

A blue-tinted background image showing two Geelong Cats players in action. A male player in the foreground is holding a football, while a female player behind him is also holding a football. Both are wearing Geelong Cats AFL jerseys with various sponsor logos like "COTTON:ON", "AFL", "Ford", "nab", and "CHEMIST WAREHOUSE".

ANNUAL REPORT

GEELONG CATS 2021

We've backed Cats for almost 100 years.

But this is our first Puma.



Ford Australia and the Geelong Football Club go back a long, long way. The Puma, our small SUV, is a much more recent arrival, but we're just as proud of it. Like most Cats players, it's powerful, dynamic and surprisingly quick. Little wonder it was named Best Light SUV in the Drive 2021 Car of the Year Awards.

The classic Ford logo, written in its signature script font, is displayed in white against a dark blue background.



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Corrina Eccles welcome to country.

NOTICE OF ANNUAL GENERAL MEETING

Monday 20 December 2021

Notice is given in accordance with clause 9 of the Geelong Football Club Limited's Constitution ("the Constitution"), that the Annual General Meeting of the Geelong Football Club Limited (ACN 005 150 818) ("the Club") will be held in the President's Room, Brownlow Stand, GMHBA Stadium, Kardinia Park, Geelong on Monday 20 December 2021 at 7pm (AEDT) ("the AGM").

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

1. The receipt and consideration of:
 - Minutes of 2020 Annual General Meeting;
 - 2021 Financial Report; and
 - 2021 Directors' Report and Auditor's Report.
2. Any other general business as the Chair directs in accordance with the Constitution.

In addition, the Club will present the 2021 R J Hickey award winner and have a range of AFL and AFL W football program personnel and players in attendance on the evening.

Minutes of 2020 Annual General Meeting

The Minutes of the 2020 Annual General Meeting will be available on the Club's website www.geelongcats.com.au from 29 November 2021. If you would like a hard copy of this document, please contact the following email address companysecretary@geelongcats.com.au.

Financial Report

The 2021 Financial Report will be available on the Club's website www.geelongcats.com.au from 29th November 2021.

If you would like a hardcopy of the document, please contact Simon Kelleher, Chief Operating Officer, 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 2021 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 Wednesday, 15 December 2021.

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

Attendance and Questions

To allow us to cater for all members, if you are planning to attend the AGM, we request you to RSVP online via agm.geelongcats.com.au, by no later than 7pm (AEDT) on Monday, 13 December 2021.

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 when submitting your RSVP via agm.geelongcats.com.au. We will not be taking additional questions in this segment on the night.

2021 Annual Report

To download a copy of our 2021 Annual Report, please visit the Club's website www.geelongcats.com.au



Simon Kelleher

Chief Operating Officer & Company Secretary

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Round 2 Geelong Cats v
Brisbane Lions match at
GMHBA Stadium.



CRAIG DRUMMOND

Members, sponsors and supporters are the life blood of the club. Without your ongoing loyalty and support in these most difficult of times, the club we all love so much would have been a shadow of what it is today.

I hope that our efforts have provided some joy and excitement through the challenges that we have all experienced. From everyone at the club, a huge thank you for keeping Geelong strong.

The past year has given us many positive moments, along with a few that have left us disappointed. It is easy to focus on the negative, we are all guilty of this sometimes in life. However, I believe the positives of the past year far outweighed the negatives.

Part of supporting the club is the emotional investment we all make. We are overjoyed when we succeed and devastated when we fall short. It is one of the things that makes football unique. We care so much.

So, in saying that, we were all disappointed to have fallen short in the AFL preliminary final. That is natural. So much goes into a season, and to reach the penultimate week and not progress is crushing and no one at our club, a club that prides itself on excellence, feels differently.

But there is also great pride in what our team has done, not only this season, but over the past two years. The resilience, dedication and determination has been exactly where you would expect it to be. The will to push on and strive for success is inbuilt in our team and in particular in our leaders.



**Round 16 Cats vs
Essendon Presidents
function address.**

It is to be greatly admired, when many others have accepted something less in recent years. We will continue to ask that our team challenge for the premiership.

And while there are many, externally, suggesting our time has passed and that we will slide, the view inside the club is different. While there are many factors at play in any one season, I believe our men's team will again rise to the challenge in the year ahead.

Our AFLW team faced a tough campaign in 2021, winning only once during the season. While the results were not what we were anticipating, the year certainly saw some positive outcomes.

Firstly, the playing group remained united and committed. They did not fracture during a time of high stress. They remained true to themselves and the club.

Nevertheless, we have asked ourselves a lot of questions about our AFLW program. Have we committed the right amount of resources and support to the program? What can we do to assist the team that will be entering its fourth season in 2022?

This has led to a significant strategic overhaul, both in terms of on-field and off activity. Considerable work has been conducted over the past eight months, with significant change now being implemented.

We want our AFLW program to have long term success, to be seen as an important and equal part of our club. The work undertaken this year has us closer to that goal than we were 12 months ago.

Through the year the club continued to make a meaningful contribution to our community, which has been under relentless pressure in 2021, as you can understand. Our community team demonstrated real flexibility to quickly find new ways of delivering our programs. That is the Geelong Way – innovation is one of our values and this is a living example of that!

The nature of football clubs is to see continual change. This year has been no exception. While we thank everyone that has departed the club in 2021 for their contribution, there are a number of people that have been here for a long time who warrant special praise.

In September, 2021 Brian Cook, departed the club as the second longest serving Chief Executive Officer in our history, following 23 years wonderful years in that role. In the time that Brian was at the club in partnership with Frank Costa and Colin Carter, we saw our greatest period of sustained on-field success, an almost complete rebuild of GMHBA Stadium, massive reduction of debt, a significantly enhanced impact on the community, record membership and the introduction of our women's football program.

As a result today the club is vastly different to the one Brian walked into all those years ago. The hard work of the past 20 years has ensured the long-term future of the Geelong Football Club and Brian played a huge part in that. When he arrived the stadium was crumbling, the club had crippling debt and there had not been a premiership since 1963. We thank Brian on behalf of all stakeholders of the Geelong Football Club for his dedication and remarkable impact over the past 23 years. We also wish Brian success in his new role at Carlton.

Post the season completion a number of our assistant coaches have moved on, including past playing greats Matthew Scarlett and Corey Enright, who both served the club for over 20 years. Matthew Knights and Paul Hood also have been part of our coaching set up for over a decade, and made great contributions to the club. Thank you gentlemen.

To all of our departing players and staff, thank you for your contributions to our club.

Looking forward, as you know we are delighted to have welcomed Steve Hocking back to the club as Chief Executive Officer. Steve has an almost 40-year association with the club as a player and administrator.

**Craig Drummond,
President of the Geelong
Football Club.**



We are excited by the vision and energy that Steve is already bringing to the role and we look forward to an ongoing bright future, one that will strive for absolute excellence in everything we do on and off the field. As I am sure you are aware there is serious excitement around Steve's appointment, given the deep respect (on and off the field) that he has built through his career. He started in the role in early October and has already made a real impact.

One of Steve's priorities is the fully funded \$142m GMHBA Stadium redevelopment, which is now well underway. In 2023 this will see the stadium finally completed, with a 40,000 crowd capacity. What a magnificent asset that will be for our community.

Our sponsors have been fabulous partners, despite the challenges thrown at them individually through Covid. A huge thank-you to all of our commercial partners and in particular to our great friends at Ford. We started the year extending our partnership with Ford and this will reach the century mark come 2025. Ford is an integral part of the Cats family and community.

I would like to thank our staff for their commitment through considerable adversity over the past two years. This has come at a time of increased workloads and a fierce, but necessary covid related reduction in club expenditure. I would therefore like to acknowledge all of our staff, and our board. Thank you for continuing to serve the club with dedication and passion.

Finally, I will return to where my remarks began. This year saw a record 70,000 fans join as club members. This helped ensure that we remained an unassisted, debt free club. This is a significant achievement in the middle of a pandemic and was made possible by the passion we all share for the Cats. We strongly encourage you to all again support your club in 2022, for what will be another exciting year of Men's and Women's AFL football.

While we have more ambitious expectations for our club as we come out of Covid, whether that be in memberships, our gym and catering business or indeed in football, right here, right now, without you, our club would have been considerably diminished. While we all face challenges, your club remains well placed looking into 2022, debt free for the first time in over 50 years.

Craig Drummond – President



STEVE HOCKING

Coming back to the Geelong Football Club as CEO brings me back to what I have long considered my second home.

Looking ahead I think there are some challenges we need to embrace. One of the biggest things we have all dealt with over the past two years has been a disruption to the everyday connection that we have always taken for granted.

Reconnecting to our people, both to our members and supporters, and also inside our club will be critical to future success. This is a key focus for us all as we head towards 2022. We are excited about welcoming you all back to GMHBA Stadium, to the rituals of game day and supporting our teams as they compete in the AFLW and AFL competitions.

We are looking to ensure the club reflects you all – a diverse and inclusive place that we can come together to show our shared passion for the Cats.

In a football sense we are continually looking for improvement. Our men's team has been at or near the top for close to 20 years. We have enjoyed a lot of success in recent years without getting the ultimate success. This can be frustrating, and it is important to ensure that our decisions are rooted in fact rather than being made from an emotional viewpoint.

We are continually looking to improve our performance in all areas of the club, and this is most evident in our on-field endeavours. As is the case every year, we look to ways to improve our on-field results. This is across all our programs.



Steve Hocking addresses the media.

Over the past two months we have made significant changes in our men's program, with the likes of Matthew Egan, Harry Taylor, Eddie Betts, James Kelly, and Shannon Byrnes coming on board. This follows significant changes we have made in our AFLW program over recent months.

There is a great foundation already in place at the club. For the first time in over 50 years, we are debt free. This has been a key focus in recent years, and we have been able to achieve this significant outcome. The redevelopment of GMHBA Stadium has started and will bring the stadium to a 40,000 capacity. Our hospitality arm, Higher Mark, and Geelong's gym is up and running post Covid.

There are exciting times ahead. The past 20 years have given us all some great memories. But the focus inside the club is on what lies ahead. We all want more success in every endeavour, and the support from our passionate member base is critical to that.

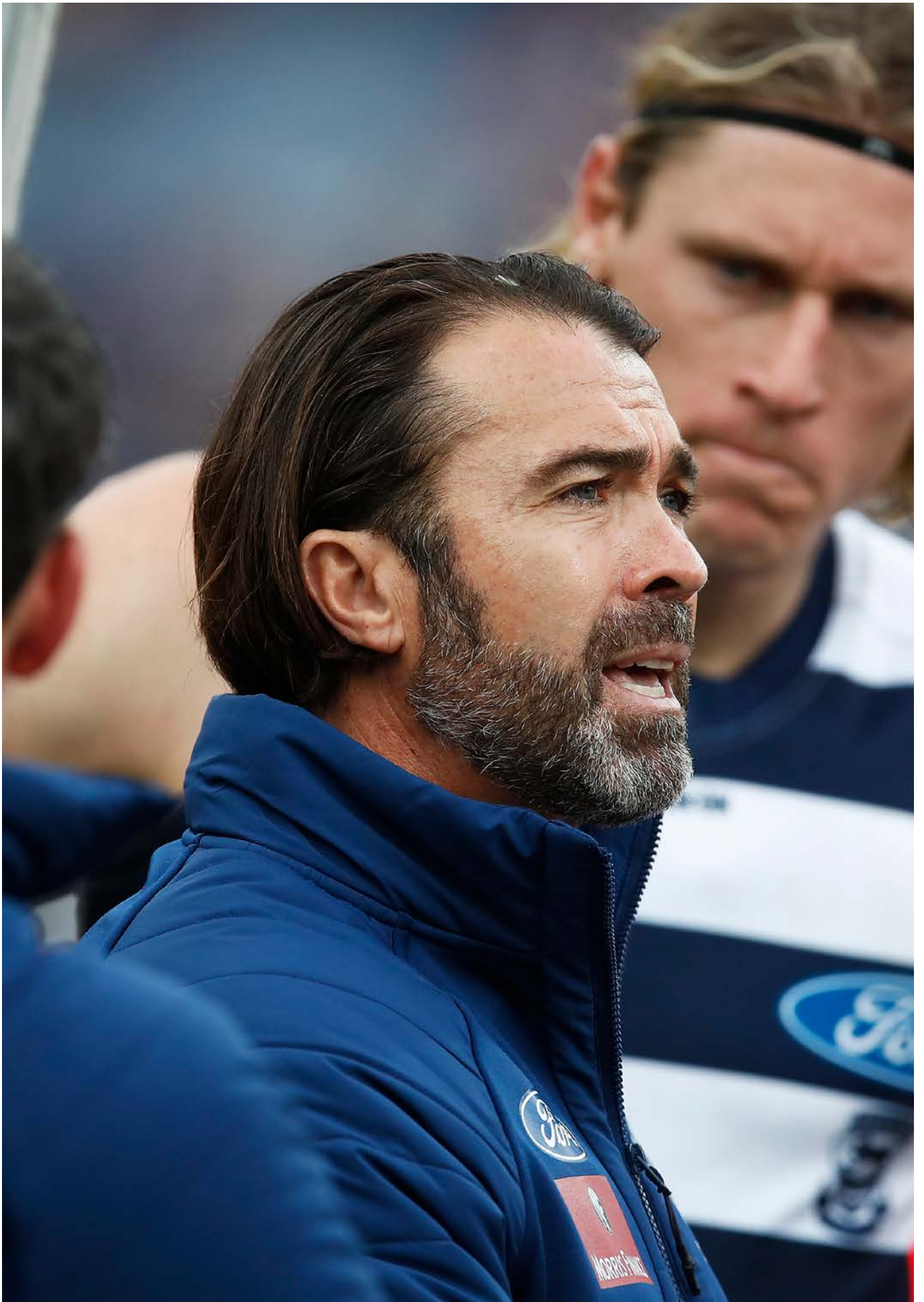
Thank you for your passion and support.

Steve Hocking – CEO

Steve Hocking speaks with media during an AFL press conference.









CHRIS SCOTT

There is no doubt that the past two years have been a really difficult time for everyone. We consider ourselves extremely fortunate that we have been able to continue in the game we love, for the club we love. We don't take that for granted.

While it has been very tough times, our members have been outstanding. It cannot be said enough how good you've all been to our footy club. It's often said that there's an irrational tie to our footy club and for you to all support us the way you have without much footy to come and see live over the last couple of years is appreciated by us all. Thank you.

The AFL system is designed as a handicap, which results in a highly competitive environment. I think it's fair to say this has only been accelerated by the challenges of the past two years. It's difficult to quantify, but it is interesting to reflect on the differing impact on clubs based on their experience throughout the pandemic.

It certainly has been a challenging period, but this time people's true colours really shone through. We have people at this football club who care deeply about each other, they care about the club and they care about our community.

When a group of people have these underlying attributes, I think you're well placed in chasing greatness. The group that has been with us on this journey, the players, the coaches, the staff, I say thank you. This has been a period which we will look back on with pride. It has been quite the journey.

There's change at the end of every season. There are a number of people I would like to single out for their contributions to our team, some over an extended period of time. We've seen Lachie Henderson, Josh Jenkins, Jordan Clark, Cam Taheny, Ben Jarvis, Charlie Constable, Darcy Fort, Nathan Kreuger, Oscar Brownless and Stefan Okunbor finish their time with



Chris Scott embraces Joel Selwood during the Preliminary Final vs Melbourne.



Chris Scott addresses the team during the round 6 clash against the West Coast Eagles.

us as players. They served us well, and we really wish them all the best for their future endeavours.

We have also seen some change in our coaching staff. Matthew Scarlett, Corey Enright, Matthew Knights have been terrific for our coaching group.

Each has served the club at an extremely high level over long periods. They were highly driven to see the club succeed and made for an enjoyable environment.

To Brian Cook, who has left a great legacy at the club. We should all be appreciative for what Brian did for the club over such a long period.

It is with excitement that we have seen Steve Hocking return as CEO. It's always a good thing when we bring great people back to the footy club. He has brought an energy and it is motivating for all of us. Not just in the footy department and administration, but through the wider Geelong community. It's a coup for the club and we're all looking forward to working with Steve.

We have also seen the return of three past players to our football department in James Kelly, Matthew Egan, Harry Taylor and Shannon Byrnes. They each bring different experiences to their roles and we are excited to add them to the football department. We have also seen Eddie Betts join the coaching staff, another exciting addition for the club.

We have had some time to regroup and come back refreshed and excited for the 2022 season. It's hard to guarantee anything in footy, but what I can do is say we will come back and give it everything we've got to represent our great club with pride.

Thank you again for your support.

Chris Scott – AFL Senior Coach



DAN LOWTHER

Season 2021 was met with a mix of excitement and expectation, as improving the results from previous seasons was high on the agenda.

Our opening round saw a rampaging North Melbourne triumph in a brutal opener which, unfortunately set a trend around performance for the remainder of the season.

Our on-field performance was inconsistent during the early stages of the season but showed significant improvement throughout the last four games. We were able to execute our preferred style of play for longer, allowing the group to positively reflect on the amount of hard work they had put into being consistent AFLW players.

There were some spirited performances against Carlton, GWS and the Bulldogs which culminated in a much-deserved victory against the Gold Coast Suns in the final round of the AFLW season.

Highlights included the emergence of Amy McDonald as one of the premier midfielders in the competition, capped off with winning the club's best and fairest award. There was the continual rise of Becky Webster as well as a well-deserved All Australian award to our skipper, Meg McDonald.

Season 2021 also gave opportunity to many of our younger players who played their first game in the blue and white hoops. Olivia Barber, Laura Gardiner, Darcy Moloney, Carly Remmos and Steph Williams all displayed their football ability and showed they have bright futures at the Cats. Their infectious attitude to improve was great to see and we have no doubt that these players will have a greater impact in season six.

With new beginnings presents great opportunity. A priority for season 2022 has been to lift the list profile over both the draft and trade period, which culminated in nine new players joining the club.



Dan Lowther during an AFLW training session.

All are welcome additions and bring with them the attributes and attitude which will have immediate impact on both the culture and performance of the group. We wish them all well.

As always, we must take the time to thank those who have represented the club over the journey whose time has come to an end.

After five years at the helm meticulously guiding both the AFLW and VFLW programs, senior coach Paul Hood decided his time was up and stepped down as coach of the AFLW side. During this time, 'Hoody' built a football program from the ground up which best prepared its players to develop and perform in an elite competition. On behalf of the entire club, I wish to thank Paul for taking on the daunting role of preparing a group of athletes to achieve their dreams and become AFLW footballers. His legacy will be lasting and not forgotten as the club continues to strive for greatness – thanks Paul.

We also wish to thank our departing players who are moving onto new opportunities. We thank the efforts of Maddie Boyd, Richelle Cranston, Nicole Garner, Bec Goring, Aasta O'Connor, Olivia Purcell and Mia Skinner and we wish them all the best. We also acknowledge both Denby Taylor and Millie Brown who have decided to sit out the upcoming AFLW season.

Dan Lowther – AFLW Senior Coach

Dan Lowther gives players direction during a training session in October.





AFL SEASON WRAP UP



Round 1

Geelong 13.13 (91) v Adelaide 15.13 (103)

Goals: Smith, Parfitt, Hawkins 2, Blicavs, Dahlhaus, C Guthrie, Menegola, Miers, Rohan, Stanley.



Round 2

Geelong 12.9 (81) v Brisbane 11.14 (80)

Goals: Hawkins 3, Evans, Selwood, Tuohy 2, Clark, Miers, Smith 1.



Round 3

Geelong 10.9 (69) v Hawthorn 9.10 (64)

Goals: Hawkins, Henry 2, Blicavs, Clark, Constable, Miers, Parfitt, Tuohy 1.



Round 4

Geelong 9.6 (60) v Melbourne 12.13 (85)

Goals: Hawkins, Henry, Smith 2, Clark, Miers, Stanley 1.



Round 5

Geelong 10.17 (77) v North Melbourne 7.5 (47)

Goals: Menegola, Rohan 2, Bews, Close, Dahlhaus, Hawkins, Miers, Tuohy 1.



Round 6

Geelong 21.10 (136) v West Coast 5.9 (39)

Goals: Duncan 4, Cameron, Hawkins, Rohan 3, Henderson 2, Close, Henry, Menegola, Miers, O'Connor, Stanley 1.



Round 7

Geelong 12.16 (88) v Sydney 14.6 (90)

Goals: Cameron 3, Close, Rohan 2, Dahlhaus, Duncan, Hawkins, Menegola, Miers 1.



Round 8

Geelong 19.12 (126) v Richmond 9.9 (63)

Goals: Cameron 6, Rohan 5, Hawkins 4, Smith 2, Close, Higgins 1.



Round 9

Geelong 10.8 (68) v St Kilda 5.17 (47)

Goals: Close, Hawkins, Rohan 2, Cameron, C Guthrie, Menegola, Narkle 1.



Round 10

Geelong 14. 7 (91) v Gold Coast 8.9 (57)

Goals: Cameron 3, Duncan, Hawkins, Rohan 2, Bews, Blicavs, Close, Higgins, Tuohy 1.



Round 14

Geelong 12.11 (83) v Western Bulldogs 11.12 (78)

Goals: Cameron, Menegola, Rohan 2, Close, Dahlhaus, Hawkins, Parfitt, Ratugolea, Selwood 1.



Round 17

Geelong 10.10 (70) v Carlton 5.14 (44)

Goals: Tuohy 2, Bews, Higgins, Holmes, Parfitt, Ratugolea, Rohan, Smith, Stanley 1.



Round 11

Geelong 8.13 (61) v Collingwood 6.15 (51)

Goals: Hawkins 3, Cameron 2, Dahlhaus, Ratugolea, Stanley 1.



Round 15

Geelong 7.8 (50) v Brisbane 13.16 (94)

Goals: Smith, Tuohy 2, Dangerfield, Hawkins, Rohan 1.



Round 18

Geelong 14.16 (100) v Fremantle 3.13 (31)

Goals: Hawkins 4, Dangerfield 3, Close, Dahlhaus, Menegola, Miers, Narkle, Ratugolea, Selwood 1.



Round 13

Geelong 17.10 (112) v Port Adelaide 14.7 (91)

Goals: Cameron 5, Hawkins 4, Rohan 3, Parfitt 2, Duncan, Henderson, Smith 1.



Round 16

Geelong 15.8 (98) v Essendon 8.9 (57)

Goals: Hawkins 6, Cameron 3, Miers 2, Dangerfield, Rohan, Smith, Tuohy 1.



Round 19

Geelong 15.5 (95) v Richmond 8.9 (57)

Goals: Hawkins, Ratugolea 4, Close, Dangerfield, Miers, Narkle, Parfitt, Rohan, Stanley 1.

AFL SEASON WRAP UP



Round 20

Geelong 8.14 (62) v North Melbourne 6.6 (42)

Goals: C Guthrie, Rohan 2, Blicavs, Hawkins, Higgins, Narkle 1.



Round 23

Geelong 12.5 (77) v Melbourne 12.9 (81)

Goals: Hawkins 4, Cameron, Rohan 2, Close, Dahlhaus, Dangerfield, Selwood 1.



Preliminary Final

Geelong 6.6 (42) v Melbourne 19.11 (125)

Goals: Cameron 2, Hawkins, Miers, Smith, Stanley 1.



Round 21

Geelong 8.17 (65) v GWS 13.6 (84)

Goals: Henry, Ratugolea 2, Blicavs, Hawkins, Kolodjashnij, Tuohy 1.



Qualifying Final

Geelong 5.13 (43) v Port Adelaide 12.14 (86)

Goals: Hawkins 2, Cameron, Selwood, Simpson 1.



Round 22

Geelong 13.7 (85) v St Kilda 11.5 (71)

Goals: Cameron 4, Hawkins 3, Close, Dangerfield, Menegola, Simpson, Smith, Stanley 1.



Semi Final

Geelong 15.13 (103) v GWS 10.8 (68)

Goals: Hawkins 5, Cameron, Close, Menegola, Rohan 2, Ratugolea, Smith 1.

Gary Rohan celebrates a goal after the siren concluding the round 14 clash against the Western Bulldogs.







'CARJI' GREEVES MEDAL

Geelong's All Australian defender Tom Stewart has added the 2021 'Carji' Greeves Medal to his growing list of achievements.

The dashing Cats defender, in just his fifth AFL season, enjoyed his finest year. Stewart played 20 games, missing the Cats last five matches due to a Lisfranc injury. He averaged 24 disposals and nine marks per game.

Stewart earned his third All Australian blazer en route to claiming the best & fairest honour.

"I am obviously extremely humbled and absolutely honoured to be recognised this year as the 'Carji' Greeves medallist," Stewart said.

"I never thought I'd see myself in this light and it is extremely overwhelming at the moment to be told this but I am obviously extremely proud and very honoured to be among some of the greats of the Geelong Footy Club.

"I (want to thank) my teammates and all the boys who allow me not to play on anyone basically and roll off and play my game, the defenders in particular, Jacky boy (Henry), Blitz (Mark Blicavs), Hendo (Lachie Henderson), I could reel off ten names.

"I know I am a better person for having been at the Geelong Football Club...every day really puts a smile on my face and makes work amazing to come to because really, five years ago I never thought this was going to be my job, so I am just so grateful and so thankful that this is what I am able to do."

Fellow defender Jack Henry placed second after enjoying his strongest season. Henry, in just his fourth season, was a pillar of strength as a tall defender. He played 24 games, missing only the opening round clash with Adelaide.

Tom Hawkins finished third after finishing as runner



Tom Stewart gathers the ball during the round 18 match against Fremantle.

up in the Coleman medal and leading Geelong's goal kicking for the 10th consecutive season. Hawkins finished the season with 62 goals and was named to the All Australian team for the fourth time.

Isaac Smith, in his first season with the Cats after crossing from Hawthorn, finished fourth, with 2020 winner Cameron Guthrie in fifth place.

TOP 10

| | | |
|-----|-----------------|-----|
| 1. | Tom Stewart | 214 |
| 2. | Jack Henry | 212 |
| 3. | Tom Hawkins | 189 |
| 4. | Isaac Smith | 187 |
| 5. | Cameron Guthrie | 182 |
| 6. | Mark Blicavs | 156 |
| 7. | Brad Close | 155 |
| 8. | Joel Selwood | 147 |
| 9. | Jed Bews | 143 |
| 10. | Brandan Parfitt | 140 |

'CARJI' GREEVES MEDAL AWARDS



Tom Harley Best Clubman Award

Tom Hawkins

One of the most popular players at GMHBA Stadium, Hawkins claimed the Tom Harley award as best clubman. The Tom Harley award goes to the player that 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.



Best Young Player Award

Max Holmes

First year Cat Max Holmes was named as Best Young Player. After being selected with the 20th pick of the 2020 national draft, Holmes broke through to play 12 games in his maiden season. He played in two of the Cats finals and used his pace to great advantage in his first AFL campaign.



Carter Family Community Champion

Esava Ratugolea

Esava Ratugolea was named the Carter Family Community Champion award for his outstanding commitment to the inclusion space in 2021. Ratugolea has been the club's AFL men's representative at Welcome to Geelong and Welcome to our Game initiatives, hosting CALD (culturally and linguistically diverse) communities at GMHBA Stadium throughout the AFLW season.

Ratugolea attended an Iftar Dinner staged by a group of Afghan women through Diversitat during the holy month of Ramadan, proudly representing the club and immersing himself in cultural awareness.



VFL Best & Fairest

Darcy Fort

At VFL level, ruckman Darcy Fort claimed the best & fairest award ahead of Oscar Brownless and Charlie Constable.

Fort averaged 19 disposals and 22 hit outs in the Cats eight games.

The VFL team's season was cut short by Covid. After finishing fourth on the VFL ladder, the finals were cancelled, denying the Cats a chance at the premiership.



AFLW SEASON WRAP UP



Round 1

Geelong 1.3 (9) vs. North Melbourne 11.5 (71)

Goals: O'Connor 1.



Round 2

Geelong 2.4 (16) vs. Collingwood 6.9 (45)

Goals: Barber, Boyd 1.



Round 3

Geelong 1.3 (9) vs. Western Bulldogs 3.6 (24)

Goals: McWilliams 1.



Round 4

Geelong 3.4 (22) vs. St Kilda 7.9 (51)

Goals: Cranston, Rankin, McWilliams 1.



Round 5

Geelong 2.1 (13) vs. Richmond 9.6 (60)

Goals: Cranston, A McDonald 1.



Round 6

Geelong 4.7 (31) vs. Carlton 10.4 (64)

Goals: Webster, Barber, Cranston, Higgins 1.



Round 7

Geelong 2.2 (14) vs. West Coast 8.5 (53)

Goals: A McDonald, Clarke 1.



Round 8

Geelong 1.3 (9) vs. GWS 2.4 (16)

Goals: McWilliams 1.



Round 9

Geelong 6.5 (41) vs. Gold Coast 3.6 (24)

Goals: Cranston 2, Barber, Caris, McWilliams, Webster 1.

AFLW BEST & FAIREST

Geelong midfielder Amy McDonald has been named Geelong's 2021 AFLW Best & Fairest winner at tonight's count at GMHBA Stadium.

McDonald was the clear winner, polling 71 votes ahead of Meghan McDonald (36 votes) and Becky Webster (34 votes).

Hailing from Ballarat, McDonald was selected at pick 80 in the 2019 AFLW draft following a standout VFLW season with Geelong where she was named in the VFLW Team of the Year.

In her second AFLW season, McDonald played all nine games, averaging 20 disposals and seven tackles.

McDonald's versatility has seen her alternate between playing halfback, wing and inside mid over her 15-game career and it was her consistency in season 2021 that saw her standout.

Geelong AFLW coach Paul Hood congratulated McDonald on her outstanding season.

"Amy worked really hard throughout winter last year to improve her skills and fitness. Her outstanding training ethic has played a big part in getting her to where she is today," Hood said.

"Her confidence has grown significantly over the course of her two seasons of AFLW and she now has the belief in her ability to influence games.

"Amy is tenacious in her attack on the football, her great tackle pressure sees her win the ball. She is improving rapidly but still far from reaching her eventual ceiling."

In her first year as captain, Meghan McDonald finished runner-up in this year's count. A dependable defender in the Cats' backline this season, McDonald led from the front in all nine games and was named in the AFLW All-Australian squad of 40 earlier this week.

Becky Webster finished in third position after a breakout third AFLW season. The 20-year-old collected a season-high 24 disposals in round 4 against St Kilda, and averaged 15 disposals across the season.

Voting system

At the completion of each AFLW match, the senior AFLW coach awarded a 5, 4, 3, 2, 1 rating for the 5 best players. The 3 AFLW line coaches are also required to award a 5, 4, 3, 2, 1 to the 5 best players for each match. These two ratings are combined to give each player an aggregate score out of 30 for that AFLW round.

TOP 5

| | | |
|----|-----------------|----|
| 1. | Amy McDonald | 71 |
| 2. | Meghan McDonald | 36 |
| 3. | Becky Webster | 34 |
| 4. | Renee Garing | 25 |
| | Olivia Purcell | 25 |

Major Partner



Meg McDonald, Amy McDonald and Becky Webster at the AFLW Best & Fairest event.



AWARDS



The 'Hoops' Award

Georgie Rankin

Georgie Rankin is the recipient of the 2021 'Hoops' Award. Georgie has a genuine care for her teammates, coaches and staff and radiates a positive energy amongst the group. Her generous nature sees her regularly giving back to the community through club programs and initiatives.

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.



VFLW Best & Fairest

Claudia Gunjaca

Claudia Gunjaca claimed Geelong's VFLW best and fairest. Gunjaca, who was acting captain for most of the second half of the season, finished just two votes clear of runner-up Paige Sheppard.

Gunjaca was recruited to the Cats' AFLW team, following her outstanding season in the VFLW,

Another of Geelong's recent AFLW recruits, Annabel Johnson, finished in third place with 37 votes.

Becky Webster was just behind in fourth place with 36 votes from just five appearances, including a best-on-ground performance against the Southern Saints in Round 11, when she polled the maximum 10 votes.



Carter Family Community Champion Award

Renee Garing & Steph Williams

Renee Garing and Steph Williams are joint winners of the Carter Family Community Champion Award for 2021. Both Renee and Steph are worthy recipients of the award after providing outstanding commitment to community across the season.

Throughout 2021, Renee has continued her stellar work as a club Just Think ambassador and volunteer for the Pretty Foundation, Salvation Army and Fight Cancer Foundation.

Renee also volunteers her time for initiatives like Barwon Health Foundation's Virtual Run 4 Geelong event and will be a guest at an upcoming Mental Health and Wellbeing event through Encompass Community Services, alongside Joel Selwood. She always seeks opportunities to give back where she can.

In her first year at the club, Steph has been quick to embrace the opportunity AFLW affords her to give back to the community. She was the face of the AFLW Cats' first Djilang Game, working alongside the club's community and marketing teams, along with the AFL, to promote the inaugural AFLW Indigenous Round and the Cats' guernsey.

Steph took the opportunity that week, and at other times, to educate players and staff from her personal experiences and stories, and attended Geelong Art Gallery storytelling of Corrina Eccles. Soon after being drafted, Steph took Geelong Cats merchandise back to the community of Belyuen in the Northern Territory.

The Carter Family Community Champion Award is presented to the players that have provided outstanding commitment to community, both for the Geelong Cats and/or via relationships and engagement with community-based organisations, programs, campaigns and initiatives.

ARRIVALS



Tyson Stengle

Tyson Stengle was a star of the SANFL this year, helping Woodville West Torrens to a premiership, kicking 44 goals in 19 games. Stengle has spent four years in the AFL, after stints with Richmond and Adelaide. He played 16 games and kicked 15 goals in four AFL seasons with the Crows and Tigers.



Toby Conway

Toby Conway is a 205 cm ruckman from the Geelong Falcons. He is highly rated and has received guidance from former club champion Brad Ottens. Conway has good endurance that allows him to move well around the ground and get involved in general play. He was named in the NAB league team of the year and represented both Vic country and the Australian academy team in 2021.



Jonathon Ceglar

Jonathon Ceglar played 101 games with the Hawks, including 12 this past season. Originally selected by Collingwood as a rookie, Ceglar moved to Hawthorn where he enjoyed a fruitful eight-year stint. The Cats picked up Ceglar in a trade week deal with the Hawks.



Mitchell Knevitt

Mitchell Knevitt won the Geelong Falcons best & fairest this season and represented Victoria country at Under 18 level. He was named in the NAB league team of the year as a well sized midfielder. Knevitt has excellent speed and endurance and is strong in the contest.



Oisin Mullin

Young Irish star Oisin Mullin signed for the Cats from Mayo as category B rookie. The 21-year-old has already established himself as one of the premier defenders in Gaelic football. Mullin has played in the All Ireland final in each of the past two years, and earned GAA All Star selection following his breakout 2020 season. He was also named the GAA Young Footballer of the Year in 2020, and has again been named a finalist for the award this year.



James Willis

James Willis is from North Adelaide and is a fast inside midfielder. He is strong and powerful, moves well and has the ability to burst away from congestion. The Cats selected Willis at pick 32 of the national draft.



Flynn Kroeger

Flynn Kroeger can play as a midfielder or defender. He played his NAB league football with the Eastern Ranges and is a skilled player and a good mark. Kroeger was nabbed with the 48th pick in the national draft. He stands at 183 cm.



Cooper Whyte

Cooper Whyte is a small forward / midfielder from the Geelong Falcons. He is a fierce competitor and aggressive and a proven goal kicker. White was picked at 64 in the national draft.



Ollie Dempsey

Ollie Dempsey switched back to football after pursuing basketball in his teenage years. He played school football with Carey Grammar and projects as a running forward. Dempsey stands at 185cm. Dempsey was selected by the Cats in the rookie draft.

The Geelong Cats recruiting staff at the NAB AFL Draft.



ARRIVALS



Claudia Gunjaca

Claudia Gunjaca, Geelong's VFLW vice-captain is a strong marking, key position player with the ability to play at both ends of the ground.

A former Geelong West Giant in the AFL Barwon League, it was a move to Sydney in 2019 that took the 23-year-old's football to the next level.

A stellar season for UTS saw Gunjaca awarded AFL Sydney's highest honour, the Mostyn Medal. In late 2020 Gunjaca arrived at GMHBA Stadium as an AFLW train-on player before taking the field in the 2021 VFLW season.



Georgie Prespakis

Georgie Prespakis is an inside midfielder with elite skills around stoppages, the 18-year-old's kicking ability is one of her strengths. At 168cm, Prespakis is a strong clearance player with great overhead ability.

Prespakis played juniors in Romsey before crossing over to Sunbury as a 14-year-old to play in the under-18 youth girls competition. Prespakis won the NAB League Best & Fairest as a 16-year-old in 2019 and was named in the NAB AFLW Academy squad in 2021.



Olivia Fuller

Olivia Fuller is a developing ruck, who has also spent time up forward for the VFLW Cats this season. An athletic former basketball player, the 21-year-old represented South Australia at under 18's level.

Fuller has enjoyed a consistent season, highlighted by her best-on-ground performance in week 1 of the VFLW finals, collecting 22 touches, 6 tackles and 36 hit-outs.



Gabbi Featherston

Gabbi Featherston has developed in leaps and bounds across 2021. An impactful forward, Featherston's athleticism, contested marking and ability to hit the scoreboard are among her key strengths. An impactful player, Featherston makes things happen.

At 170cm, the 17-year-old has an impressive vertical leap. Featherston's ability to step into a secondary ruck role at NAB League level has set her apart this year.

Hailing from Apollo Bay, Featherston has also played at local level for Colac Imperials in 2021. Featherston's late father Peter was a former Geelong Falcon and local football legend in the Colac & District Football League.



Rachel Kearns

Geelong's first Irish AFLW player, Rachel Kearns has an elite sporting background, skilled in Gaelic football, soccer and boxing.

The 24-year-old from county Mayo was a LGFA Allstar full forward in 2019, a member of the Republic of Ireland under-19 soccer squad and awarded two All-Ireland boxing medals.

With experience in both defence and attack, Kearns' speed, competitiveness and strong overhead ability sees her as a welcome addition to the team.



Zali Friswell

Zali Friswell is one of the NAB League's most consistent midfielders, Friswell finds the ball, finds space and uses it cleanly. A well-balanced, agile player, she is able to hit a target with precision.

Friswell shared the midfield alongside fellow Geelong draftee Georgie Prespakis for the Calder Cannons this year. Friswell has spent time in both the back and forward pockets this year for the Cannons and Essendon VFLW but is at her most damaging through the midfield.



Annabel Johnson

After taking up football less than a year ago, Annabel Johnson's rise to an AFLW list has been rapid. Originally from Echuca, the 20-year-old moved to the Geelong region to begin her studies at Deakin University.

With a sporting background in netball and soccer, Johnson joined Geelong's VFLW side for 2021.

An athletic midfielder, Johnson played 14 VFLW games for Geelong this season, averaging 14.6 disposals, 2.7 marks and 4.8 tackles per game. Johnson will line up for the Cats in this weekend's VFLW preliminary final.



Chloe Scheer

A premiership player with the Adelaide Crows, 21-year-old Chloe Scheer has played 17 AFLW games across three seasons for Adelaide after being selected at pick 37 in the 2018 AFLW draft.

An explosive forward, known for her strong overhead marking ability, Scheer averaged 11.3 disposals a game in 2021.



Chantel Emonson

Chantel Emonson arrives at the Cats after three seasons with the Demons. A rookie draft selection in late 2018, Emonson switched to football after a cricket career where she played at state level as a junior.

A skilful outside runner, Emonson has played a role on the wing and half-back over her 22 games. The 28-year-old's leadership and experience will be a welcome addition.

Olivia Fuller at training.



DEPARTURES



Bec Goring

Bec Goring departs GMHBA Stadium after five years with Geelong including three seasons of AFLW from 2019-2021 and two VFLW 2017-2018.

Goring captained the club's first ever women's team in the VFLW competition in 2017. A member of the VFLW Team of the Year in 2018, Goring also played in the 2018 VFLW Grand Final.

The key defender played 17 AFLW games for the Cats over three seasons whilst balancing her professional music career. A member of the player leadership group in 2019, Goring captained the Cats inaugural AFLW team in round 1 of that year in the absence of Melissa Hickey.



Nicole Garner

Nicole Garner finishes her time with Geelong after two seasons and seven AFLW games, which included her debut in round 3 this season against the Western Bulldogs. Garner was originally selected by the Cats in the 2019 AFLW draft.



Maddie Boyd

A member of the club's inaugural AFLW and VFLW sides, Maddie Boyd pulled on the blue and white hoops in the club's first VFLW match in 2017. A key forward, Boyd will go down in club history having kicked Geelong's first ever AFLW goal in Round 1, 2019.

Boyd has played 22 AFLW games, 13 for Geelong. She was also the first AFLW player to play for three different clubs in Melbourne (2017), GWS Giants (2018) and Geelong (2019-2021).



Olivia Purcell

Olivia Purcell played 19 games for Geelong over three seasons at GMHBA Stadium.

Originally selected at pick 14 in the 2018 AFLW draft, Purcell enjoyed a strong debut season in 2019. She excelled in 2020, claiming the club best & fairest award in a break-out season in the midfield, and earning selection to the All Australian team.

An ACL injury in round 5 this year saw the 20-year-old undergo surgery and begin rehabilitation.

Purcell departed Geelong for the Melbourne Demons at seasons end.



Richelle 'Rocky' Cranston

Rocky Cranston joined Geelong prior to season 2019 after two AFLW seasons and 13 games with Melbourne. A member of the club's inaugural AFLW side, Cranston's three seasons in the blue and white hoops saw her play 21 games and kick 11 goals.

A member of Geelong's player leadership group in 2019, the 31-year-old Cranston was a member of the AFL Women's exhibition games in 2016, playing three games for the Western Bulldogs.

Cranston's ties to the Cats date back to the club's entry into the VFLW in 2017. She won the Cats VFLW best & fairest in 2018.

Cranston joined the Western Bulldogs at seasons end.



Mia Skinner

Mia Skinner departs the club after two seasons. A former Geelong Falcon, her time with Geelong was hampered by injury which kept her sidelined for the majority of her time at GMHBA Stadium. Skinner was originally selected with the 65 pick in the 2019 AFLW draft.



Aasta O'Connor

Aasta O'Connor hung up the boots after a decorated football career. An AFLW premiership player with the Western Bulldogs in 2018, O'Connor was a member of four premierships with the Darebin Falcons in the VFLW and four with the Logan Cobras in the QWFL.

The Cats recruited O'Connor to the club mid-way through 2018 before the club's inaugural AFLW season in 2019.



Josh Jenkins

Josh Jenkins retired at the end of the 2021 campaign. Jenkins finished his career with 149 games and 296 goals. He played twice with the Cats, facing his previous clubs Essendon and Adelaide in those games. A popular clubman, Jenkins booted 25 goals in the VFL in 2021.

Over his career Jenkins was an All Australian nominee in 2016, finished third in the Cats best & fairest in 2018 when he was the team's leading goalkicker. Jenkins was a member of Adelaide's 2017 grand final line up.



Cameron Taheny

Cameron Taheny played five games with the Cats at VFL level, as the past two seasons were cut short by Covid. Picked by the Cats with the 50th selection of the 2019 national draft, Taheny was also limited by injury while with the club.



Ben Jarvis

Ben Jarvis was selected by the Cats with the 48th pick in the 2018 national draft. He made his AFL debut in round 17 2020 against Richmond at Metricon Stadium. A mobile forward, Jarvis booted 19 goals in 24 games at VFL level.



Lachie Henderson

Lachie Henderson retired following the 2021 season. A versatile player, Henderson played as both a forward and defender, but played his best football down back.

Henderson played 89 games in the navy & white hoops, and was a member of the club's Grand Final team in 2020. Henderson played in 13 finals for Geelong.

Henderson has played 206 AFL games and kicked 117 goals while representing Brisbane, Carlton and Geelong over 14 seasons.

DEPARTURES



Stefan Okunbor

Stefan Okunbor returned to Ireland following three years with the club. Okunbor, from Tralee in county Kerry, appeared in 17 VFL contests in his three seasons. Playing mainly as a defender and run with player, Okunbor overcame an Achilles injury and limited game time due to the Covid shutdown.



Charlie Constable

Charlie Constable played 12 AFL games and six goals since debuting against Collingwood in the opening round of the 2019 season. He finished third in the Cats VFL best & fairest in 2021. He earned a rising star nomination in 2019.



Oscar Brownless

Oscar Brownless has played 27 VFL games and improved over his three seasons. He was runner up in the Cats VFL best & fairest after averaging 22 possessions this year and helped the Cats to a top four finish.



Nathan Kreuger

Nathan Kreuger made his AFL debut against North Melbourne in round 20, and finished his time with two AFL games at the Cats. Kreuger accepted an offer to join Collingwood in the off season.



Jordan Clark

Jordan Clark spent three seasons at GMHBA Stadium. After playing 18 games in his first campaign, Clark battled some injury issues, and finished with 32 games and 15 goals. He was the Cats best young player in 2019 and earned a rising star nomination that year. He was traded to Fremantle.



Darcy Fort

Darcy Fort played 8 games and kicked 6 goals in his time with the Cats. He won the club's VFL best & fairest in 2021 and was traded to the Brisbane Lions in October.

Jordan Clark looks on during the round 9 match against St Kilda.





COMMUNITY

The challenges facing us all over the past two years have highlighted the importance of a sense of connection to community, and community cohesion.

Our club has a strong commitment to our community stretching more than 160 years, with its current iteration focusing on learning, connection and care across a suite of programs as we look to contribute in a positive and meaningful way.

Thank you to our philanthropic donors, sponsors, partners and advisory group members who help bring our community vision to life. We thank all our program participants, who we have met in person and virtually. Thank you to our players who have been so enthusiastic, caring and respectful in the delivery of our programs.

It is our vision to engage and empower our community to thrive in building healthy, active and inclusive lifestyles.

Carter Family Community Champions

Renee Garing

There are few in the AFL world who are as community-minded as Renee Garing.

A back-to-back recipient of the club community champion award, Garing continued her wonderful work in the community this year, with notable contributions in the mental health space and supporting community organisations.

She also volunteered with the Pretty Foundation, Salvation Army and the Fight Cancer Foundation, where she is an AFLW Footy Colours Day ambassador, and was an ambassador for Run 4 Geelong.

Stephanie Williams

Stephanie Williams made a big impression in her first year at the club, embracing the opportunity to show leadership and educate teammates and staff.

She helped promote the inaugural AFLW Djilang Match as part of the Indigenous Round and the Cats' special guernsey, and also stepped in to help promote the AFLM Indigenous Round.

Williams took the opportunity in those weeks and over the course of the AFLW season to educate players and staff by sharing her personal experiences and stories.

Esava Ratugolea

The Geelong Cats are committed to making footy a game for all, and Esava Ratugolea has been a true champion in the multicultural space.

Ratugolea's eagerness and enthusiasm for the Cats Community multicultural programs Welcome to Geelong and Welcome to Our Game was truly commendable.

He proved to be a role model for children and young people and was welcoming and helpful to participants.

Industry Awards

Georgie Rankin Recognised

Georgie Rankin was recognised for her outstanding contribution to inclusion and engagement in the community, named as a finalist in both the Jim Stynes Community Leadership Award and the Variety – Tom Hafey Heart of Football Award.

Rankin came on board as an ambassador for the Sensory Zone in 2021, was involved in the Welcome to Geelong and Welcome to Our Game events, as well as helping out at the All-Abilities Clinic. She was also part of the working committee to design Geelong's inaugural AFLW Pride guernsey.

Our new look

In November 2021, the club's community arm rebranded to Cats Community. This fresh new brand is a reflection of our commitment to our community.

Our community programs fall into three key categories: Cats Learn, Cats Connect and Cats Care.

Stephanie Williams wearing the AFLW Djilang guernsey.





Education Programs

Cats Learn

Our Cats Learn suite of programs highlight the importance of healthy eating and physical activity, plus mental health and wellbeing.

GMHBA Healthy Heroes

In 2021, we saw GMHBA Health Heroes take the exciting step of scaling up to encompass a whole-of-school approach to education around healthy eating, active lifestyles, and mental health and wellbeing.

Originally aimed at grade 3/4 students, GMHBA Healthy Heroes now features a suite of programs for students from foundation through to grade 6, as well as parent and teacher events.

With the help of ambassadors across the Cats men's and women's squads – as well as Half-Cat and Clawdia - the programs aim to inspire, teach and empower children to make positive choices that lead to good health.

Proudly in partnership with GMHBA and supported by the Cancer Council's Achievement Program and Deakin University.

BioCATS

BioCATS is a program that incorporates STEM learning with its practical application to a day in the life of a professional footballer, encouraging students to be physically active, eat well and look after their bodies.

In 2021, BioCATS returned to the Deakin Cats Community Centre, with students from across the state making their way to GMHBA Stadium to partake in the program.

BioCATS is a partnership program with BioLAB, proudly supported by Bisinella.

Read the Play

In 2021, Read the Play returned to delivering its fun and engaging educational games designed to remove stigma and educate about mental health into junior football and netball clubs across the AFL Barwon region.



Georgie Rankin teaching football skills at the Welcome to Geelong event.

The program also released the results of an independent review, which found there had been a positive increase in mental health literacy and help-seeking behaviours from young people who had taken part in the program.

The Cats are proud supporters of the Read the Play program.

Cats Connect

Through Cats Connect programs we work collaboratively with our partners to build a sense of belonging and connection to our game, club and community.

Deakin Cats Community Centre

This season, the Deakin Cats Community Centre celebrated its 125,000th visitation since opening its doors in 2013.

The centre has welcomed more than 150 Community Access Partners with a health and wellbeing focus in that time, and is the home to Cats Community Programs, the Gartland Heritage Centre, Sensory Zone and the Geelong Cats Past Players and Officials Association.

Proudly supported by: Deakin University.

Sensory Zone

The Sensory Zone continued to make a day at the footy accessible to more families and fans in 2021. Open on every match day, the Sensory Zone provides an accommodating and comfortable experience for guests and fans with sensory needs. It encompasses a quiet room and multi-sensory room, while sensory bags and weighted lap mats are available to borrow around the stadium.

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

Footy Cats

The Footy Cats program encourages participation in team sport for its social, emotional and physical benefits, as well as community wellbeing. While 2021 again made visits to local junior clubs and AusKick centre difficult, the Cats were able to engage virtually and deliver programs in collaboration with AFL Barwon.

The AAMI Community Camp was conducted over Zoom, with players linking in with clubs and classrooms across the AFL Barwon region and East Arnhem Land.

The next generation of young footballers from across Geelong's northern suburbs enjoyed the Northern Stars Auskick clinics and gala day, with a special appearance from Half-Cat and Clawdia.

The annual All-Abilities Clinic returned, with players across our men's and women's programs joining young people through Leisure Networks and Gateways Support Services for a day of footy fun at GMHBA Stadium.

In proud partnership with AFL Barwon, AFL Victoria and SEDA College.

Multicultural Programs

The annual Welcome to Geelong event saw more than 150 members of Geelong's multicultural community join us at GMHBA Stadium for a fun day learning about our game and our club – including a clinic introducing them to the skills of Australian Football.

The club also held a Welcome to Our Game event around Harmony Day, inviting members of the multicultural community to experience a day at the footy during the AFLW season.

The Cats LEAP program, an all-inclusive football-based program, was delivered to Grade 5/6 students, helping students develop an understanding of the fundamental skills of football, as well as developing their leadership and communication skills through games and challenges.

Proudly supported by: Viva Energy, Diversitat, SEDA College, AFL Victoria, AFL Barwon, Catholic Care.

Sunrise Centre

The Sunrise Centre is a state-of-the-art rehabilitation centre, located in the Premiership Stand at GMHBA Stadium. The Centre allows Barwon Health to provide specialised services in a less clinical setting and is a unique initiative made possible by the generous support of the Geelong Cats and the Kardinia Park Stadium Trust.

The Sunrise Centre is a Barwon Health initiative.



Joel Selwood and Meg McDonald at an All-Abilities Clinic.

Djilang Program

More than 120 children and young people took part in the 2021 Djilang Program, presented by Barwon Water, creating art that is set to have a lasting impact at GMHBA Stadium.

The club's Aboriginal cultural connection program encouraged participants to tell their story through handprint art, which featured in the men's Djilang match in Round 21, and will feature again in the next women's Djilang match. The art will also become part of a lasting feature at the stadium.

Proudly supported by: Barwon Water, Wadawurrung Traditional Owners Aboriginal Corporation, Wathaurong Aboriginal Co-Operative, DET – Koori Education, Strong Brother Strong Sister, Kupung AI.

Cats Care

Cats Care ensures we continue our 160+ year commitment to assist those in the community who need us most.

Cats Assist

In 2021, the Cats Assist program continued to support not-for-profit organisations, fundraising groups and individuals in times of needs, with items donated as gifts or given to assist with fundraising efforts. Our major partner Ford provided match day tickets for our very special fans.

Proudly supported by: Villawood Communities.

Cats Wishes

Caring has always been fundamental to the Cats work in the community. In 2021, with special thanks to St John of God Hospital Geelong, the Cats continued to respond to wishes that were requested through the club. Where possible, in-person experiences were offered, but players also connected with members of the community through personalised video messages, phone calls and gifts.

Proudly supported by: St John of God Hospital Geelong.

Ward Walks

With restrictions limiting access for visitors to hospitals, 2021 saw the Cats connect virtually with patients in the children's ward at University Hospital Geelong. Aiming to bring some joy into the lives of young people going through a tough time, players from the men's and women's programs talked with patients, who also received gifts from the club.

With thanks to Barwon Health Foundation.



BROUGHT TO YOU BY





GEELONG CATS FOUNDATION

Our Ambition

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

From the beginnings of Our Ambition in 2016, our donors have raised over \$20m for the Geelong Football Club. Your unwavering support has helped to continue to sustain our club through ongoing uncertainty this season, invest in world-class facilities, develop our people, give back to our community and celebrate our history.

Gifts towards the Foundation support three key pillars which provide different opportunities for individuals to engage and donate towards our great club.



Patrick Dangerfield
celebrates a win with
fans.

OUR PAST **HERITAGE**

Ensuring our rich history is honoured and celebrated.

OUR PRESENT **COMMUNITY**

Engage and empower our community to thrive in building healthy, active and inclusive lives.

OUR FUTURE **FOOTBALL**

Develop and maintain state-of-the-art facilities and programs required for the club and teams to perform continuously at their peak.

In 2021, Our Ambition continued to play a key role in ensuring the Geelong Football Club remains competitive both on and off the field, raising an amazing \$1.8m. In what has been another challenging year for all, our donor's passion and commitment to the club has enabled us to keep the club at the forefront of the AFL, AFLW and Australian sport and continue our work within the community.

Our community programs continue to make a positive difference, provide a sense of connection and belonging and empower our community to thrive in building healthy, active and inclusive lives. For the first time since before the pandemic, our players were able to get back out into the community working with schools and young people through our programs. While continued lockdowns challenged this, our programs reverted to online initiatives when needed to ensure the club was still servicing the community.

Since the launch of our women's program in 2017, the Geelong Football Club has been committed to leading a first-class sporting workplace, which provides a welcoming and inclusive environment to drive positive social change. We are dedicated in providing a strong pathway for women and will support our female athletes by creating an environment consisting of specialised facilities and infrastructure, create programs and development opportunities to excel both on and off the field, increase participations and encourage women to take leading roles within the sporting industry.

The Geelong Cats are committed to remaining a powerful team to be reckoned with each year. Talent identification to recruit the next generation of premiership players is becoming more and more competitive and finding alternative ways to give our team a competitive advantage has never been so important. Our Ambition donors have supported our Category B Rookie program by investing in us finding a competitive advantage within a tight competition by looking outside traditional pathways. Category B Rookie Paul Tsapatolis has continued to develop throughout 2021, and after a disrupted year we saw Stefan Okunbor return to Ireland after three seasons at the club. With the support of our donors we will welcome Oisín Mullin as our newest Category B Rookie in 2022, making our AFL playing list complete.

In another disrupted and uncertain season, our corporate supporters and loyal members have for the second season in a row, had the option to turn their contributions into tax deductible donations. Thank you for again remaining Geelong Strong and committing to our great club.

Geelong Cats Forever members have also continued their support, pledging a gift within their Will to the Geelong Football Club. Gifts are securely invested and only the earnings used to help the club grow, stay strong and successful, meaning gifts truly last forever. We are extremely grateful for all our Forever members and look forward to growing this program to sustain the club's future.

Our club's five-year strategic plan, 'As It Should Be Played', is now in place and will

continue to shape how our club will evolve over the coming years. Our Ambition – Our Philanthropic aim is highlighted as one of the seven strategic priorities.

With these priorities at the forefront of our minds, we have appointed four new directors to the Foundation Board, completed Our Ambition renewals, solidified our vision for our future training facilities, and embed Our Ambition across the whole club. With 2021 priorities being achieved, in place or ongoing, we can't wait to see what our donors and supporters can help us achieve in 2022.

We would like to thank all our donors who have continued to support the Geelong Cats Foundation's campaigns and initiatives throughout this year. We are incredibly grateful, and we look forward to sharing the 2022 season with you all.

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

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**GEE LONG CATS
FOUNDATION**





HONOURING THE PAST

The Geelong Cats are committed to honouring and celebrating our past across all eras: recognising contributions, achievements and moments that have made our club great. In 2021 we connected with our people through recognition of club greats and our history-making debutants. Our memorabilia collection is continually showcased in the Gartland Heritage Centre, with a new Cats mascot exhibition opening in March. Stories of our history were shared in the History Society newsletter and online.

This year the Chair of the Honouring the Past Committee, Bob Gartland, stood down from his position. Bob has contributed immensely to the Geelong Football Club, not only in his role in bringing the history of the club to the forefront. His passion for the club's past and present is seen through his roles over the years as Director (2007-2019), Vice President (2014-2019) of the club, and chairing the Honouring the Past Committee and History Society Working Group, among others. He was instrumental in creating the Greatest Team of All montage. We thank Bob for all his work over the years and wish him all the best.

Long standing club director and history enthusiast Hugh Seward has taken the reins of chair, Honouring the Past.

While game days have been limited, we have continued to work closely with the Past Players and Officials Association, facilitating their access to past player tickets for games and assisting their match day functions, among other activities.



Col Hutchinson, club historian.

Connection with our people

- Past Players
 - Alex Mathieson 100th birthday (May)
- Awards
 - RJ Hickey 2020 recipient – John Devine, awarded at AGM in January
 - (might be nice to link/QR to this article and video <https://www.geelongcats.com.au/news/854530/devine-recognised-with-r-j-hickey-award>)
 - AFL Jack Titus award – Col Hutchinson
 - GFC Legend – Frank Costa

Preserve and Promote

- Cats Mascot Exhibition
- History Society newsletter featured interviews with past players Melissa Hickey, James Kelly & Elise Coventry
- Celebrating premiership anniversaries 2011, 1951, 1931

Year in Numbers

- History Society members – 395
- Past Player birthday cards sent – 148
- Memorabilia items catalogued – 92
- Memorabilia items digitised – 123
- Debut boxes presented to AFLM/AFLW players – 13
- History Society newsletters – 3
- Visitors to Gartland Heritage Centre – 2586

Acknowledgements

- Honouring the Past volunteers
 - Michael Auciello
 - Jeanie Morgan
 - Ron Morgan
 - Maria Pitaro
 - Judy Williams
- Honouring the Past Committee
 - Hugh Seward, Director and Chair
 - Colin Hutchinson, Historian
 - Andrew Bews, Past Players representative
 - Kevin Krastins, Honouring the Past advisor
 - Harry Taylor, Past Players representative
 - Stephen Wells, Life Members representative
 - Tom Stewart, current player representative
- Past Players and Officials Association
- Our Ambition donors

Sarah Albon is the Executive Lead of Honouring the Past. The unit is managed with the expertise of Caroline Stok and Jane Guthrey.

Chris Scott, Frank Costa and Joel Selwood at a media team photo day.



Vale

- Ivan Baumgartner 1934-2020
Played 1953-1955, 27 games, guernsey number 13 and 22.
- Frank Costa AO 1938-2021
Club President 1999-2010, Legend, Life Member, club patron.
- Garry Davidson 1954-2020
Played 1972-1974, 30 games, guernsey number 2, General Manager of Football 1998-2006.
- Vic Fuller 1941-2021
Volunteer & VFL Manager 35 years, Life Member.
- Keith McKee 1928-2021
Played 1950, 6 games, guernsey number 2.
- Les Reed 1932-2021
Played 1951-1953, 25 games, 1951 premierships player, guernsey number 17.
- Don Worland 1932-2021
Played 1953, 4 games, guernsey number 31.



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Olga Lutzko
Caterina Loverso

Premiership Stand Open Air Box

Barwon Foods
Mt Moriac Hotel/Bryan Hepburn
NAB - David Flood
Gordon Ave Pools & Spas
Ryrie Office Machines
Viva Energy (Shell)

Brian Singer
Begley Management
Premier Plumbing Service
Merv Jennings Signs
Access Industry Care Services
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