

A black and white photograph of two AFL players in action. In the foreground, a female player is shown from the chest up, wearing a Geelong Cats jersey with "COTTON-ON", "AFL", "nab", and "Ford" logos. She has a look of intense effort or shouting, with her mouth wide open. Behind her, a male player is also in motion, wearing a similar jersey. The background is dark and out of focus.

ANNUAL REPORT

GEELONG CATS 2020

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NOTICE OF ANNUAL GENERAL MEETING

Thursday 28 January 2021

Notice is given in accordance with clause 9 of the Geelong Football Club Limited's Constitution ("the Constitution"), that the 44th Annual General Meeting of the Geelong Football Club Limited (ACN 005 150 818) ("the Club") will be held on Thursday 28 January 2021 at 7pm (AEDT) ("the AGM").

In response to government restrictions and potential health risks arising from the COVID-19 pandemic, and in accordance with the temporary modifications to the Corporations Act 2001 (Cth), the AGM will be held using virtual technology. There will not be a physical venue for members to attend. Members can participate in the AGM and watch the webcast online using their computer or mobile device by entering the URL in their browser (see steps listed below under the heading 'How to Access the Virtual AGM').

The business to be dealt with at the AGM shall be:

1. The receipt and consideration of:
 - Minutes of 2019 Annual General Meeting;
 - 2020 Financial Report; and
 - 2020 Directors' Report and Auditor's Report.
2. Any other general business as the Chair directs in accordance with the Constitution.

Minutes of 2019 Annual General Meeting

The Minutes of the 2019 Annual General Meeting will be available on the Club's website www.geelongcats.com.au from 18 December 2020. If you would like a hard copy of this document please contact companysecretary@geelongcats.com.au.

Financial Report

The 2020 Financial Report will be available on the Club's website www.geelongcats.com.au from 18 December 2020.

If you would like a hardcopy of the document, please contact Simon Kelleher, CFO, by email at companysecretary@geelongcats.com.au. Members who request a hard copy will continue to receive all subsequent Financial Reports in this form until the Club is advised otherwise.

We trust you will find the 2020 Financial Report to be clear, informative and easy to access. Should you have any queries, please contact the Company Secretary.

Appointing a proxy

In accordance with the Constitution, a member is entitled to appoint a proxy (who need not be a member of the Club). The appointment of a proxy shall be in writing and must be lodged at the Office of the Club to the attention of the Company Secretary not later than 7pm (AEDT) on Monday 25 January, 2021.

You can obtain a proxy form by contacting the Club on 1300 462 287 or companysecretary@geelongcats.com.au.

How to Access the Virtual AGM

The Club will use Zoom Video Communications (Zoom) which is a cloud-based video conferencing service to host the AGM and enable the AGM to proceed virtually. Details on how you access the virtual AGM, how you can participate in any vote (if required), how you can make comments or ask questions are listed below. Further details are also available in the online meeting guide available on the Club's website.

In order to access the virtual AGM please head to membership.geelongcats.com.au/annual-general-meeting and follow the steps.

If a vote is taken at the AGM, you can participate in the vote by:

- A voting icon will appear on screen and the meeting resolutions will be displayed.
- To vote, tap one of your voting options. Your response will be highlighted.
- To change your vote, simply press a different option to override.

The number of items you have voted on or are yet to vote on, is displayed at the top of the screen. Votes may be changed up to the time the Chair closes the poll.

Questions

At conclusion of the AGM we will be conducting a Question and Answer forum with Senior Club Representatives.

We would like to give everyone the opportunity to ask a question and therefore request you submit your question in advance via agm.geelongcats.com.au by Monday 18 January 2021.

The opportunity will also exist for members to ask some questions during the virtual Meeting in respect to the items of business listed, as well as any general questions in respect to the Club. In order to ask questions or make comments during the virtual Meeting, you will need to follow the following steps:

- To ask a question tap on the question icon, type your question in the chat box at the bottom of the screen and select the send icon. Confirmation that your message has been received will appear.



2020 Annual Report

To download a copy of our 2020 Annual Report, please visit the Club's website www.geelongcats.com.au

Simon Kelleher

Chief Financial Officer & Company Secretary



GMHBA Stadium and Geelong surrounds.

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COLIN CARTER & BRIAN COOK

When we look back at 2020, we will be amazed at how we came together to achieve so much.

Dominated by COVID-19, it has been an unbelievably challenging year for all AFL clubs, their supporters and for so many in the community. We came through the year in a much better position than we feared initially, and we finish in a pretty good place with much to look forward to. We believe we are in the best position possible to take on the 2021 season.

First about our football teams: both our men's and women's team displayed true Geelong values this year. They faced challenges and rose to the occasion time and again. We are very proud of them.

Our AFL team was exceptional again but the fairy tale didn't play out. We are very disappointed to get so close to the premiership and yet fall short. But we won't draw false conclusions. We came second in an



Colin Carter and Brian Cook celebrate the 2011 premiership win against Collingwood.

18-team race and were level with the eventual winner at three-quarter time in the Grand Final.

It was a great achievement and we again far exceeded the football industry's expectations. We have encouraged our people to understand that while bitterly disappointed, it is important to value what has been achieved.

And so we say a very big thank you to everyone in our football department for their hard work and achievement.

Our AFLW team showed great improvement in just its second year. This was perhaps most evident in going from the lowest scoring team in 2019, to one of the highest in 2020. We saw a club record score kicked against Richmond, a score that was the second highest of the season by any club.

Our staff have worked hard to improve our team and to grow the women's game. Our players embraced what it is to be elite athletes and Geelong footballers. We are all excited about the 2021 AFLW season and look forward to continued growth.

This year has been one of great challenges and, for some, a lot of pain. We've had to take around six million dollars out of our cost structure this year, and these cuts will be extended through 2021. For some, that has meant they no longer have a job. For most others, it has meant permanent reductions in their salaries.

Also, many of our people have had to work from home while trying to deal with home-schooling and with partners who also have job challenges.

And then there are the players and staff who left home at 24 hours' notice for what we had been told would be a 32 day trip. But that 32 days morphed into nearly 120 days on the road, living out of suitcases. Some were separated from their families for that time. We are proud of how our people responded to these challenges.

We also owe a huge thank you to our members, sponsors and donors. Your support has saved us from a year that threatened to be a catastrophe.

When the competition was put on ice early in the year, we were looking at a huge financial hole – possibly running up debts of close to \$10 million.

But our members, sponsors and philanthropic donors have stuck with us. All of this support has made a huge difference.

Like all clubs, we have taken hits. The result is that we will finish with a net loss of around \$2.6 million – while we had planned at the start of the year for a profit of several million. But it is a result much, much better than the catastrophic outlook that we faced some months ago.

We have some important acknowledgements:

- Tom Hawkins, Patrick Dangerfield, Cameron Guthrie were selected in the All Australian team. Patrick was named All Australian captain for the first time, while Cameron won his first club Best & Fairest.
- Sam Menegola and Mark Blicavs made the initial All Australian squad of 40 players.
- Olivia Purcell was selected in the All Australian Women's team. Olivia also won our Best & Fairest Award.
- Joel Selwood captained the club for the 200th time.
- Tom Hawkins won the AFL's Coleman medal as the competition's top goal kicker.

Inevitably, at the end of every season, there is change and we thank those who have served us so well as players, coaches and staff and who are leaving us and moving to new challenges. While it is dangerous to single out individuals that are leaving, there are three that we believe deserve special mention.

Gary Ablett and Harry Taylor are two of the greatest players our club has seen. Both have been tremendous players, but even more importantly they are wonderful people. They've been great contributors to our club.

Our AFLW captain Melissa Hickey also retired. Melissa enjoyed a tremendous career in the women's game and she has been an exceptional captain over our first two AFLW seasons.

We can again be proud of our work in the community this year. We were able to rethink our way of working and this enabled us to continue to make a significant impact.

We thank our number one ticket holder, Rebecca Maddern, and our Patron - Frank Costa for their leadership. And we couldn't compete without our sponsors. We particularly thank Ford, our major sponsor, GMHBA our stadium sponsor, Momentum Energy, Simonds, Cotton On, Geelong Advertiser, Deakin University and Morris Finance.

In closing, and looking ahead, Craig Drummond will be taking over as the President of the Geelong Football Club in early 2021. Craig is a very successful businessman and most recently has been the CEO at Medibank. He has been a member of our board for the past decade and has huge passion for our club. We are fortunate to have Craig as our next President.

The transition will take place, as always at Geelong, in a smooth way. You have given great support to us as your President and CEO - and for this we are very grateful. We are sure that this support will continue as Craig assumes his new role.

We hope that you all enjoy a Christmas break and can spend time with family and loved ones. Again, thank you for your support. It has been critical to the short and long term viability and success of our club.

Go Cats.

Colin Carter – President

Brian Cook – Chief Executive



CHRIS SCOTT

The 2020 season is one that none of us will ever forget. There were challenges for everyone in Australia this year, with COVID impacting everyone in some form. The ability of everyone to come together to limit the impact of the disease, especially compared to the rest of the world, was a great effort.

From a football point of view, we were incredibly proud of our team and club this year. At every turn we embraced what was in front of us and looked to make the most of every situation. It is well known that we spent over 100 days away from home, taking in games in Sydney, Perth, Brisbane, Adelaide and the Gold Coast.

Being away for so long was not easy, and there were tough days and weeks. But overall, the experience that we went through is one that has seen us all come closer together. Our players, coaches and staff supported each other and continued to work at a very high level.

The team played at a high level and although we fell short in our final game, there was never a day when everyone was giving anything but their best.

It is disappointing whenever we fall short of the ultimate success. But we will continue to strive to be successful. We are all emotionally invested in the club and the outcomes. With that comes incredible highs and crushing lows. It is the very nature of the game and while the disappointments can linger, the investment in each other and the club is worth it for all of us.

There are so many people to thank for their efforts this year. Internally, our players, coaches, staff, both those away with us and those working at home, and the board were unified and cohesive. It was a very enjoyable season.

Our members, supporters and sponsors stuck with us all year and that was a huge boost to everyone.



Chris Scott addresses his players during the 2020 AFL First Qualifying Final against Port Adelaide.



Chris Scott looks on during the 2020 AFL Second Preliminary Final match against Brisbane.

To again see what the club means to so many is inspiring. We all missed the excitement of playing in front of a full house, whether that be at GMHBA Stadium or an away venue. Everyone is looking forward to the return of crowds in 2021.

The AFL and the various governments, particularly in Queensland, allowed the season to be completed. Many people did not expect the season to go so well, and without the efforts of so many people it is unlikely the season would have reached its conclusion.

Inevitably at the end of every season, people will leave the club. This was heightened as our club needed to make some difficult decisions across all departments. I wish all those people well in their future endeavours.

We saw a number of our players retire or move on after the season. These are always difficult decisions.

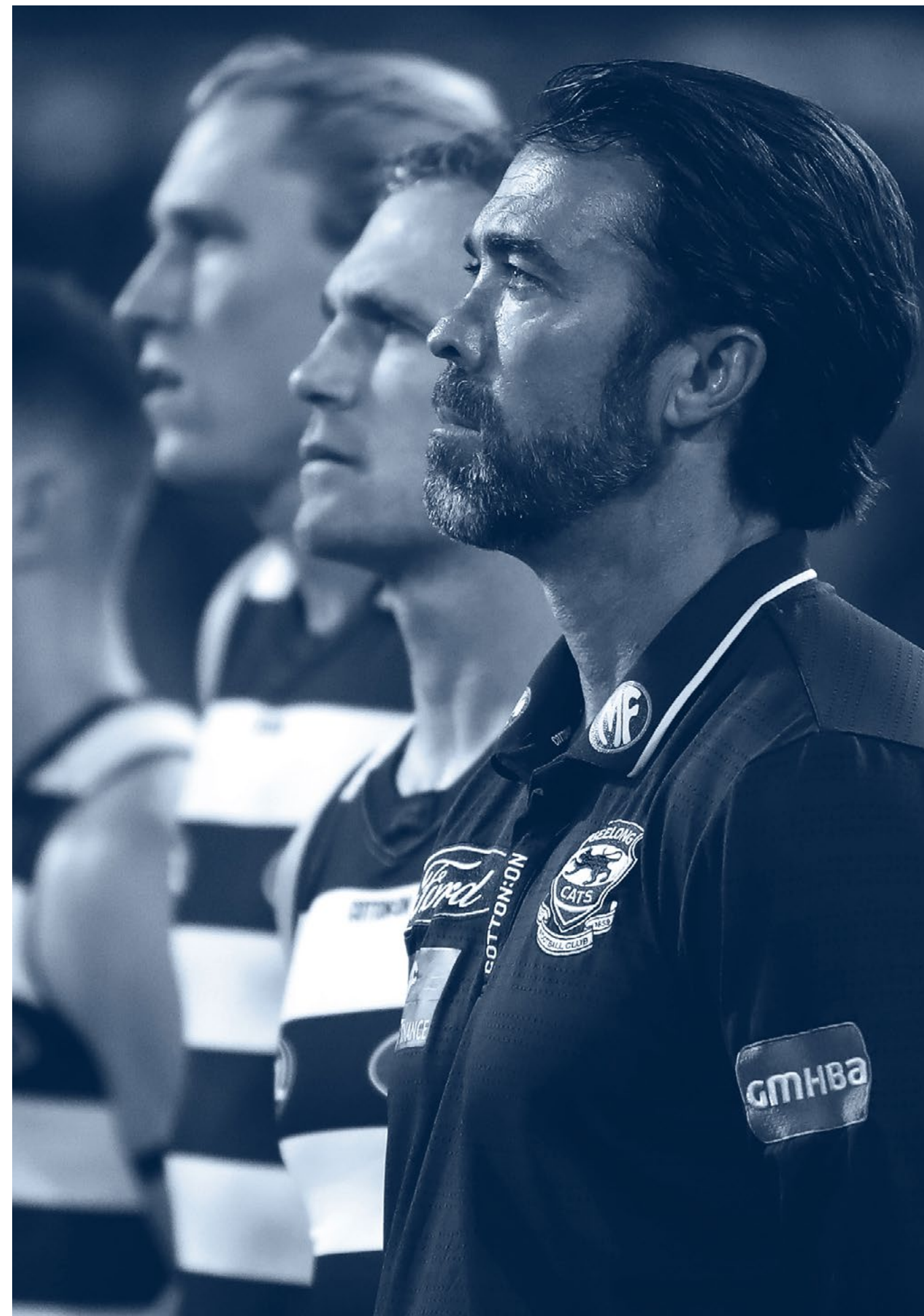
Two of those players, Gary Ablett and Harry Taylor, are among the finest to play for the club. While both have been outstanding players, they are even better people. They have been great leaders and ambassadors for our club and they will be missed.

To Lachie Fogarty, Nakia Cockatoo, James Parsons, Jack Steven, Jacob Kennerley, Blake Schlenso and Jake Tarca, thanks for everything you have brought to the program during your time at the club.

I would also like to thank James Rahilly who has joined the Adelaide Crows. James spent over 20 years of his life at the club as a player and a member of the coaching staff, and his influence will be missed.

Thanks again for all of your support, not only this year but every year. It is appreciated and everyone is looking forward to big crowds in 2021.

Chris Scott – Senior coach





PAUL HOOD

The 2020 AFLW season was certainly one of mixed emotions. There is no doubt that our team improved significantly from our first season.

We were one of the lowest scoring teams in 2019, and our focus on taking advantage of our opportunities was embraced by our players. We were one of the highest scoring and most entertaining teams in 2020 and established a new record score when we defeated Richmond in Bendigo. Our score of 10 7 (67) was the second highest score of any team in 2020 and provided a great spectacle for a large crowd.

Our trip to Mackay was difficult but saw us capture a quality away win against the Gold Coast Suns. We were playing our best football when COVID hit and cut our season short. To be limited to just six games was frustrating, but we will not lose site of the improvement we made from the previous year.

Many players had new roles and they embraced these throughout the campaign. We also saw three players – Amy McDonald, Madisen Maguire and father-daughter pick Millie Brown debut for the Cats in the opening round.

Olivia Purcell was outstanding, winning the best & fairest and earning selection in the All Australian team. Maddy McMahon enjoyed another exceptional season to finish runner up and Nina Morrison rebounded from knee surgery to finish third. Unfortunately, Nina again suffered a ruptured ACL in our final game. I can report her rehabilitation is progressing well.

Inevitably at the end of every season there will be players leaving the club. This year we saw our captain Melissa Hickey retire at the end of the season. Mel was a great leader for our club and she enjoyed an incredible career in women's football.



Paul Hood addresses his players during the 2020 AFLW round 3 match against the Adelaide Crows.

Anna Teague and Cassie Blakeway were original members of our women's program, and both played in our very first VFLW game and then progressed to the AFLW team. Gemma Wright was a draftee who chose to step away from the game. We wish all four players the best in their post-playing careers. Kate Darby, another original Cat, is expecting her first child and will sit the season out.

Sadly, the advent of COVID saw football clubs face some harsh financial hits. This saw a number of people leave our program. In particular I would like to recognise the great contributions of Simone Bellears, who headed our women's programs, and Natalia Wood, who was our assistant coach and WFLW senior coach. Both will be missed.

I would like to thank all those involved with the program for their efforts. It was a season that saw highs and lows and in the end it was a season with great uncertainty due to COVID. Everyone remained focussed until the end and worked to improve every day.

We have a committed and proud group and everyone has great pride in representing the Geelong Football Club. The 2021 season is just around the corner and we are all excited about what lies ahead.

Women's football has been embraced by everyone at the club and has seen new supporters follow the Cats. The game is growing at grassroots level and the future of women's football is on the rise. These are exciting days for the game and the role we play in growing the game.

Paul Hood – AFLW senior coach

Paul Hood speaks to his team during a quarter time break.



AFL SEASON WRAP UP



Round 1

Geelong 11.7 (73) v GWS Giants 17.3 (105)
Goals: Duncan 3, Hawkins 2, Ablett, Rohan, Dangerfield, Dahlhaus, O'Connor, Miers 1.



Round 2

Geelong 17.6 (108) v Hawthorn 7.5 (47)
Goals: Miers 3, Ablett, Stanley, Menegola, Dahlhaus, Atkins 2, Dangerfield, Duncan, Selwood, Rohan 1.



Round 3

Geelong 11.11 (77) v Carlton 12.7 (79)
Goals: Hawkins, Rohan 2, Selwood, Miers, Taylor, C Guthrie, Stanley, Bews, Atkins 1.



Round 10

Geelong 13.12 (90) v North Melbourne 9.3 (57)
Goals: Miers 4, Hawkins 3, Z Guthrie 2, Duncan, Menegola, Simpson, Stanley 1.



Round 11

Geelong 14.9 (93) v St Kilda 4.10 (34)
Goals: Hawkins 5, Rohan 4, Menegola 2, Dangerfield, Duncan, Tuohy 1.



Round 12

Geelong 14.7 (91) v Port Adelaide 4.7 (31)
Goals: Hawkins 6, Rohan 3, Atkins, Fogarty, C Guthrie, Menegola, Henderson 1.



Round 4

Geelong 7.5 (47) v Melbourne 6.8 (44)
Goals: Hawkins, Ratugolea, Parfitt, C Guthrie, Fort, Duncan, Dangerfield 1.



Round 5

Geelong 13.11 (89) vs. Gold Coast 8.4 (52)
Goals: Hawkins 3, Parfitt 2, Rohan, Menegola, Ratugolea, Steven, Dangerfield, Dahlhaus, Ablett, Miers 1.



Round 6

Geelong 11.7 (73) v Brisbane 6.10 (46)
Goals: Hawkins 3, Rohan, Ablett, Menegola 2, Ratugolea, Parfitt 1.



Round 13

Geelong 9.11 (65) vs. Adelaide 5.7 (37)
Goals: Hawkins 3, Duncan, Stanley 2, Blicavs, Rohan 1.



Round 14

Geelong 10.12 (72) vs. Western Bulldogs 9.7 (61)
Goals: Hawkins, Miers, Rohan 2, Dahlhaus, Duncan, O'Connor, Stanley 1.



Round 16

Geelong 17.6 (108) vs. Essendon 5.12 (42)
Goals: Hawkins 4, Miers 3, Bews, Blicavs, Menegola, Dangerfield 2, Dahlhaus, Rohan 1.



Round 7

Geelong 5.5 (35) v Collingwood 8.9 (57)
Goals: Clark, C Guthrie, Rohan, Tuohy, Simpson 1.



Round 8

Geelong 6.12 (48) v Fremantle 2.6 (18)
Goals: Hawkins 3, Close, Menegola, Duncan 1.



Round 9

Geelong 10.4 (64) v West Coast 11.7 (73)
Goals: Hawkins, Tuohy 2, Dangerfield, Duncan, Simpson, Parfitt, Menegola, Miers 1.



Round 17

Geelong 4.7 (31) vs. Richmond 7.15 (57)
Goals: Ratugolea 2, Close, Hawkins 1.



Round 18

Geelong 10.9 (69) vs. Sydney 9.9 (63)
Goals: Dangerfield 3, Hawkins, Parfitt 2, Ablett, C Guthrie, Touhy 1.



Qualifying Final

Geelong 5.12 (42) vs. Port Adelaide 9.4 (58)
Goals: Stanley 2, Dangerfield, Selwood, Tuohy 1.

AFL SEASON WRAP UP



Semi Final

Geelong 15.10 (100) v Collingwood 5.2 (32)

Goals: Dangerfield, Hawkins 4, Dahlhaus, C Guthrie, Menegola, Miers, Selwood, Stanley, Tuohy 1.



Prelim Final

Geelong 11.16 (82) v Brisbane 6.6 (42)

Goals: Rohan 3, Hawkins, Ablett 2, Henry, Miers, Parfitt, Tuohy 1.



Grand Final

Geelong 7.8 (50) v Richmond 12.9 (81)

Goals: Menegola 2, Dangerfield, Miers, Hawkins, Duncan, C Guthrie 1.

Gary Ablett farewells fans after the 2020 AFL Grand Final match against Richmond.





'CARJI' GREEVES MEDAL

Geelong midfielder Cameron Guthrie has capped off a brilliant season by claiming his first 'Carji' Greeves medal. Guthrie claimed the medal in a close vote, edging out previous winners Tom Hawkins and Mark Blicavs.

Guthrie averaged 21 disposals over 21 games and earned his first All Australian selection as he helped the Cats reach the Grand Final for the first time since 2011.

Guthrie polled 228 votes to narrowly deny Hawkins (224) a second best & fairest win. Blicavs came in third with 221 votes, while Patrick Dangerfield 214.5 and Mitch Duncan 213.5 competed the top five.

"It's a big honour. Looking at the honour boards every day and seeing the names up there, I feel privileged and proud to be involved in the club and to be recognised like this," Guthrie said.

"I would like to congratulate Tom and Mark on outstanding seasons and a lot of our other teammates are in the same boat. I don't think there was one stand out player for the year. This award could have gone to many others.

"I'd like to thank my teammates for their support. It really was a season where we had to rely on each other. We were away for a long time together and I think everyone really enjoyed each other and we stayed a united team.

"I thank all of the coaches for putting the plan together for our team to thrive on the park. You put in a lot of hours and all the boys really appreciate it. In particular I'd like to give a big thank you to Scotty for being a great coach and a great person around the club for the last 10 years. I couldn't imagine playing under another coach. I really enjoy our relationship. I'd also like to thank two of the assistant coaches I work really closely with in Matthew Knights and Nigel Lappin for all the feedback and guidance they have given me.



Cam Guthrie runs with the ball during the round 5 AFL match between the Geelong Cats and the Gold Coast.

"Thanks to all the staff that came away in the hub and those that remained at home. They put their lives on hold to ultimately get us into the position we got into on Saturday night. Unfortunately, we couldn't go all the way, but I can't give enough thanks for what they did.

"A big thank you to my partner Lauren (and her daughter) Carmen for coming along to the hub and supporting me, and the rest of my family and friends for being involved in my football journey.

"To the supporters at home that have been there all year. We can't thank you enough and what you have done this year has been absolutely outstanding."

TOP 10		
1.	Cameron Guthrie	228
2.	Tom Hawkins	224
3.	Mark Blicavs	221
4.	Patrick Dangerfield	214.5
5.	Mitch Duncan	213.5
6.	Sam Menegola	210
7.	Jed Bews	208.5
8.	Jack Henry	205
9.	Mark O'Connor	202
10.	Gryan Miers	194.5

'CARJI' GREEVES MEDAL AWARDS



Tom Harley Best Clubman Award

Mark Blicavs & Harry Taylor

The Tom Harley award for Best Clubman was shared by Mark Blicavs and veteran defender Harry Taylor. The Tom Harley Best Clubman award is presented to the player who demonstrated outstanding care for his teammates, invests time and interest in all levels of the playing group and who champions the club and team values whilst working towards the greater good of the Geelong Football Club. Taylor previously won the award in 2016, while it is Blicavs first Tom Harley award.



Best Young Player Award

Brad Close

Brad Close was named as Best Young Player. Close played eight games in his first season after being selected in the rookie draft from Glenelg.



Coleman Medal

Tom Hawkins

Hawkins claimed his first Coleman medal and earned his third All Australian selection. Blicavs, a two-time winner of the 'Carji', was named in the 40 player All Australian squad for the third time. Dangerfield was named in his eight All Australian team and was also named captain for the first time, and Duncan finished second in the Gary Ayres medal for best finals player.



Club Community Champion

Joel Selwood

Skipper Joel Selwood was named as the club's Community Champion for his work throughout the year. Selwood was also honoured with this award in 2011. Selwood played a huge role in a number of the club's community programs in 2020 such as Footy Cats at the annual Community Camp and promoting Auskick through his role as NAB Auskick Ambassador, Cats Care where he has assisted with multiple wishes and Healthy Heroes.



AFLW SEASON WRAP UP



Round 1

Geelong 4.4 (28) v Fremantle 6.8 (44)

Goals: Clarke, Cranston, Maguire, Morrison 1.



Round 2

Geelong 3.2 (20) v Brisbane 6.3 (39)

Goals: Purcell 2, Higgins 1.



Round 3

Geelong 6.2 (38) v Adelaide 8.1 (49)

Goals: Higgins 2, Cranston, Purcell, Boyd, McWilliams 1.



Round 4

Geelong 10.7 (67) v Richmond 7.3 (45)

Goals: Cranston, Clarke 2, Darby, Crockett-Grills, Higgins 1.



Round 5

Geelong 5.8 (38) v Gold Coast 2.6 (18)

Goals: McWilliams 2, Cranston, Teague, Clarke 1.



Round 6

Geelong 3.2 (20) v Nth Melb-Tasmania 10.6 (66)

Goals: McDonald, Crockett-Grills, McWilliams 1.

Players sing the club song after their victory during the round five AFLW match between the Gold Coast Suns and the Geelong Cats.



AFLW BEST & FAIREST

Geelong midfielder Olivia Purcell has been named the club’s AFLW Best & Fairest winner for season 2020.

In a close vote count, Purcell claimed the second AFLW Best & Fairest Award in club history, polling 134 votes ahead of defender Maddy McMahon (128) and midfielder Nina Morrison (119).

The 19-year-old was selected at pick 14 by the Cats in the 2018 AFLW Draft after playing her junior football with the Geelong Falcons. Purcell enjoyed a strong debut season in 2019, stepping up to AFLW level with ease to finish second in the club’s Best & Fairest count and third in the AFLW Rising Star.

After shoulder surgery in August, Purcell diligently completed rehab and trained consistently across the pre-season which saw her return in time for the beginning of her second AFLW season.

In 2020, Purcell continued to excel. The midfielder played all six games, she was the side’s leading disposal winner with 121 disposals across the season, an average of 20 disposals a game. Purcell also kicked four goals and was regularly involved in driving the ball forward for the team.

Geelong AFLW coach Paul Hood congratulated Purcell on a season where she took her game to the next level.

“Olivia played with a high level of competitiveness and she always looked to involve herself in the contest and take the game on,” Hood said.

“She was a leading disposal winner for our AFLW team and regularly won a high percentage of her disposals as contested possessions and clearances.

“At 19 years of age Olivia is still working hard on her game and developing her skills, awareness and athleticism whilst already playing at a very high level.

“Her enthusiasm for the game and fierce desire to impact the contest enabled her to have a very consistent season and we look forward to watching her continue to grow her game in the future.”

Maddy McMahon continued to be at her consistent best across 2020, placing second on 128 votes, just six votes behind Purcell.

After being named in the AFLW All-Australian team in 2019, the Cats inaugural season, McMahon continued her fine form into season two. The 31-year-old defender was a vital cog in the Cats’ backline, particularly with the absence of fellow defender Meg McDonald early in the season.

Nina Morrison finished the count in third place after a successful return from an ACL injury. Morrison endured a near perfect rehab over the off-season to allow a Round 1 return to play.

The 19-year-old played all six games, including a stand out performance in Mackay in the Cats’ win over the Gold Coast Suns, collecting 22 disposals and 7 tackles in the best-on-ground performance.

TOP 10		
1.	Olivia Purcell	134
2.	Maddy McMahon	128
3.	Nina Morrison	119
4.	Phoebe McWilliams	118
5.	Aasta O’Connor	116
6.	Maddy Keryk	112
6.	Amy McDonald	112
8.	Richelle Cranston	111
9.	Danielle Higgins	109
10.	Rebecca Webster	108
10.	Julia Crockett-Grills	108

Major Partner



AWARDS



The ‘Hoops’ Award

Maddy Keryk

Maddy Keryk is the recipient of the 2020 ‘Hoops’ Award for her commitment and dedication to the club and her teammates. Maddy brings the group together with her upbeat approach and friendly demeanour. In her second season at Geelong, Maddy has become an integral cog in the Cats AFLW side, living the club values in all she does on and off the field.

The ‘Hoops’ award is voted by players, AFLW staff and coaches and is awarded to the player making a values-based contribution to the club, in line with the criteria for the men’s Tom Harley award.

AFLW 2020 All Australian team member Olivia Purcell poses for a photo.



Community Champion Award

Renee Garing

Renee Garing has been awarded the AFLW Community Champion Award for her genuine commitment to and leadership within our community

Renee exemplifies club values in her role as ambassador for the club’s Just Think program, as well as her work outside the club with the Pretty Foundation, Salvation Army and the Fight Cancer Foundation.

From the moment Renee joined the club, she has been the first to put her hand up and give her time to these programs, Renee works for the greater good and is driven to lead by example. A very worthy winner of the AFLW Community Champion Award for 2020.

The AFLW Community Champion is awarded by the club’s community team for the work done in the Cats community programs and outside the club.



AFL ARRIVALS



Isaac Smith

Smith joins the Cats after 210 games and 165 goals with Hawthorn. The speedy midfielder won three premierships with the Hawks and has been an elite performer over the past decade. He will add speed and quality ball use to the Cats midfield.



Shaun Higgins

Higgins has played 237 games and kicked 224 goals with the Western Bulldogs and North Melbourne. A highly decorated player, Higgins earned All Australian honours in 2018 and won the Kangaroos best & fairest in both 2017 and 2018. Higgins' sister Danielle is a member of the Cats AFLW line up.



Paul Tsapatolis

Tsapatolis played junior football before focusing on a basketball career. He went on to represent Australia at both the FIBA Oceania and Asian championships. Tsapatolis helped Australia to the gold medal at both events, earning All Star honours at the Oceania event.



Jeremy Cameron

Cameron played 171 games and booted 427 goals, both club records for the Giants. A dominant force within the AFL, Cameron is a dual All Australian and also has claimed the Coleman medal in 2019 and the Giants best & fairest in 2013. Cameron has led the Giants goal kicking in all nine seasons with the club. Since debuting in 2012, Cameron has kicked the fifth most goals in the AFL.



Shannon Neale

Neale stands at 202 cm and can play as a ruck and forward. An excellent athlete, Neale is strong overhead and has excellent endurance. Neale continued his development at under-18 level in the WAFL this year playing eight matches where he averaged 13.4 disposals and 2.8 marks and finished the year kicking three goals in a WA All-Stars game. He tested very impressively at the National Combine held in WA running 3.04 seconds for 20 metres, 8.41 seconds for his AFL agility run and 6 minutes 35 seconds for the 2km run confirming his overall athleticism.



Max Holmes

The 189cm Holmes is an outstanding athlete, having claimed gold in the 400 metre hurdles at the under 18 national athletics championship. In addition to his speed, Holmes has elite endurance and could fill any number of roles, from half back to wing to half forward. Holmes showed promise at Melbourne Grammar, but he suffered a broken arm and was restricted to three games in 2019. Impressive in one trial game this year with 17 disposals, Holmes confirmed his athletic profile at Victorian testing day recording 8.43 seconds for AFL agility run and yo-yo score of 21.2. He finished the year running an elite 2.80 seconds for 20 metres (outdoors) at the NAB AFL combine in Melbourne.



Nick Stevens

Stevens is a 192cm defender who breaks the lines with his leg speed and power. He is a long and penetrating kick and distributes the ball well by hand. Stevens reads the game well across halfback and provides his team with good overlap run. An impressive athletic type demonstrated by both his 6 minutes and 32 seconds result in the 2km and 2.97 seconds for 20 metres recorded at NAB AFL combine. Stevens was in good touch in two trial matches for the Rebels at the start of the year averaging 23 possessions (11 contested) per game.

AFL DEPARTURES



Lachie Fogarty

Fogarty was originally selected in the 2017 AFL draft from the Western Jets. He debuted in the opening round of 2018 and went onto play 15 games in his first season, but was sadly slowed by injury in 2019. Fogarty forced his way back into the team this past season and has played a total of 23 games and kicked six goals in his three years with the Cats.



Gary Ablett

The greatest player of his era and arguably the best of all time, Ablett thrilled crowds and awed teammates and opponents from the moment he set foot on the field in 2002. He went onto play 357 games, including 247 with the Cats. He won premierships in 2007 and 2009, claimed two Geelong best & fairests and four at Gold Coast and won the Brownlow medal in 2009 and 2013, and was named as AFLPA most valuable player five times. Ablett was named All Australian eight times, and he kicked 445 goals in his career. His 262 Brownlow votes are the most by any player in the history of the game.



Harry Taylor

A club great, Taylor played 280 games since debuting in 2008. He ranks equal ninth on the Cats all time games list and twice earned All Australian honours. Taylor helped the Cats reach the finals 12 times in his 13 seasons, and he was a key player in both the 2009 and 2011 grand final wins. Taylor has played 31 finals, fourth most in league history. His mark in the final of the 2009 grand final will never be forgotten as it ensured the premiership would come home to Geelong.



Jacob Kennerley

Kennerley spent two years on the Cats list after being selected in the 2018 national draft. While he did not feature at AFL level, Kennerley did play in both Marsh Cup pre-season games in 2020.



Blake Schlenso

Schlenso spent two years with the Cats as a category B rookie and showed great improvement. He did not feature in the AFL but was a good contributor at VFL level.



Jake Tarca

Tarca joined the Cats from South Adelaide in the 2018 draft. Originally a small forward, Tarca also spent time as a running defender and midfielder at VFL level.



James Parsons

Parsons was originally selected in the 2016 rookie draft. He made his debut in round 3 of 2017 against Melbourne and went on to play 35 games and kick 26 goals for Geelong. Parsons played two finals in 2017.

AFLW ARRIVALS



Olivia Barber
Selection 21
(Victoria Country/Murray Bushrangers)
A tall high marking forward, Barber only made the transition to football from high level junior basketball two years ago. With a strong overhead marking ability, Barber was named All-Australian full forward last year as a bottom-ager.



Laura Gardiner
Selection 20
(Victoria Country/Geelong Falcons/Geelong West Giants)
A highly competitive midfielder, Gardiner is a ball hunter and her endurance allows her to cover the ground well. Gardiner comes from a local Geelong football family who have a strong association with the Geelong West Giants, she has also featured in the AFL Barwon U/18 competition. Gardiner averaged 34.5 disposals and 11.5 tackles after the two NAB League games this year.



Darcy Moloney
Selection 10
(Victoria Country/Geelong Falcons/Colac Imperials)
Captain of the Geelong Falcons in 2020, Moloney is a skilful midfield/forward who is very calm with ball in hand. Moloney was selected for Victoria Country in her first year of football, despite only having started playing two seasons ago. Moloney has featured prominently in the AFL Barwon U/18 competition over the last few years, and averaged 26.5 disposals after the two NAB League games this year.



Carly Remmos
Selection 39
(Geelong Falcons)
Remmos is relatively new to the game of football after crossing over from basketball with the Geelong Supercats where she enjoyed a distinguished junior career. A developing midfielder, Remmos' quick hands and power are among her key attributes. Remmos played her first two NAB League matches of football earlier this year where she averaged 15 disposals and five tackles playing as a forward/midfielder.



Stephanie Williams
Selection 27
(Victoria Country/Darwin Buffalos/Geelong Falcons/St Joseph's)
Williams is a forward with great speed and skill. She takes the game on and is not afraid of the contest. Williams missed the start of the Geelong Falcons season due to injury, but managed to play a handful of games with St Joseph's in the AFL Barwon U/18 competition. Originally from the Northern Territory, Williams attends The Geelong College and has called Geelong home for the past three years.

AFLW DEPARTURES



Cassie Blakeway
Blakeway was an original Cats player. She also played in the very first VFLW clash against Box Hill in 2017 and finished as runner up in Geelong's VFLW best & fairest that year.
Blakeway played in the memorable first AFLW game against Collingwood and also in the Cats first AFLW final, the 2019 preliminary final against Adelaide.
Overall Blakeway played 8 AFLW games over two seasons. She also represented Geelong at VFLW level 36 times, kicking five goals. She was among the Cats best in the 2018 VFLW grand final.



Gemma Wright
Wright was selected by Geelong in the 2019 AFLW draft. After being part of the pre-season program, she stepped away from the game for personal reasons and did not play for the Cats.



Mel Hickey
Hickey will go down in club history as Geelong's inaugural AFLW captain after signing on with the Cats in the 2018 AFLW trade period. Hickey played 12 games for Geelong across the 2019 and 2020 seasons.
A member of Melbourne's AFLW side from 2017-2018, Hickey played 13 games for the Demons, earning All-Australian honours in 2017 as a key position player in defence
Hickey represented Melbourne in the AFL's Women's Exhibition games from 2013 – 2016 and enjoyed a decorated career in the VFLW competition, earning seven premiership medals with the Darebin Falcons.

Melissa Hickey leads the team out during the round six AFLW match between the Geelong Cats and North Melbourne.



Anna Teague
Teague joined the Cats after a stellar basketball career in the WNBL with Bendigo and with Geelong in SEABL. She was a member of the very first Cats VFLW line up and helped Geelong to the VFLW grand final in 2018.
After four AFLW games with Melbourne, Teague re-joined Geelong when the Cats were granted an AFLW licence. She played in Geelong's first AFLW game against Collingwood in 2019 and helped the Cats to the preliminary final in their first season. Overall Teague played nine AFLW games with Geelong over the past two seasons, and kicked two goals.
She also played 26 games at VFLW level in the blue & white hoops.

COMMUNITY

We understand that by supporting a club, that the club becomes part of one's essence. That sense of belonging to a club can give people a sense of 'us' and we know that connection is so vital.

Since the club was formed, we have been committed to our community. As a regionally based club we have always understood the importance of giving back to the community that has given us so much.

Even during a global pandemic we have stayed the course. We have continued to commit and to connect with our community in a positive and meaningful way.

Thank you to our sponsors, partners and advisory group members who bring our program to life. Thank you to all our program participants. Thank you to our players who give so much of themselves and approach their contribution with respect and care.

It is our vision to be world class in our community strategy as a sports organisation. We aspire to be more than just a football club.

Club Community Champions Joel Selwood

In a year like no other, we have relied on our leaders to assist with connecting to our community including our wider community of members, fans, sponsors and partners. Joel has been an excellent community contributor from the moment he stepped foot into the club.

Joel has played a huge role in a number of our Community programs in 2020 including Footy Cats, our Annual Community Camp, promoting Auskick through his role as NAB Auskick Ambassador, Cats Care where he has assisted with multiple wishes and a Healthy Heroes albeit, virtually.

Through his time at the Cats, Joel has been a successful leader on-field but equally his commitment off the field as a positive role model for our players and participants in our programs. Joel continues to assist the club with our membership campaigns, sponsorship and partnerships plus generating content for our online platforms.

Renee Garing

Demonstrating her commitment to charities and causes has ensured that Renee has made an incredible impact in her short time at the club.

Renee holds an ambassador role for the Cats Just Think program where she is an advocate for safe drinking behaviours and positive mental health and well-being through both the school program and awareness campaign.



Kate Darby involved in the BioCats skills activity.

Renee has a passion for empowering girls to be comfortable in their bodies, this was made evident when she became an ambassador for the Pretty Foundation and has taken the time to reach out to the young people involved in the Foundation and donated her time via technology through Covid-19.

Renee joined the Fight Cancer Foundation as a Footy Colours Day ambassador in 2019 and 2020.

Renee has passionately assisted in spreading the word of the campaign and as a dedicated teacher herself, aims to help kids with cancer be able to continue their schooling throughout their treatment.

In addition to this, Renee sought out and is a committed patron for the Salvation Army Youth Ambassador program.

EDUCATION PROGRAMS Healthy Heroes

Healthy Heroes presented by Geelong Cats and GMHBA.

Healthy Heroes aim to inspire, empower and teach students the importance of keeping active, eating well, drinking water, reducing screen time and getting a good night's rest. All critical factors for positive health and well-being.

Healthy Heroes went digital in 2020 to continue to deliver its key health messages to students, teachers and families.

Proudly supported by: GMHBA and Deakin.

BioCATS

BioCATS offers students hands on sport related activities to encourage students to be physically active, eat well and look after their bodies, while creating a passion for mathematics and science in everyday life using AFL football as the aspiration. In 2020 the BioCATS program was adapted into bite sized online resources to engage students through virtual sessions.

Proudly supported by: Bisinella, BioLAB and SEDA.

Cyber Cats

The focus of Cyber Cats is to develop the capacity of young people to recognise and respond to cyber bullying in a positive and empowering way. In 2020 Cyber Cats offered a range of webinars, resources and content to ensure the safety message was being communicated during a time of heightened online use.

Proudly supported by: Deakin, BCYF, headspace Geelong, Simonds and St John of God.

Just Think

Just Think provides practical information and strategies to help young people make informed choices around avoiding alcohol consumption before the age of 18.

In 2020 we evolved our resources with the development of online content including a family booklet.

Proudly supported by: St John of God, BCYF, Deakin, AFL Barwon and headspace Geelong.

Djilang

Djilang is the Wadawurrung word for Geelong and name the Cats chose for their Aboriginal cultural connection initiative the 'Djilang Program'. The focus of this important program is for the Cats to connect with Aboriginal children and young people with an emphasis on culture.

Proudly supported by: Barwon Water, Wadawurrung, Stronger Brother Stronger Sister and EMPOWE+R program.

GAME DEVELOPMENT AND SOCIAL CONNECTIVITY

Welcome to Geelong

The sixth annual Welcome to Geelong event saw the largest turn out with participants from a wide range of multicultural backgrounds including Afghani, Karen and South Sudanese welcomed to GMHBA Stadium on a warm Sunday in February.

Proudly supported by: Viva Energy, SEDA, Diversat, Catholic Care, North Geelong Secondary College and AFL Barwon.

Footy Cats

Involvement in a team sport is known to improve social, emotional, physical and community well-being. The club leads and supports several initiatives with community clubs and Auskick Centres.

– Country Day

The Cats enjoyed going out into the region and delivering education sessions on the importance of physical activity through clinics and classroom sessions to almost 2500 young people.

– Community Camp

Held across two days in Colac, Camperdown and Lorne, the 20th annual Community Camp provided the players with an opportunity to engage with communities while promoting game development.

Thanks to Powercor, local coaches were invited to a Coaches Education session facilitated by a panel of Cats staff, coaches and players.

– Community Clubs

Whilst local sport was cancelled in 2020, AFL and AFLW players continued to engage with junior footballers in the region via video messages and Zoom sessions promoting staying active and healthy during lockdown and isolation.

Proudly supported by: AFL Barwon, AFL Vic, Powercor, Bulla Family Dairy and Aware Super.

– Read the Play

Targeting junior level sporting clubs, the Read the Play program engages young people using fun and interactive games to educate messages about mental illness, remove stigma about mental health and increase help seeking behaviour. With Covid-19 restrictions heavily impacting the ability to deliver sessions in local sporting clubs, Read the Play has developed a series of interactive online learning modules.

Proudly supported by: AFL Barwon.

Club Community Champion Joel Selwood teaching football skills at a Footy Cats program in Geelong.



COMMUNITY ASSISTANCE
Sensory Zone

The Sensory Zone was launched to provide an accommodating and positive experience for all guests and fans with a sensory need who visit our stadium. Co-designed with inclusion front of mind the Sensory Zone was an incredible success with use through the AFL, AFLW and other major events at GMHBA Stadium through 2019 and early 2020.

Proudly supported by: KPST, Gateways Support Services, NDIA, Leisure Networks, BCYF, Deakin University and Geelong Paediatric Group.

Sunrise Centre

A state of the art rehabilitation centre, The Sunrise Centre, located in the Brownlow Stand at GMHBA Stadium provides specialised services to people in the Geelong and Barwon South-West communities. This centre has enabled Barwon Health to provide rehabilitation programs in a less clinical setting and is a unique initiative made possible by generous support from the Transport Accident Commission (TAC), the Geelong Cats and the Kardinia Park Stadium Trust.

Proudly supported by: Barwon Health and KPST.

Deakin Cats Community Centre

The Deakin Cats Community Centre has welcomed over 121,000 visitations since opening in 2013.

In 2020 the Deakin Cats Community Centre had three months of operation before having to temporarily close the doors due to Covid-19. Throughout those three months we welcomed Access Partners with bookings focussed on health and well-being outcomes, delivered Cats community programs, hosted the Past Players and Officials Association and welcomed visitors to the Sensory Zone.

Proudly supported by: Deakin.

CATS CARE
Wishes

Caring has always been at the heart of what we do. In 2020, with thanks to Barwon Water, we continued to respond to wishes that were requested through the Club however we also proactively reached out to over 20 organisations.

Ward Walks

The beginning of the year saw the players be able to take part in a few hospital ward walks, visiting the young people at the Barwon Health Foundation University Hospital.

Cats Match

The Cats Match program, in partnership with MatchWorks, helps local youth job seekers overcome barriers to employment and improve their overall health and well-being.



School visits through our Footy Cats program.

Patrick Dangerfield reading a children's book.



Together, MatchWorks and the Geelong Cats aim to change lives by creating hope and opportunity.

Bush Fire assistance

Geelong players and staff volunteered their time to help Victorians in need during the bushfire crisis where they spent their time accepting and sorting critical items to be donated to Foodbank Victoria.

Storytime Online

One of our 2020 highlights was creating a Storytime series where players read a range of books online. Gary Rohan reading My Grandfather Marches on ANZAC Day was hugely popular along with Gryan Miers reading the beautiful inclusion book Some Boys and Anna Teague reading Some Girls. Thank you to Armstrong Creek School who developed a teacher resource to complement the reading for Foundation through to year 6.

Masks

Through a generous donation, the Geelong Cats had the opportunity to donate thousands of masks to Community organisations across Geelong.

Proudly supported by: Barwon Water, MatchWorks, Ford, Villawood and Barwon Health.

INCLUSION & DIVERSITY

We pride ourselves on ensuring that our programs are inclusive and accessible. Each year we highlight several dates of significance and special initiatives. In the past year we have supported:

IDAHOBIT Day, Wear it Purple Day, R U OK? Day, Footy Colours Day, Humans in Geelong, Children's Week, School Packs and Footballs, International Day of Sign Language and Principals Day.



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GEELONG CATS
FOUNDATION

GEELONG CATS FOUNDATION

Our Ambition

Our Ambition forms the ongoing invitation to members, sponsors, supporters and the wider community to philanthropically invest and partner with the Geelong Cats. We aim to be the leading foundation program in the AFL for the way we engage, develop relationships and support our club's evolution

Over the past five years, the total moneys raised through 'Our Ambition' totals \$18,751,660. These gifts have gone towards initiatives such as:

- Stage 4 Brownlow Stand redevelopment
- The Club's Flagship Community Programs
- AFLW and Women's Pathways
- Purchase of Edward 'Carji' Greeves' 1924 Brownlow Medal
- Recruitment and Talent Pathways

Because of your significant gifts, the Foundation has been able to play a leading role in underpinning all that makes our football club great.

In 2020, Our Ambition has continued to play a key role in ensuring the Geelong Football Club remains competitive both on and off the field. We are incredibly proud to say 100% of our donors remained engaged and committed to supporting the Club. The level of generosity our donors displayed during this tumultuous year, equating to \$1,495,529, truly indicated their passion to support our mission, to be the greatest team of all.

The closing of 2020 also sees the completion of the Foundation's five-year capital campaign, 'Our Ambition Stage 4'. Across the five years, a total of \$16.5M has been gifted towards ensuring the Cats possess the state-of-the-art facilities required, for our four teams to aspire for greatness. Thank-you to each of our donors, for believing in our vision and helping it come to fruition.

The 24-Hour Community Challenge played a crucial role in supporting and sustaining our flagship programs from 2018 – 2020, with 100% of our generous gifts fulfilled. We are thrilled to continue supporting the club's vision to engage and empower our community to thrive in building healthy, active and inclusive lives.

The Foundation conducted its second year of supporting the Cats women's program. The gifts donated to the program since 2019 have gone towards the injection of specialised training facilities, sports science equipment and staff and player development. Supporting and enhancing our team, on and off the field, is crucial to embracing diversity and sustaining a successful program.

Working closely with the Recruitment team, the Foundation conducted its first year supporting the Category B initiative. This campaign sits outside the soft cap and gives a competitive advantage within a tight competition. This year, with the support from the Foundation the Cats have signed two Cat B Rookies, Paul Tsapatolis and Stefan Okunbor (re-signed). Donations to this program enable the club to continue looking for talent outside the 'regular' pathways.

As a result of the pandemic, GMHBA Stadium has remained quiet, with football ceasing dramatically in March. The Foundation provided an opportunity for Corporate Hospitality clients and loyal members to generously support the club by opting to turn their memberships into tax-deductible donations. We thank all our members who stayed Geelong Strong.

2020 has been a difficult year for many, including individuals at the Club. A large portion of Cats staff were stood down for an extended period; compassionate donors gifted funds towards a meal program, providing meals for staff and players during this uncertain time.

The Geelong Football Club's five-year business Plan, 'As it Should be', is now in place. Among seven strategic priorities that span across the Club, Our Ambition is highlighted. Support from our generous donors has enabled Our Ambition to grow, be embedded across the GFC and become an important revenue stream for the club.

We would like to thank all our donors who have supported the Foundation's campaigns and initiatives throughout 2020 and are incredibly grateful for staying Geelong Strong.

For further details or to donate, please visit foundation.geelongcats.com.au Alternatively, please contact ourambition@geelongcats.com.au

Eva George

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GREATNESS
OUR TRADITION. OUR AMBITION.



STAND PROUD

