



GEELONG FOOTBALL CLUB

ANNUAL GENERAL MEETING (AGM)



Minutes of meeting held on Tuesday 20th December 2022 at 7.00pm
Presidents Room, Lv.2, Brownlow Stand, Geelong Football Club

1. AGM Attendance

Present:	Craig Drummond Diana Taylor Hugh Seward James Sutherland Barry Fagg Lyndsay Sharp Kate Spargo Grant McCabe Steve Hocking	President Vice President Director Director Director Director Director Director Director & CEO
Club Representatives:	Simon Kelleher Simon Lloyd Rosie King Bianca Wallis Marcus King Andrew Mackie Abi Quirk Jhye Clark Osca Riccardi Amy McDonald Georgie Prespakis	COO Company Secretary GM – Football GM – Special Projects GM – Marketing, Digital & Communications GM – Strategy & Growth, Company Secretary List Manager Head of Legal & Risk (Minutes) Player Player Player Player
Club External Advisors:	Tony Morse	Partner, Ernst & Young
Members:	Members & Guests	
Apologies:	Diana Taylor, Colin Carter, Alistair Hamblin	

2. Introductions & Welcome

- Craig Drummond undertook an Acknowledgement of Country and formally declared open the 2022 AGM of the Geelong Football Club.
- Craig welcomed Life Members and welcomed all members to the Club's AGM.
- Craig introduced Executives Simon Kelleher, Marcus King, Rosie King, Bianca Wallis, Simon Lloyd and fellow directors including Hugh Seward for his last formal appearance as a director of the Club. Craig welcomed Tony Morse from Ernst & Young. Craig also welcomed the cheer squad as an integral part of the Club and noted apologies from former Club President Colin Carter and Fran Henderson as well as an apology from Vice President, Diana Taylor due to covid protocols.

3. Notice of Meeting and Minutes of 2021 AGM

- Craig Drummond advised the members that a copy of the minutes from the 2021 AGM were provided to members via link on the Notice of Meeting sent to all members.

- The minutes of the meeting were approved as a true and accurate record of the proceedings.

4. President's Address & Formal Election to the Board

- Craig Drummond addressed the members on Season 2022 reflecting that no year has matched 2022. This year we have delivered two AFLW seasons in one year, raised \$1.2 million for community programs, achieved record membership and produced a Premiership. Craig expressed deep appreciation for members, sponsors and supporters in their unwavering in support of the Club.
- Craig also noted that the Board and Executive continue to respectfully challenge the status quo as on field success is born of off field performance. Strategically, our future priorities remain clear to win premierships, build membership and to be a destination club for players and supporters.
- Craig stated that greatness and competitive differentiation remain our pursuit and we have a commitment to unlocking excellence. Further, we respect our history and our community noting that community engagement and connectiveness is always at the centre of what we do.
- Craig reflected that this year saw a home elimination final for AFLW team, Chris Scott surpass Reg Hickey's record for most wins as Cat's coach and Joel Selwood become the first Cat to reach 350 games.
- Craig discussed that our people understand the importance of their connection to each other and the year that we have been able to come back together we have enjoyed the ultimate prize. Craig reflected on the happiness that this success has brought to all our people.
- Craig acknowledged the service of Hugh Seward. Craig thanked Hugh and his family for their contribution to the Club and wished him and Claire all the best for the future.
- Craig thanked his fellow directors for their support throughout the past year and expressed thanks to members for their support of the Club.
- Craig advised members that in accordance with the Club Constitution the three-year term for directors concludes at the AGM. Nominations for director closed on 22 November 2022 and current directors were all eligible for re-election. An election was not required as only seven nominations for director were received. The following directors have been appointed for another three years: Craig Drummond, Diana Taylor, Grant McCabe, Kate Spargo, James Sutherland, Barry Fagg and Lyndsay Sharp. The Club CEO, Steve Hocking, is also appointed as a director per the Club Constitution.

5. Financial Report

- Simon Kelleher thanked Craig Drummond and the members for the opportunity to present the financial results for Season 2022.
- Simon acknowledged members who have remained Geelong strong noting their unwavering support has allowed the Club to invest in its football programs.
- Simon announced a net profit of \$1.8 million and an operating profit before IDA of \$4.4million. Simon also announced that the Club has a financial model that is free from gambling revenues including no gambling advertising on GMHBA game days. The Club has invested in the health and fitness industry with the acquisition of Geelong's gym and has achieved record membership while being incredibly proud of its AFLW membership. The past financial year has also seen a return of crowds at games here at GMHBA and the MCG. Simon noted that the Club is building a balance sheet to prepare for the future to enable it to continue to invest in facilities.
- Simon recognised the Club's Higher Mark business as award recipients and reflected on the work taken to improve food served at the stadium with new offerings. Simon also reflected on the new stadium with increased capacity, a new entrance plaza, two signature bars and significant F& B outlets introducing a wide range of cuisine.
- Simon thanked Club sponsors Ford, GMHBA, Deakin University, Cotton On, Morris, Viva Energy and Simonds for their loyal support.
- Simon acknowledged the leadership of the Board and Executive and, on behalf of the players, the Board and the Club, thanked the members for their support.

6. New Recruits

- Simon invited List Manager, Andrew Mackie as well as Jhye Clark and father son selection Osca Riccardi to the floor. Simon asked Andrew how the Football Department felt they went during the recent trade period. Andrew noted that this was the culmination of significant planning as we wanted to attend to the mid field with succession planning. It was also great to get some local guys in. There was discussion around what we can expect from Jhye and Osca with Andrew reflecting that we just want them to be themselves. Andrew stated that the Club will give them every opportunity to have a great career.
- Andrew asked Jhye and Osca what has it been like at the Club. Jhye stated it has been very surreal, he is enjoying it and all the boys and staff have been very welcoming. Osca agreed with Jhye noting that everyone has been very welcoming.
- Andrew noted that this was an exciting time but there are no guarantees in football and we need to make sure we are doing the little things and challenging our thinking.
- Simon thanked Andrew, Jhye and Osca for making the time to be here tonight.

7. AFLW Update

- Simon Kelleher invited Steve Hocking to the podium and two AFLW stars Amy McDonald and Georgie Prespakis.
- Steve noted the considerable work undertaken by Andrew Mackie and his team and welcomed Amy and Georgie.
- Steve reflected on three Best & Fairest awards for Amy which is a huge achievement.
- Steve then reflected on Georgie's Season 7 coming runner up behind Amy McDonald in the Club Best & Fairest. Georgie noted that she was grateful to come runner up behind Amy and that having two seasons in one year has been great for her growth. Georgie said that Season 6 gave her a taste of what AFLW was like and Season 7 gave her the opportunity to play with more confidence. Steve noted that we are very excited about her future.
- Amy noted that we are a young side on an upward trajectory, and it was beneficial for the team to have two seasons in one year giving more time to be around each other and the ability to handle the footy more.
- It was discussed that normally this period is the AFLW preseason but the change in the AFLW Season gives players the ability to have a break over Christmas and the summer. It was also noted that this gives staff the opportunity to have a break after delivering a men's season and two women's seasons in one year which was a substantial effort.
- Steve led a round of applause for Amy and Georgie.

8. Member Q&A

- Simon Kelleher led the Q & A session noting that pre-submitted questions had been consolidated into questions with a similar theme. He also noted that the Board and Executive were on hand to answer any questions that members may have after the meeting.
- The Q&A session covered topics including:
 - Change within the Club including changes to key personnel;
 - Stage Five including standing room and dry areas;
 - GMHBA home games;
 - Indigenous player support;
 - Nominations for the Board;
 - Timing of the AGM;
 - Membership & ticketing;
 - Social Club seating;
 - Merchandise;

- Unfelling of the flag;
 - Membership packs;
 - Option to take up seats in the new grandstand; and
 - Curtain raiser games at GMHBA Stadium.
- Simon Kelleher welcomed questions from the floor which were raised as follows:
 - Cyber security;
 - Note of appreciation in the minutes for Joel Selwood's services to the Club;
 - Timing of appointment of new Captain;
 - Experience for interstate members;
 - Melbourne metro membership;
 - Members forum;
 - Queues to enter stadium on gameday; and
 - Thanks to our Board, President and Executive

9. General Business

- There were no items of additional business.

10. Close of Meeting

- Craig Drummond thanked the members for attending the meeting and for their ongoing support of the Club.
- There being no further business, the meeting was declared closed at 8.22pm

11. Approval of Minutes



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Craig Drummond
President

8/02/2023

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Date