thanks to The Brook, Read the Play was provided with an opportunity to expand into the Wyndham region.

Survey data from participants pre and post program indicated that there was significant increase in knowledge and understanding of mental health after taking part in the program.



SPONSOR



PARTNER





DEAKIN CATS COMMUNITY CENTRE.

COMMUNITY. EDUCATION. LEARNING.

Based in the Players Stand of GMHBA Stadium, the Deakin Cats Community Centre (DCCC) features three multi functional spaces, the new Sensory Zone, the Gartland Heritage Centre housing the Club's memorabilia collection and is home to the Geelong Past Players and Officials Association.

Several of the Club's community programs are run from the DCCC including BioCATS, Just Think, Cyber Cats, All Abilities Clinic and the annual Welcome to Geelong event.

The DCCC is also available free of charge to bookings who meet the criteria of encouraging healthy and active lifestyles for all ages and abilities. Groups to use the space include traditionally under represented population groups including community groups, LGBTI+, CALD, women, Aboriginal and Torres Straight Islander, people with disability, older Victorians, young people and junior sports programs.

Since opening in 2013 there have been over 115,000 visitations to the DCCC.

As a not-for-profit organisation it is very difficult to find a cost effective venue to conduct workshops that enhance the workforce capacity of our regional partners to enable healthier lifestyles for our community
- DCCC User

SPONSOR





FOOTY CATS

In our 160 year history, the Geelong Cats has never been more active in our dedicated focus on growing the game of Australian Rules Football and providing genuine opportunities for social connection in our region via local clubs and Auskick Centres.

In 2019 over 10,000 budding young footballers had the opportunity to meet their heroes, take part in a leadership chat or learnt how to improve their skill development. This was made possible through our junior club and Auskick Centre visits, Country Day, Community Camp and the annual Auskick Super Clinic.

The annual Auskick Super Clinic saw children aged five to nine taking part in their program on the hallowed turf of GMHBA Stadium with players rotating through assisting with drills, signing autographs and taking photos.

Community Camp and Country Day allows us to highlight the connection AFL has with communities around the country and provides an opportunity to build healthier, more vibrant and inclusive communities through a common love of footy, which can also help break down barriers and build social connection. This year, Community Camp was held in the Greater Geelong and Golden Plains region with Country Day taking part in the South West region and the Geelong Cats heartland of Warrnambool at a member and family event!



PARTNERS



NEXT GEN - CATS LEAP

The Cats Learning Enriched AFL Program (LEAP) is an all-inclusive football-based program delivered to year 5 and 6 students across the Geelong, Colac and South West region. LEAP is a school-based program consisting of four one-hour sessions. During these sessions, students learn and improve on the fundamental skills of AFL and complete games and challenges that help them to develop problem solving skills, communication and teamwork. Each week the students continue to grow their knowledge of the game through different activities and challenges and, at the end of the 4 sessions, the school is linked with the closest local football club. Students are then encouraged to continue football at the community level if they are interested.

In 2019 Cats LEAP was delivered to 1,778 students. Modified sessions were delivered to schools in the Colac and South West region experiencing a one-hour session with a focus purely on games and enjoyment of AFL. 575 students were reached through the Colac program.



SPONSOR



PARTNER



CATS MATCH

Geelong Cats and MatchWorks assisted unemployed young jobseekers in the Geelong region to develop employability skills, improve job search techniques, ways to deal with stress and self esteem, and maintain and improve physical and mental health and wellbeing.

The initiative was the third collaboration between the two organisations, with MatchWorks providing employability related training, and Geelong Football Club providing access to health and wellness activities and trainers.

This year's program identified that the program would be about engaging young people with a variety of barriers into a work ready based program. For this to be successful, the program ensured that the content and delivery methods were adaptable to the capabilities of the group. The mixture of participants was great, and at no time did anyone feel that they could not participate or share their stories. This group was very supportive of each other and you could see how the inclusion and acceptance of each other despite their differences, made for a very positive environment to be in.

Training sessions were conducted on site at MatchWorks Geelong office, and the Deakin Cats Community Centre at GMHBA Stadium. The fitness training sessions were conducted at GMHBA stadium by staff and players.

SPONSOR



"I feel very motivated and confident in gaining employment because I have a wider range of knowledge of the steps to gain a job."

"I have gained motivation, confidence and a group of amazing friends."





WISHES

We have the unique opportunity to give back to the community who gives so much to us and through the Cats Wishes program over 200 wishes were granted through the 2019 season to individuals and families going through times of hardship.

From taking part in the guard of honour, running through the banner as the junior mascot with their heroes or watching a private training session, Cats staff and players have ensured that families will have memories they can cherish forever.

The smile on Noah's face standing on the MCG was something I will never forget and I am sure Noah won't either. As the Cats ran out, Joel the hardest bloke in the competition grabbed his little hand gently and took him through the banner. I watched as my little boys legs tried to keep up with the team and was full of emotion and pride" - Josh, Noah's father

DONATIONS

More than 10,000 items were donated to individuals, not-for-profit organisations and fundraising groups. Items such as signed memorabilia, tickets and various Cats products were hot items at many fundraising events across the country.

SPONSOR



TICKETING

The Geelong Cats Community Seating Bay provided many with an opportunity to attend a home game at GMHBA Stadium. Over 900 tickets were donated across the season to local community organisations and special wishes.

With thanks to our major partner Ford, 20 tickets each home game were donated to community groups across the region with a showbag filled of Geelong Cats merchandise!

ALL ABILITIES

The eighth annual All Abilities Clinic saw over 80 participants from a range of local support services and community organisations taking part in an afternoon of fun at GMHBA Stadium.

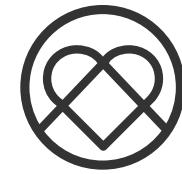
This provides a safe and inclusive space for participants and their families to come along to take part in adapted footy drills and games. Tom Stewart, Rhys Stanley, Oscar Brownless, James Parsons, Jake Tarca, Jamaine Jones, Zac Smith and Nathan Krueger ensured that everyone experienced an afternoon to remember.

The Sensory Zone was open for families to utilise during the event with some families even attending their first game of football following the event.

WARD WALKS

Monthly ward walks at Barwon Health University Hospital continued to be a hit for patients and their families. Players took out giveaways and spent time chatting, taking photos and signing autographs with the patients on the Children's Ward and the Andrew Love Cancer Centre.





Sensory Zone

In 2019 we became the first accredited sensory inclusive stadium in Australia. The Sensory Zone has already had an extraordinary impact with 250 visitors and over 3000 minutes spent in the space on match days. The Sensory Zone ensures that AFL game days and other major events will be an accommodating and positive experience for all guests and fans with a sensory need who visit the stadium.

The project saw over 500 match day staff participate in training and education plus the construction of purpose-built rooms (quiet space and multi-sensory space) located in the Deakin Cats Community Centre. A social story was created, and sensory back packs and weight mats are available at each event.

In proud partnership with the Kardinia Park Stadium Trust all match days and major events at GMHBA Stadium will also be sensory inclusive.

"The Sensory Zone project epitomises 'walking the talk' of corporate inclusion and social responsibility for those with autism and other such sufferers to come and experience more of what the world has to offer, by creating a life changing 'safe' supported, caring opportunity and environment for those otherwise fearfully hibernating. Congratulations to the Geelong Cats and Kardinia Stadium Trust, leaders of this initiative. I would love to see such modelling spread to every corner of everyday community living."
Dr Bernie Jenner OAM, Barwon Paediatric Services and Gateways Support Services.

"We love getting around the community and they get around us. This initiative is massive for families who can now all come and enjoy the game. The room provides an outlet for families and individuals to come and have a break and the back pack has headphones which can block out the sound of the game if it gets too much"
- Gary Rohan, ambassador

SPONSORS



PARTNERS



Deakin University, BCYF, Barwon Paediatric Service, Leisure Networks, Gateways Support Services, NDIS, Latrobe Community Health, G21, City of Greater Geelong, Armstrong Creek School, Diversitat, Hope Bereavement Services, Untapped Group, Percy Baxter Charitable Trust, Kane, Populus.



STAFF VOLUNTEERING

Cats staff have immersed themselves in the community through the Clubs community programs and various community organisations across Geelong.

The GenU Big Day Out both Summer and Winter event was a highlight along with assisting Geelong Mums in packing and organising all their wonderful donations throughout the year.

Staff also took time out to deliver the Healthy Heroes, Just Think, Community Camp, Cats Match and Cats Care programs.



PAST PLAYERS & OFFICIALS ASSOCIATION

BBQ

The annual Past Players and Officials Association BBQ provided an opportunity for Past Players and their families to get together to enjoy an afternoon of reminiscing and have a kick on the oval!

Tom Hawkins, Georgie Rankin, Erin Hoare, Oscar Brownless and Sam Simpson who are all connected to the Past Players and Officials Association were on hand to ensure the afternoon was a success.

COMMUNITY VISITS

Our Past Players have been connecting to the community through visits to Senior Citizens, Probus Clubs, Aged Care Centres and Anam Cara house. This provided residents and guests to re-live their favourite memories of the football and to learn more things about the Club.



I wanted to let you know we had Past Player - Eric Nicholl visit us once again. I know Connecting to community is an important part of the Geelong Cats Past Players & Officials Association. Our Day Hospice guests are living with life limiting illnesses and it means so much to them to have a member of the community come and show an interest in them. Eric's talk once again gave our avid Cats fans a chance to reminisce and learn about things they didn't already know about 'Polly'
- Alana, Anam Cara House

HONOURING THE PAST

The Geelong Cats had many opportunities to celebrate and honour the Club's rich history across 2019 and through this had the ability to connect to groups and individuals who have collectively made the Club the sporting institution it is today. Through connection to people, a huge crowd attended the first History Society event of the year where the Clubs 160th Anniversary was celebrated. Club greats were recognised at the Hall of Fame dinner where Chris Scott was presented with a Life Membership, Joe McShane, Tom Lonergan, Mathew Stokes & Frank Costa were all inducted into the Hall of Fame and Mike Sheahan was awarded the RJ Hickey Award.

Over 400 visitors swamped the Gartland Heritage Centre for our Annual Open afternoon in the July School holidays with Harry Taylor and Cam Guthrie there to interact with the guests.

To celebrate the inaugural year of the AFLW team, the pioneer women's team was recognised through the installation of player boards outside the Community Centre and a best and fairest display.

Through rotating displays, the Club was able to showcase and celebrate many highlights in the Gartland Heritage Centre such as Legends Panel, the first AFLW Season, Community Awards and 160th Anniversary exhibit!

The Geelong Cats Foundation raised funds through 'Our Ambition' to secure the Brownlow Medal won by Edward 'Cariji' Greeves in 1924, coupled with sustainability of the club's Honouring the Past initiatives. The medal is on display at the club so that future generations can celebrate our club history forever.



SUNRISE CENTRE

This new centre, supported by TAC and based within GMHBA Stadium, has been a hive of activity this past year. Barwon Health's Sunrise Centre provides community rehabilitation programs for people recovering from illness or injury and has played an important role in the success of three new Barwon Health programs: cardiac rehabilitation, oncology prehabilitation and oncology rehabilitation. Clients of these programs have thrived in the new community setting, supporting them to achieve their best possible health outcomes. Cardiac rehabilitation typically has low attendance and completion rates of around 30 per cent across Victoria, but through innovative and contemporary service design, Barwon Health's cardiac rehabilitation program at the Sunrise Centre has seen more than 90 per cent of clients complete their programs with improved physical and emotional outcomes.



AWARDS

AFL CLUB COMMUNITY CHAMP - TOM HAWKINS

Since the inception of the Healthy Heroes program, Tom has been an influential ambassador, educating and engaging thousands of grades three and four students on the importance of healthy eating, physical activity, hydration, screen time and sleep in the Geelong region.

Through the Footy Cats program, Tom continuously advocates for grass roots football and game development within our region. He is a fan favourite at our Annual Community Camps, Country Days, Junior Club nights and Auskick Clinics, Tom has engaged thousands of young footballers in football skills and shared his knowledge in the areas of leadership, teamwork and the importance of physical activity.

It has left a long-lasting impression on many people who have experienced times of hardship and played a lead role in making many wishes come true. Aside from Tom's commitment to our Community programs, Tom is aligned to our Hawkins Heroes membership which has over 3000 members and is dedicated to the Country Festival, a celebration of the role that regional and rural Victorians and Australians play in our community.

AFLW CLUB COMMUNITY CHAMP - KATE DARBY

Kate Darby was awarded the AFLW Community Champion Award for her ongoing involvement in the community. Darby has been a leader in the community space for the past two years as a Healthy Heroes ambassador, Footy Colours Day ambassador for the Fight Cancer Foundation and GenU Big Day Out volunteer.

Kate has participated in school visits, Barwon Health Ward Walks at University Hospital and has been actively involved in promoting and developing grass roots football in the region through participation in the 2018 and 2019 Community Camps, Country Days and Junior Club visits.



VARIETY CHILDRENS CHARITY - TOM HAFEY HEART OF FOOTBALL AWARD - GARY ROHAN

Gary Rohan has been awarded the Variety Children's Charity - Tom Hafey Heart of Football Award, an award presented to someone who has inspired through their dedication to children. In his first year at the Club, Gary has made his mark on the Geelong community. Gary took on the role of Sensory Zone ambassador and participated in numerous Ward Walks which resulted in accepting a role as Run4Kids ambassador through the Barwon Health Foundation. Gary has played a pivotal role in supporting our Cats Care program through Wishes, advocating for grass roots football development through Footy Cats and educating many through the Healthy Heroes programs.

JIM STYNES COMMUNITY LEADERSHIP AWARD - JAMAINE JONES

Jamaime Jones was named as one of the four finalists for the Jim Stynes Community Leadership Award along with Travis Boak (Port Adelaide), Jessica Hosking (Carlton) and Stephen Coniglio (GWS Giants) with Stephen taking out the award. In June 2018, Jamaime was named as the Foster Care Campaign Ambassador for Barwon Child Youth and Family and since taking on this role, there have been some incredible impacts from the campaign. This role is a nod to his childhood, and he is a dedicated, enthusiastic and passionate ambassador. Jamaime also plays an integral role in the Club's Djilang program, the promoting of grassroots football through Footy Cats and is a true role model in the community.

VICHEALTH AWARDS FINALIST - CYBER CATS

Finalist - Improving mental wellbeing category in the 2019 VicHealth Awards.





CATS IN THE COMMUNITY

 @GEELONGCATSCOMMUNITY