

ANNUAL



REPORT

GEELONG CATS 2023

ONE IN
HOOPS







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The Chase for Greatness continues

In 2023, our pursuit was joined — and thus, powered — by more Geelong people than ever before. And by quite some margin.

For the first time in our Club's history, we exceeded 80,000 members. 82,155 in fact, an increase of 92% over the past 10 years (compared with industry growth of 55%) and 14% above 2022's record, outshining industry growth of 6.2%.

We are proud to lead the league in AFLW memberships, having been joined by 7,190 AFLW members this year.

Our objective is to reach 90,000 members in 2024. Our long-held target of 100,000 members in 2025 remains firmly on track.

The commitment of our newest members was matched by that of our newest partners. We celebrated the initiation of partnerships with Dulux and Arkana Energy Group, and joined AFL Barwon in a strategic alliance that will strengthen relations for grassroots football in our region.

Our hospitality arm, Higher Mark, enjoyed a bumper year of events, from business breakfasts to gala dinners, awards nights, graduations, and weddings, and was recognised throughout with multiple awards, including winning silver in the National Restaurant and Catering Hostplus Awards for Excellence – Venue Caterer, and bronze in the Victorian Tourism Awards Business Events Venue category.

The diversification of our business offerings is an ongoing priority for our football club. In the second half of 2024 we were proud to launch 10 South, a high-performance facility that makes our elite fitness and health services accessible for the Geelong community.

Our Cats Community programs had incredible reach once again, through the schools-based GMHBA Healthy Heroes program, the AFL Barwon junior club visits, the Djilang Program supported by Barwon Water, and our Cats Wishes and Ward Walks programs.

Our Club remains profitable, debt free and with a more diverse stream of non-football income than ever before.

We are pleased to report a statutory profit of \$0.8 million, resulting in an Operating Profit before Interest, Depreciation and Amortisation of \$3.5million. This is a pleasing result as we continue to build towards a sustainable future, and is a





notable achievement whilst GMHBA Stadium remained under construction during season 2023.

So, while we have all that to look back on and celebrate, I – and I'm sure all Cats people – am now looking ahead and wondering what further achievements 2024 might have in store.

Thankfully, finally, and with deep gratitude for everyone's patience, we can now be unmitigated in our excitement for the conclusion of GMHBA Stadium's Stage 5 and the realisation of a 40,000-seat Cattery.

The long-awaited opening of the newly-named Joel Selwood Stand, a state-of-the-art addition to our home that features new events spaces, a Djilang Plaza, the Polly Farmer and Audrey Cope Gates, the 2500-standing-capacity Ablett Terrace, and the Fred Flanagan Dining Room. What names to shepherd-in and even greater home-ground advantage.

Our men's program will welcome some of Victoria's biggest clubs to GMHBA Stadium for the first time in a long while, with Richmond and Hawthorn making the trip down the highway.

There will be an additional round in the AFLW home and away fixture for our women's program to compete in as we vie to earn ourselves blockbuster home finals at GMHBA Stadium.

Additionally, we are aiming to deliver a football department refresh and realise an AFLW purpose-built locker room to support genuine inclusion and equality across all programs – ready for our 2024 AFLW season.

Our football refresh will also upgrade the Club's elite high-performance facilities including increasing the footprint of the

football department to cater for us now servicing 4 programs across AFL, AFLW, VFL, and VFLW.

Greatness is a bold pursuit that demands consistent excellence from all who chase it. I thank our entire Team of All for their belief, commitment, and extraordinary effort that is as evident and necessary in defeat as it is in victory.

I thank my fellow Directors for their tireless work in 2023; Diana Taylor, Barry Fagg, Grant McCabe, Kate Spargo, Lyndsay Sharp, James Sutherland and Kate Betts and our wonderful Chief Executive Steve Hocking.

Together we thank you, and we look forward with great anticipation to 2024.

Craig Drummond – President

Our collective understanding of what it means to be 'a Geelong person' drives so much of what we do at the Geelong Football Club.



We are here to chase greatness, and our people are at the forefront of that pursuit.

We want to be unstoppable: in building strong, successful football programs; in our broadening business endeavours off-field; in our search for innovation.

We want to be unmistakably Geelong: in the way we play; in the hospitality we extend to our members, fans, partners and events clients; in the way we connect with our community.

Who we are on-field is an extension of who we are off it, and vice versa. The strengthening of that connection and our shared appetite for high performance is to credit for another record-breaking year in membership and another ground-breaking year for our partnerships, our business, and our collaboration with our community.

On-field, 2023 was an outstanding season for our AFLW team, who made it within a kick of a maiden grand final appearance. While the entire program – players, coaches and staff – should be immensely proud of their achievements this year, the hunger to go even further in 2024 is already evident.

For our men's program, although we didn't have the results we've become accustomed to, it was essential and emboldening to so see the building blocks put in place that position us to chase further success in the years ahead. We saw the next generation continue to step-up and stamp their influence on our game, and we're revelling in the opportunity now presented by our longest pre-season since 2016.

Our recruiting teams explored every avenue in bringing elite talent and people into the Club. 2023 saw our Irish cohort double to six players across our AFL and AFLW programs as Oisín Mullin, Aishling Moloney and Anna-Rose Kennedy joined the Club.

We welcomed fresh faces through the AFLW drafts ahead of the 2023 season in Jhye Clark, Phoenix Foster, Oscar Murdoch, Osca Riccardi, and Ted Clohesy, while our inaugural AFLW ruck Erin Hoare returned to GMHBA Stadium via the 2023 AFLW Supplementary Draft.

We also had successful and busy trade periods leading into the season, with Kate Surman, Jack Bowes, Ollie Henry, and Tanner Bruhn joining the Hoops and making an impact in their first year at the Club.

2023 was punctuated with all manner of milestones for our players and staff. Most significantly, Chris Scott moved past club Legend Reg Hickey for most games as Geelong Senior Coach with more than 305 games at the helm. Zach Tuohy set the record for most V/AFL games by an Irish-born player, with his 265th game taking him past league great Jim Stynes.

Meghan McDonald and Julia Crockett-Grills simultaneously became the first AFLW players to play 50 games in the Hoops, while Chantel Emonson played her 50th league game.

At the end of the AFL and AFLW seasons, we bid farewell to some greats of the game and our Club, with Isaac Smith, Renee Garing, and Jonathon Ceglar retiring.

Off-field, List Manager Andrew Mackie stepped up as General Manager – Football. Brett Johnson, who had been Head of AFLW and Football Pathways, also took on an increased portfolio as he was promoted to Assistant General Manager – Football.

On the coaching front, our AFL program recently welcomed back James Rahilly as an Assistant Coach, while former Cats captain and premiership player – and highly-credentialled Assistant Coach – Steven King also returned. James Kelly continues to be a strong presence among our assistant coaches, and patrons in the Club's café regularly see him running extra craft sessions with any players interested on days off for the program.

In 2023, AFLW Defence Coach Elise Coventry also took on the role of VFLW Senior Coach, and recently received the AFL Coaches' Association Pathway Scholarship. Andrew Bruce, who had previously been our VFLW Senior Coach and then AFLW Development Coach, stepped up into the role of AFLW Forward Coach, replacing Aaron Black who took on increased responsibilities with our VFL program as Forwards Coach in addition to his roles as Operations Manager.

A familiar face returned to our VFL program, with 2012 Premiership player Mark 'Harry' Corrigan – who guided Casey Demons to the 2022 Premiership – taking over the role as Senior Coach, while Shane O'Bree moved into the role of AFL Midfield and List Assistant.

We are at an enviable point in time where we can look forward with a level of excitement that is equal to the pride and joy we feel when we look back. Both our past and our future are thanks entirely to the incomparable support of our members, fans, partners, and people.

I look forward to seeing you at the football in 2024.

Steve Hocking – CEO



Senior Coach Address

For the vast majority of the football calendar – particularly the days and weeks and months in-season – my focus and that of our playing group and coaching team is fixed in the present and immediate future. How we can improve in the very next session to be better in our very next game.

It's a product and a privilege – and I would argue, a reason – for our success.

There's a steadfastness and humility to how we turn up to work day-in, day-out that has been fundamental to how we embed high performance and unlock excellence with notable consistency.

We're firm in the knowledge that while we are always building for future success, we have the capacity and the resources and drive to achieve in the here and now.

And so outside of the 24-48 hours spent in review immediately following game, I spend very little time looking back. To zoom out now and through a rear-view mirror look at our season in its entirety gives us valuable perspective and learnings, but again it only further excites and motivates us all to look forwards with optimism.

I stand by what I said at every stage of the 2023 season; our best was good enough. But to the best you have to produce your best with far greater consistency than we managed this year.

Yet we stayed in the equation until the end, and I'm proud of our people and how we showed up in the face of individual and collective challenges, in a season where things didn't come easily. Whether a season concludes with the ultimate success, or with the disappointment that ours did this year, the hours and the effort spent chasing greatness are the same.

Why our best football was so elusive, both obvious and otherwise, has been interrogated and already we are in the midst of a pre-season where we've adapted, innovated, and are finding ways to improve together.

Even in great disappointment comes significant opportunity, and while I believe optimism to be a necessity of what we do, and I also believe ours is justified.

After years of compounding abbreviated off-seasons, our players have been afforded the opportunity to truly rest and recover, and have returned rejuvenated. Players who pulled on the Hoops for the first time in 2023 – the likes of Jack Bowes, Tanner Bruhn, Ollie Henry, Jhye Clark, and Oisin Mullen – will do so in 2024 with an additional year of Cats experience and development. Add to those players the potential debuts of our recent draftees, many of whom are already demonstrating ability that could see them on the big stage in the early stages of our season. Oh, and the pseudo-new recruit by the name of Cameron Guthrie who leads a host of freshly rehabilitated senior players.

Each of these players is a source of excitement. Excitement that is only furthered by the fact that they will be guided by the additions to our coaching staff in James Rahilly and Steven King.

A few months on from the conclusion our season, I look back at it not as a step away from the Premiership that preceded it, but a step towards our next iteration of greatness.

Chris Scott – AFL Senior Coach








Captain's Address

For us, the future is 2024. One thing our Club does exceedingly well is plan for the future, while simultaneously looking each of us in the eye, from player to member, and promising that we are doing all we can to challenge each and every year.

Equalisation means the competition is set up for teams to rise and fall and to ensure every Club gets a chance to enjoy the ultimate success.

But I'm so proud to be a part of a Club that tries to win it every year.

It's what our players want and it's what I'm sure our members want. Of course, there's a considered risk in that strategy, but as we drape our scarves around our neck ahead of Round 1 2024, or as a player, when we pull on that jumper, it's a thrill to know we are a chance, and I wouldn't have it any other way.

2024 will be no different. We don't want to just be competitive; we want to challenge.

For us, the 2023 season ended abruptly. We were in the hunt until we weren't.

A deep finals run means the whole group disbands quickly, but this year, we exited with some clarity on what we need to work on as individuals and as a team. And that to me, is exciting.

Of course, watching September from afar reinforced what we missed out on. I know the way we finished this season left a sour taste in my mouth, and I have no doubt everyone reading this, from our staff to our members and supporters, didn't enjoy it that much either.

You either win or learn, and we learnt a bit this year.

While we were afforded a longer break than usual this off-season, I've seen most of our players back in the Club early, and that includes both our younger and older players. And make no mistake, there's a look of steely determination in each of their eyes.

I'm really excited to see what the next generation of Geelong players can do as they continue to develop, but equally, I expect our senior players to grow in new ways as well.

They are the things that we will look to unlock and improve and balance with that undeniable injection of young talent coming through.

Something that's been a critical part of the success we've had over a long period of time, is that we don't just give away games, you have to earn it. And that's why when a player pulls on those Hoops for the first time, you can be sure they are ready.

When they set foot on the field for the first time, you know and

they know, they're good enough to be there and they deserve to be there.

It's an extraordinary privilege to be a part of the Geelong Football Club. Our guiding principles are something I, and our playing group, are proud of and live every day, but I see it in our members and our supporters as well. This Club is a special place, both on and off the field and I'll always enjoy and cherish being a part of it.

To our members, every year, your loyalty and commitment to our Club drives us to represent the Hoops in a way befitting of your support and we can't thank you enough.

I know I speak for everyone connected to our football club in any way that I can't wait for what's next.

Patrick Dangerfield – Captain





AFLW Senior Coach's Address

The 2023 AFLW Season is one that fills our Club with immense pride and optimism for the next step in our continuing journey of growth.

To once again make the post-season was our internal aim heading into the year, knowing that we would face tough opposition in an ever-improving league. To come away with our first finals win, another finals win against arguably the best team in the competition in the reigning premiers, and to get within a kick of a Grand Final is a huge testament to the work and dedication of each and every one of our players, coaches and staff.

In the Semi-Final against Melbourne, in particular, we got to see a near perfect example of the type of football that we have been training for and building towards. It was two years of training to execute on the day, the way we played.

To get as close to the Grand Final as we did – playing our way and having strong opponents putting work into us – was a really good feeling. It confirmed for our players that we are progressing the way we should be.

There is already a significant sense of excitement building for Season 2024, and we look forward to continuing to build and establish ourselves as genuine contenders in the AFLW competition, and striving for another post-season campaign.

This year, we brought in three new players in Aishling Moloney, Anna-Rose Kennedy and Kate Surman, while Erin Hoare returned after four seasons away from football. It was fantastic to see them all bring their own unique talents and personalities to their program, and their contributions were huge, on and off the field.

Scoring was a focus for us heading into the season, so it was very rewarding to see games that were consistently higher-scoring, and our attack looked dangerous. Our defence rose to another level again, and our young midfield took another impressive step forward. We now look forward to a chance to refresh over the off-season, but I expect our players will soon be busy putting in the work so they can hit the ground running when we return for pre-season.

It is also important to acknowledge the retirement of Renee Garing. One of our inaugural VFLW and AFLW Cats, Renee leaves an incredible legacy, both among our program and the wider Club. She is the ultimate professional, sets the standards at training, and is a kind, caring teammate to all. Renee finished her career in top form, and we wish her and her family all the best on their next chapter.

I would like to take this opportunity to extend my sincerest thanks to our incredible Cats supporters – whether at GMHBA Stadium or on the road, you made every game feel like a home game with your incredible and vocal support. We were thrilled to see we now rank number one in the league for total number of AFLW members, but it was no surprise, given how consistently and passionately you turned up at our games.

We look forward to seeing you all out there again in 2024. Go Cats!

Dan Lowther – AFLW Senior Coach





AFLW Captain's Address

Our team finds itself in that most enviable state of constant improvement. With each season we advance our football, our people, and our finishing position. It's undeniable that we are better than we were, and it feels inevitable that we will be better than we are.

But nothing was, nor is, guaranteed in football. Much less deserved.

Following the two seasons of 2022 that concluded in our first finals berth in the 18-team competition, the natural expectation was that in 2023 we would earn ourselves another final, and win it. Ultimately, we did that and more, but the course of improvement is never as linear as it may seem, and our achievements were that of hard work and dedication – earned rather than inevitable.

Undeniably, there were frustrating and disappointing patches during the mid-section of our home and away season. Times when we could not get over the line against the teams ahead of us, nor put our best foot forward against the team around us. Yet those results were formative, and provided fuel and learnings for a playing group and program whose response demonstrated new levels of competency and togetherness.

The joy, fulfilment, and pride I felt as we were able to produce increasingly high levels of performance on match day was matched by – and a consequence of – the increasingly high levels of engagement, ownership, and maturity I witnessed in between matches, as we went to work each week and every day.

Our ability to improve in-season is a testament to our coaching and performance team, and how they empowered a playing group that was insatiable in its hunger to get better. And get better we did.

Rounds 9 and 10 were effectively elimination finals for us. It was do or die, and yet we felt like we were only just beginning to reap the rewards of our season's challenges. It would have been a shame to exit the competition just as we were unlocking our excellence. But precisely because that was true, it was not our end. We kept playing, and for a month we kept winning.

It was the beginning of the most rewarding month our program has ever experienced. To win our first ever final at the Cattery in front of thousands, to knock out the reigning premiers in a first-time victory over the Dees, and in doing so, earn the first AFLW Preliminary Final appearance in our Club's history was to record historic results amid an unforgettable time.

In the end we were left with our first true understanding of the of emotional risk you must take to contend. To contend, you have to believe wholeheartedly – and we did for the first time – that you have what it takes to win it all. The risk is that when you then fall 4 points short of a Grand Final, your disappointment is proportional to that belief.

But that belief stays with us, and unforgettable memories must become unmatched motivation. It will grow once more, fed and fuelled with the another pre-season and deeper learning and development.

The 18-year-olds who crowned our inaugural team in 2019 are hitting the prime of their careers. We have a midfield reaty to assume their place among the best in the competition, we have another Rising Star nominee, we have the best first year player in the competition, and as players trade places across the competition, our togetherness is distinguishes us.

We know the commitment of our playing group is matched that of our staff, our Club, our supporters – every Geelong person. It fills us with incredible pride to have the most members in the AFLW competition, and to play at home with the advantage of record crowds who are having the best match day experience in the country. That is Geelong, we are Geelong, and the opportunity to sing that again in 2024 cannot come soon enough.

Meghan McDonald – AFLW Captain



VFL Coach's Address

The best stories have a great opening, peaks and troughs throughout the middle and a fantastic finish.

If that's the case our 2023 VFL season had all the ingredients of a great story. A strong Round 1 win over Carlton, an against-the-odds win against eventual grand finalist Werribee and our most polished four-quarter team performance in the last round against GWS.

In between, there were some challenging defeats, some great responses and the body of a good story was there. Unfortunately, winning only eight games meant there were no finals action this year but, there were many other wins and peaks in the form of player debuts and development.

Amongst the 61 players who pulled on the hoops this year, 18 were VFL debutants and nine represented Geelong at senior level for the first time.

Cooper Whyte, Jhye Clark, Oisin Mullin, Ted Clohesy and Toby Conway got their first taste of AFL football, and Ollie Dempsey capped off a fantastic year with selection in the VFL Team of the Year.

While our story this year had plenty of highs, there were also lots of learnings and enormous growth amongst players and staff and I'm looking forward to the 2024 edition.

The upcoming season presents us with an exciting opportunity to see the continued development of those young players who were new to the system last year, whether AFL- or VFL-listed. We will once again be striving for the consistency piece that eluded us

this year, with the advantage of the experience gained this year, and, for me, personally, the benefit of being in my second season at the helm.

I would like to take this opportunity to thank everyone involved in the VFL program. VFL programs run off the commitment and hard work of volunteers and part time staff who go above and beyond every week and we're very appreciative of everyone that supports the players and our program.

I'd also like to acknowledge Jye Chalcraft, now a back-to-back winner of our Best and Fairest at just 22 years of age. It is an extraordinary achievement.

His tough, and uncompromising attitude sets the standard for all of us.

Finally, thank you to the playing group for your investment into the program. We strive to be better footballers, but more importantly better people and I can confidently say this group embodies that.

The way each of them dedicated themselves to their craft, and their teammates right across the season is something they should all very proud of.

Mark Corrigan – VFL Senior Coach







VFLW Coach's Address

The 2023 rebel VFLW Season provided an excellent opportunity for the development both of our AFLW-listed players and VFLW-listed players.

Although it was disappointing to fall just short of finals after sitting in the top six for much of the season, I was incredibly proud of the growth and unity shown by our playing squad.

With one of the youngest and least experienced list profiles in the League, our players showed great initiative and commitment to quickly build cohesion over the pre-season, through open and honest discussions and regular coffee catchups following Saturday morning training sessions.

Our new captain, Chloe Leonard, led the way on and off the field, showing fantastic leadership and composure, far beyond her 21 years. We had emerging midfield stars in the likes of Charlotte Simpson and Abby Favell – who would go on to place first and second in our best and fairest – lead by example, both at training and on game day. Our young players were diligent in setting the foundations for a successful program, complemented by our AFLW-listed players.

The likes of Renee Garing, Abbey McDonald and Melissa Bragg were regulars in our VFLW line-up in the front half of the season, and it was great to see both their development and how they shared their knowledge and lifted the players around them. It was a great reward for those three players to then see them named in Geelong's AFLW side for Round 1.

Our VFLW program works hand-in-glove with our AFLW program, and it has been fantastic to see the synergy between the two. As well as adopting similar game style between the two programs, we have had several of our VFLW players join our AFLW squad as train-on partners this season, and it's been so good as their VFLW head coach to watch their progression, and get excited each session to see them return to the next level and showcase what they've learnt.

Looking across the league, there's reason to watch a lot of the AFLW games at the moment because there's a connection to Geelong in a lot of them through the work the VFLW program has done. Analea McKee is just one of many examples, having joined Brisbane via the supplementary draft after a fantastic first half of the VFLW season with us through the ruck and up forward.

We learned a lot from our 2023 campaign, and with our 2024 pre-season now underway, we'll look to adopt those lessons into

our consistent approach to training and games, and I'm excited to build on the foundations we put in place this year. With more experience at state league level, the future looks exciting for this group of players.

Finally, I'd like to extend a big thank you to our wonderful supporters who rode the ebbs and flows of the season with us, the partners and families of our squad for their fantastic support, and each and every one of our players, coaches and staff who gave so much to make our season possible and, importantly, enjoyable.

Elise Coventry, Geelong Cats VFLW coach.



2023 AFL Season Recap



Round 1

Geelong Cats v Collingwood, MCG
103-125

[Tanner Bruhn and Ollie Henry Club debut](#)

Round 2

Carlton v Geelong Cats, MCG
90-82

[Jack Bowes and Cooper Whyte AFL debut](#)

Round 3

Gold Coast Suns v Geelong Cats, Heritage Bank Stadium
73-54

Round 4

Geelong Cats v Hawthorn, MCG
127-45

Round 5

Geelong Cats v West Coast Eagles, Adelaide Oval
136-89

Round 6

Geelong Cats v Sydney Swans, GMHBA Stadium
130-37

Round 7

Essendon v Geelong Cats, MCG
104-132

Round 8

Geelong Cats v Adelaide Crows, GMHBA Stadium
98-72

Round 9

Richmond v Geelong Cats, MCG
102-78

[Jhye Clark AFL debut](#)

Round 10

Fremantle v Geelong Cats, Optus Stadium
106-77

Round 11

Geelong Cats v GWS Giants, GMHBA Stadium
74-81

[Oisin Mullin AFL debut](#)



Round 12

Western Bulldogs v Geelong Cats, Marvel Stadium
75-97

Round 14

Port Adelaide v Geelong Cats, Adelaide Oval
110-72
[Mark O'Connor 100 games](#)

Round 15

Geelong Cats v Melbourne, GMHBA Stadium
78-63

Round 16

Sydney Swans v Geelong Cats, SCG
54-54

Round 17

Geelong Cats v North Melbourne, GMHBA Stadium
125-63

Round 18

Geelong Cats v Essendon, GMHBA Stadium
122-45
[Gryan Mires 100 games](#)

Round 19

Brisbane Lions v Geelong Cats, Gabba
64-53
[Tom Atkins 100 games](#)

Round 20

Geelong Cats v Fremantle, GMHBA Stadium
64-71

Round 21

Geelong Cats v Port Adelaide, GMHBA Stadium
97-85

Round 22

Collingwood v Geelong Cats, MCG
109-101

Round 23

St Kilda v Geelong Cats, Marvel Stadium
88-55
[Zach Tuohy 150 Club games](#)

Round 24

Geelong Cats v Western Bulldogs, GMHBA Stadium
79-104
[Ted Clohesy and Toby Conway AFL debut](#)

2023 AFLW Season Recap

Round 1

Geelong Cats v Western Bulldogs, GMHBA Stadium
65-17

[Kate Surman, Abbey McDonald and Aishling Moloney Club debut](#)

Round 2

Sydney Swans v Geelong Cats, North Sydney Oval
41-68

[Renee Garing 25 games](#)

Round 3

Geelong Cats v North Melbourne, GMHBA Stadium
22-31

Round 4

Port Adelaide v Geelong Cats, Alberton Oval
42-70

[Meghan McDonald 50 games](#)

Round 5

Geelong Cats v Melbourne, GMHBA Stadium
22-31

Round 6

Essendon v Geelong Cats, Ried Oval
29-19

[Georgie Prespakis 25 games](#)

Round 7

Geelong Cats v Fremantle, GMHBA Stadium
47-23

[Chantel Emonson 50 games](#)

[Zali Friswell 25 games](#)

Round 8

Collingwood v Geelong Cats, Victoria Park
20-24

[Julia Crockett-Grills 50 games](#)

[Meghan McDonald 50 Club games](#)

Round 9

Richmond v Geelong Cats, Ikon Park
11-49

Round 10

Geelong Cats v Hawthorn, GMHBA Stadium
60-20

[Claudia Gunjca 25 games](#)

[Chloe Scheer 50 career goals](#)





Elimination Final

Geelong Cats v Essendon, GMHBA Stadium
51-33

Semi Final

Melbourne v Geelong Cats, Ikon Park
45-5

Preliminary Final

Brisbane Lions v Geelong Cats, Brighton Homes Arena
38-34





Arrivals

AFL



Jack Bowes



Tanner Bruhn



Jhye Clarke



Ted Clohesy



Ollie Henry



Oisín Mullin



Oscar Murdoch

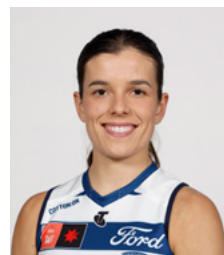


Osca Riccardi

AFLW



Erin Hoare



**Anna-Rose
Kennedy**



**Aishling
Moloney**



Kate Surman



Retirements



Isaac Smith

Isaac Smith called time on an illustrious career spanning 280 games across two clubs in Geelong and Hawthorn. A three-time premiership player with the Hawks, Smith joined the Cats ahead of the 2021 season as a free agent and made an immediate impact. A speedy winger/half-forward with a devastating left foot and penchant for long-range goals, Smith was a key cog for the Cats across his three seasons at the club. Smith's efforts in the 2022 Premiership win saw him claim his first Norm Smith medal.



Jonathon Ceglar

After 110 games across 13 seasons, Jonathon Ceglar announced his retirement from the AFL, capping a career that took him from Collingwood to Hawthorn, before spending the last two years at Geelong. After playing 101 games for the Hawks, Ceglar was traded to the Cats, where he played nine games. Although injury restricted his on-field appearances over his time at GMHBA Stadium, Ceglar played a big role in the development of Geelong's young rucks and key forwards, sharing his wealth of knowledge and experience.



Maddy McMahon

Inaugural AFLW Cat Maddy McMahon retired in early 2023 after 32 games at AFLW level. The defender, who spent Season 7 on Geelong's inactive list, played an integral role in Geelong's AFLW program since signing on as a cross-code athlete in 2019. The former basketballer led by example with her courage around the contest, with her ability to read the play and intercept features of her game. In her most recent season on the field, Season 6, McMahon was named in the All-Australian squad of 40, and finished third in the Club's best and fairest.



Renee Garing

After seven years in the Hoops across Geelong's AFLW and VFLW programs, Renee Garing retired at the end of the Club's 2023 AFLW campaign. The former netballer joined Geelong's VFLW squad in 2017 and was recruited to its inaugural AFLW list in 2019. Garing appeared in every game across the Cats' first three seasons, before sitting out Season 6 when she was pregnant with her first child, Parker, returning to Geelong's Primary List in the latter stages of Season 7. After an impressive VFLW season that saw her finish third in the Club's best and fairest, Garing made her AFLW return in Round 1 this year. Garing finished her career with XX AFLW games and 41 VFLW games, and was a two-time winner of the Club's AFLW Carter Family Community Champion award for her work in the community.



AWARDS — STAND OUT PERFORMANCES

All Australian Tom Stewart

Carji Greeves
Best & Fairest

1st: Tom Stewart
2nd: Tom Atkins
3rd: Gryan Mires

Best Clubman:
Tom Atkins

Best Young player:
Ollie Henry

Carter Family
Community Champion:
Tom Stewart



AFLW Best & Fairest

1st: GEORGIE PRESPAKIS

2nd: NINA MORRISON

3rd: AMY MCDONALD

Hoops Award Winner:
Renee Garing

Fan MVP Award:
Georgie Prespakis

Community Champion Award:
Kate Darby

Cameron Ling Academy

Our Cameron Ling Academy had another outstanding season with 12 players making strong contributions to the senior team throughout the year.

Seven of the twelve wore the Hoops for the first time in 2023 showcasing the strength of young talent currently making its way through the Club.

Of these debuts we were able to see newly traded players Tanner Bruhn and Ollie Henry in Round 1 unlock excellence right from the start of the season showing why we were so keen to lure their services from other clubs.

Cooper Whyte and Jhye Clark also impressed early making their debuts in the first half of the season.

Oisin Mullin with his unmistakable talent and speed made it an AFL first when he pulled on the blue & white in his debut, making it the first time an AFL senior team had three Irish players playing in the same team at once.

Oisin almost brought the house down with an incredible piece of play that could have had him a contender in the goal of the year had the ball not sailed just slightly to the wrong side of the goal post.

We then rounded out the year nicely in Round 24 getting our first glimpse at our young promising ruckmen Toby Conway who overcame injury troubles to show why he is considered such an exciting prospect for the Football Club.

Ted Clohesy was able to show why he will become a fan favourite in the same round with the way he attacked the football and his will to help other teammates around him.

Max Holmes, Sam De Koning and Shannon Neale all showed terrific leadership qualities throughout the year mentoring the younger players and making strong contributions all year.

Mitch Knevitt and Ollie Dempsey both showed strong improvement themselves and will be keen to make themselves a more permanent fixture of the senior team in 2024.



Phoenix Foster, James Willis, Mitch Hardie and Oscar Murdoch were others who will be much better with the year under their belt and looking to become the next name on the board of debutants for the club in 2024.

The Academy is proud of the extra work it was able to put into our young players creating over 70 extra sessions as a group throughout the season and adding a number of bonding activities and camps to ensure the connection of this young cohort was as strong as possible.

As the Academy considers itself a team of all, it's always hard to say goodbye to young players we have built some strong relationships with, we hope that being part of the Geelong Football Club that Osca Riccardi, Flynn Kroger, Cooper Whyte all walk away better young men than when the first came through the doors of the Club and we wish them all the success as they take on their next challenge.



Next Generation Academy

The Next Generation Academy has had a successful 2023 season. Throughout the year we have engaged with a number of new players in our local region and ventured to our remote location in East Arnhem Land.

Some highlights throughout the year were our involvement in the April NGA Carnival in Melbourne, coached by Paul Hood. We entered a boys team consisting of 14 new players (21 in total) with five of them subsequently being selected to represent their culture at the All Nations/Kickstart camp.

All Nations: Taiyo McEncroe, Wichay Paul and Jesse Mellor.

Kickstart: Ryan Farr and John Tattersall.

We didn't get the numbers to submit a full female side, however had one player, Remi Silwa, compete with Essendon at the female tournament.

Since April there has been numerous opportunities for Academy players to come into the club for training sessions, covering a wide range of topics such as football, running techniques, and education. The players had access to NGA coach Paul Hood and AFL men's coaches Matthew Egan, Shane O'Bree, James Kelly and Mark Corrigan.

For the first time in a number of years we had five members of our staff make the trip to East Arnhem Land in July.

Throughout the trip, we had the privilege of running a range of activities and events that left a lasting impact. These included recruitment for our Michael Long Cup Team, community events held in Yirrkala and Gunyangara, junior clinics, a senior men's training session, and various cultural awareness initiatives.

One highlight of the trip was witnessing the highest participation from the members of Gunyangara (Ski Beach). This particular community has endured a period of mourning, with a significant clan leader's passing and subsequent funeral lasting three weeks.

Liam Woodland, one of our recruiters, then went to Darwin to assist the Geelong team in the Michael Long Cup carnival.

Engagement Executions

March to the 'G' in Rounds 1 and 4
Premiership Cup returning to the 'G' in Round 1

Premiership Flag unfurling Round 6

Farewelled Joel Selwood

2022 Premiership Cup Tour

'Black out' for team entry at night games

Guard of Honour

Coin Toss opportunity for members

Ball delivery opportunity for local umpires

Danger Zone — boundary viewing experience for members

Junior Mascot — junior members run through the banner

AFLW Arcade Alley

Junior Member of the Round competition

Junior Member Clinic returned.

Member Recognition Program launched.

Themed Rounds

Park & Ride

Open Training — at home and far away.



Fan Engagement

The AFL season began with the return of the 2022 Premiership Cup to the MCG as we took on Collingwood in a record crowd of 86,959 before showcasing the Premiership Cup at GMHBA Stadium in round 6 along with the Premiership Flag unfurling, a truly memorable moment for our members and community.

Each match day at GMHBA Stadium provided opportunity for our fans to experience football in new ways with a stadium 'lights out' at team entry for the AFL, kids' activities combined with the nostalgia of face painting, Arcade Alley, hot jam donuts and the occasional Irish jig after a goal. Our AFLW crowds contributed \$10,000 to our community through the sausage sizzle with all proceeds going back to five local clubs women's programs.

We once again lead the way with our various themed rounds across AFL and AFLW including Djilang, ANZAC, Retro, Pride and Member Thank You Round. Our members and fans continued to show their support, filling the stands with blue and white and the reason why we were ranked number one for match day experience in AFLW.

Memberships

Official membership number: 82,155 (record)

Official AFLW membership number: 7,190 (record)

Attendance (Reduced capacity in 2023 due to GMHBA Stadium redevelopment)

	Round	Opponent	Venue	Attendance
AFL	1	Collingwood	MCG	86,595
	4	Hawthorn	MCG	65,335
	6	Sydney	GMHBA	23,134
	8	Adelaide	GMHBA	21,415
	11	GWS	GMHBA	21,349
	15	Melbourne	GMHBA	19,617
	17	North Melbourne	GMHBA	21,066
	18	Essendon	GMHBA	23,185
	20	Fremantle	GMHBA	21,619
	21	Port Adelaide	GMHBA	21,279
	24	Western Bulldogs	GMHBA	20,533
AFLW	1	Western Bulldogs	GMHBA	4,404
	3	North Melbourne	GMHBA	2,907
	5	Melbourne	GMHBA	4,312
	7	Fremantle	GMHBA	2,166
	10	Hawthorn	GMHBA	3,658
	Elimination final	Essendon	GMHBA	6,678



PRIDE

Pride Round

To celebrate the AFLW Pride Round, the Geelong Cats took on Hawthorn surrounded by a sea of rainbow. The bigger than football focus for the round saw immense collaboration with Hawthorn in the lead up, highlighted on the day with both Clubs running through a collective banner, created by both teams, surrounded by over 100 people from both Clubs.

The lead up to the round saw the launch of 'The Rainbow Road', a digital piece which highlighted content throughout the week from Pride Round partner, Deakin University, the joint banner making, the leagues AFLW Pride Launch, Hawks Pride event and more. Pre match, the Club hosted an official Pride Round function, hosted by CEO Stand Up Events, Angie Green featuring a panel of non-playing players from both teams and Cats CEO, Steve Hocking. Earlier in the year, the Club celebrated Wear it Purple day which educated staff and players on the importance of the day and the lead up to the Pride Round.



Celebrating Djilang

More than 120 First Nations children and young people were engaged in the Djilang program across 2023 from across Geelong and the South West.

The program, which returned to being based out of GMHBA Stadium, featured an educational component by First Nations guernsey artist, Michelle Searle followed by the participants creating their own artwork and into a kick to kick with AFL and AFLW players.

There was significant community involvement from a range of organisations, including Wadawurrung Traditional Owners, Wathaurong Co-Operation, Strong Brother Strong Sister, Koorie Education (Dept. Ed), Gunditjmara Co-Operation, Warrnambool College (Clontarf Academy and Kalay Girls), and Monivae College (Hamilton).

In the lead up to the program, Cats staff participated in the Djilang program education sessions.

Our home Sir Doug Nicholls game saw Djilang participants take part in many aspects of the match day, including the Welcome to Country, Deadly Dancers, half time Auskick and Guard of Honour. The match was highlighted by a pre-game and half time performance from First Nations singer Budjerah and his band, with local choir groups from schools across Geelong backing up his performance of Sweet Disposition.





Community Spirit

GMHBA Healthy Heroes

In 2023, the GMHBA Healthy Heroes program was delivered to over 110 schools in Geelong, Colac and Warrnambool regions. The program was facilitated by Cats staff along with AFL and AFLW players. Overall, the program reached 7,612 Grade 3 and 4 students to help improve their health and wellbeing literacy.

The GMHBA Healthy Heroes program also included a Parent Event, which provided families the opportunity to engage with the key health messages with their children through fun and interactive activities. Over 120 attendees participated in the event with 10 AFL and AFLW players engaging with guests over the 90 minutes.

A GMHBA Healthy Heroes teacher event was held in October with a focus on Teacher Wellbeing. This event was headlined by Meg Durham, wellbeing speaker and educator with Renee Garing, Mark Worthington (Geelong's AFL player development manager) and Kylie Power (Iona College Deputy Principal) joining the guest panel for the evening. More than 80 teachers registered for the event.



BioCATS

The BioCATS program welcomed over 1,380 grade 5 and 6 students in 2023. With the program being snapped up by schools in less than three weeks of the calendar opening, the program saw schools take part from Geelong to the South West districts such as Warrnambool, Casterton and Merino. BioCATS engages students in Maths, Science and Health of AFL and sees the students taking part in GPS testing and analysis and AFL themed challenges. Some of these challenges include the examination of equipment, considering appropriate foods to fuel athletes and crunching statistics from match play. BioCATS is ran in partnership with BioLAB: The Victorian BioScience Education Centre, with the help of SEDA and supported by Bisinella.

Read The Play

The Read the Play program was delivered to 1,076 young people across the region in 2023. As part of the program, three components were delivered: Huddle Up, MVP and Play On. Highlighting the MVP program which is a community based program for young adolescents – aged 14-16, aims to increase knowledge of mental health and promote help seeking behaviour. At the commencement of the program, 74% of the 928 participants of MVP rated their understanding of mental health as good or excellent, post program this number increased to 94%. The local Read the Play round was held throughout the AFL Barwon leagues and highlighted the importance of Mental Health in team sport. The Cats are proud to again partner with the Read the Play program.





Welcome to Geelong

In line with AFLW Round 3, the Cats hosted the annual Welcome to Geelong event with the support of Cultura and Catholic Care. More than 130 newly arrived Australian residents within the greater Geelong community with various cultural backgrounds were introduced to the game of AFL and connected in to the Geelong Cats greater community. Guests participated in a football clinic, enjoyed afternoon tea and enthusiastically watched on the AFLW match against North Melbourne. With thanks to VIVA Energy, the afternoon ensured all participants were welcomed to the Club and celebrated.

Player Appearance Program

Each year, through the players collective bargaining agreements, players complete a number of appearances. Each appearance is strategically aligned to the players interests, skill sets, areas of development and opportunities such as networking and public speaking. Across 2023, AFLM players committed to a total of 1770 hours of appearances with 720 of these being dedicated to community and our AFLW players completing over 552 hours with 364 being dedicated to the community.

Game Development

In partnership with AFL Victoria, AFL Barwon and AFL Western District, in 2023 the Cats had over 15,000 touch points through game development initiatives such as the annual community camps, Auskick activations, junior club visits and school engagement.

This year, two Community Camps were held in Warrnambool and the Southwest with a dedicated AFL Camp in February and an AFLW Camp in October complimenting the Round six game played at Reid Oval against Essendon.

In the Geelong region, each junior club received visits from Cats players with Auskickers getting the opportunity to launch the program in April in the lead up to Gather Round and graduating Auskickers taking part in a clinic on GMHBA Stadium before receiving a personalised certificate from AFL and AFLW players.

With Dulux coming on board as a partner of the Geelong Cats, they highlighted their passion for community and grassroots football by working with AFL Barwon and AFL Western Districts to offer all local clubs the opportunity to win a paint makeover with thanks to Dulux. Portland Football Netball Club were the recipients of the full makeover, with all Clubs who applied given 100L of paint free of charge.

After years of agreements and working collaboratively, a strategic partnership was launched with AFL Barwon which provides 'off the field' opportunities for both organisations to enhance Football and Netball in the region. There were many highlights to come from the partnership in the first year such as the Female Festival of Sport, growth of new competitions and to cap off the year, six local Clubs were invited to host a sausage sizzle BBQ fundraiser at all home games for the AFLW, raising almost \$10,000 for their women and girls programs.

Community Spirit (continued)

Deakin Cats Community Centre

Since opening over ten years ago, the Deakin Cats Community Centre has welcomed more than 148,000 people through its doors. The Centre, available to groups free of charge who have a health and wellbeing focus, is also home to the Past Players and Officials Association, the Gartland Heritage Centre and the Clubs Sensory Zone. This year alone, 40 different community groups have used the space allowing for the region to access education, training, and attend workshops.



Wishes, Ticketing and Ward Walks

Throughout 2023, over 120 wishes were facilitated through a range of experiences such as match day opportunities, private training viewing and meet and greets. To highlight the impact of some very special wishes this year, in June in partnership with The Royal Children's Hospital, Ambulance Victoria, the AFL and Marvel, we were able to welcome 17 year old Angus in what was a world first experience. Angus was transported to Marvel Stadium through Ambulance Victoria whilst connected to not one but two artificial hearts – VAD -. He was met at the ambulance by Tom Stewart and led into the rooms with his family to meet the team and then taken to a private suite to view the game. Angus hadn't left his hospital room in months before this experience and there are no other cases in the world where a patient has been able to experience such an outing whilst using artificial hearts.

In partnership with Make a Wish foundation, seven-year-old Leonidas flew down from remote Northern Territory to experience a few days with the Cats. Leo attended training where he was welcomed by the team onto the oval and gifted boots and Cats merchandise. The family attended the game where Leo ran through the banner with the team, before finishing up in the rooms and in the team song.

Across the AFL and AFLW seasons, the Cats were able to donate over 1,000 tickets to community groups, schools, clubs and wishes. Thanks to Ford and the AFL for providing many tickets to contribute to our community.

This year we were welcomed back in person to visit the Barwon Health University Hospital Children's ward. Players engaged with young people and helped put a smile on their face through what can be a very challenging time.





Geelong Cats Foundation

The Geelong Cats Foundation empowers the Geelong Cats to have a positive impact on the lives of its people, players and community; through the means of philanthropic fundraising, a purpose driven network and in-kind support.

We are a club that is committed to having a deep impact, which is why we have a strong community connection, we invest in alternative pathways for our players, we support our people with learning and development opportunities and are committed to reconciliation and education.

The Foundation works to support Club wide aspirations and since 2016, the Foundation has raised over \$22m for initiatives through our key areas of support.

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.

AFLW Program

As a club we are committed to providing a strong pathway for female athletes by providing a welcoming and inclusive environment of specialised facilities and infrastructure.

We create programs and development opportunities to excel on and off the field, increase participation and encourage women to take leading roles within the sporting industry. We look forward to 2024, to reaching even greater heights and to elevate our program to the next level.

Category B Rookie/Alternative Pathways Program

In a competition that gets stronger each year, now more than ever it is crucial that we look to recruit players from non traditional pathways and look to alternative pathways.

Our Donors are our key to being able to unlock excellence and allow our Club to invest in these players. In 2023 and in their first season, both of our Category B Rookies Oisin Mullin and Ted Clohesy made their AFL debuts showing just how much of an impact our donors can have in the AFL.

In the AFLW competition, there was an injection of talent from the Emerald Isle with Rachel Kearns being joined by Aishling Moloney and Anna-Rose Kennedy. All incredibly talented Gaelic players, they have made the transition to AFL and will be significant inclusions for the Cats in the years to come.

Geelong Cats Forever

We are extremely grateful for all our Geelong Cats Forever members who continue to pledge a gift within their Wills to the Geelong Football Club. These gifts are securely invested and allow us to stay strong and successful. Our members contributions are on display with newly installed Honour Board, which can be seen on the ground level of the Brownlow Stand, next to the glass door entrance to Blank Space South Geelong.

This year we partnered with Gathered Here, an end-of-life service provider who specialises in the creation of online Wills. This collaboration means we can offer Geelong Cats fans and members the opportunity to create a free online Will with unlimited updates for life. We look forward to continuing to grow this program in season 2024 to sustain the club's future, forever.

Community

As captured in our community section, our programs provide a welcoming environment for people of all backgrounds and abilities to enjoy the game of AFL through game promotion, game development and social inclusion and education programs.

We wouldn't be able to achieve this reach without the generous support of our community donors.

Capital Campaign

We have recently embarked on a significant Capital Campaign, one of the most important projects that we have undertaken in our Club's history. The Foundation will aim to raise \$20m to support our Clubs investment into elite training facilities and high-performance equipment that includes a wide range of social, community and economic benefits – along with securing a sustainable future for the Geelong Football Club. We have a clear opportunity with this project to work towards gender equity for women in sport, to deepen our support for our community, and to propel all our teams into the future. We look forward to this campaign evolving and being able to share this with you all in season 2024.

Thank you

We are so thankful to all our donors, who generously contribute to the Foundation's programs and initiatives annually. Your dedication and unwavering commitment to our Club allows us to achieve sustained success on and off the field while contributing to the wider Geelong region we are lucky to call home. We look forward to sharing another exhilarating season in 2024 of AFL and AFLW with you all.

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



Honouring The Past

At the Geelong Cats, we are committed to honouring and celebrating our past across all eras; recognising contributions, achievements and moments that have shaped our club.

Connection with our people:

To honour, connect and celebrate with our people and acknowledge the defining moments in our Club's history.

This year we welcomed Mary Kincaid in the role as Past Player Coordinator. She has been instrumental in building on the past player connections, including regular past player newsletters, match day function support, AFLW Round 5 match day event, AFL Round 12 match day event at Marvel, birthday cards, home game ticketing, and ongoing projects to support and connect with our past players.

The club's awards were reviewed this year, creating a new all-in-one document for the annual program. The awards program was created to ensure that the icons of our club and of our great game of AFL are celebrated for their significant contribution as part of the team at the Geelong Football Club. A new award was launched in 2023 along with the call for nominations.

Recognition of our current and new past players has continued on the Every Player boards. These have been updated to include 2023 debutants and 2022 premiers players. Each debutant receives a debut box with their guernsey and list of players who have worn the same number. In the Captain's Room our Captain's honour board, recognises past and recent men's and women's captains.

The 60th anniversary of the 1963 Premiership was celebrated across the Club including a reunion dinner and Round 11 match day function. At the dinner, Gordon Hynes was presented with Life Membership in the presence of his peers.

Preserve and Promote our Rich History:

Collect, collate and preserve to share the stories of our Club as our legacy. The Club's memorabilia collection has continued to grow through generous donations, adding to our history shared throughout the year. New exhibits have included a 2022 Premiership display, a 1963 Premiership anniversary display for the past players match day functions and a rotating display of Indigenous Round gift exchanges.

The work to manage and enhance the memorabilia collection has involved restoring a 1925 premiers montage, arrangement of Football Records and VHS footage, cataloguing over 130 items, and improving the digitisation station. We were also privileged to donate two AFLW guernseys to Museums Victoria, adding to the state's record of diversity and inclusion in the AFLW competition.

Our club's history is showcased through the History Society, inviting members to learn more about various topics throughout the year. In May we looked back on 'Cats on Air' and the football coverage of 3GL and K Rock. At the end of November we celebrated 100 years of the Cats mascot. The History Society newsletter featured ANZACS: past players who also served, the 1963 premiers anniversary and 100th anniversary of the Cats mascot.

We acknowledge the work of our Honouring the Past staff and volunteers and the Honouring the Past Committee. Our sincere thanks to our supporters, Donors, Past Players and Officials Association and History Society Members.





Vale

John Devine (1940-2023)

John Devine played 118 games between 1960 – 1966 including the 1963 premiership. He served as vice-captain from 1961–1966. After retirement he returned to the Cats as Senior Coach from 1986-88. He was awarded a Life Membership in 1993, elevated to the club's Hall of Fame in 2002 and received the RJ Hickey Award in 2020.

Stuart Field (1939-2023)

Stuart Field joined the Cats' match day staff ahead of the 1986 season as one of the club's seven official statisticians. Field served in this role across 22 seasons, and his final season was in 2007 when the club won its first premiership in 44 years. He was awarded Life Membership in 2006.

Max Lowe (1924-2023)

Max Lowe served in the role of Treasurer between 1988 and 1998, and as a Director between 1992 and 1996. He was awarded a Life Membership in 1998.

Ron Murray (1939-2023)

Murray was recruited from Newtown and Chilwell and played one game for Geelong in Round 18, 1959 against Collingwood at Kardinia Park. He wore guernsey number 49.

Graeme O'Donnell (1938-2023)

Graeme O'Donnell played seven games across the 1961-1962 seasons. He then moved to Melbourne, playing two seasons with North Melbourne. He was a member of the famous Rankin-O'Donnell footballing dynasty, via his mother who was the daughter of Cats Hall of Fame member Teddy Rankin.

Peter Rodgers (1962-2023)

Peter Rodgers served as the club's Match Day Statistician for 24 seasons from 1976 until the end of the 1999 season. In 1997 he was inducted as a Club Life Member.

Alan Teasdale (1944-2023)

Alan 'Winkie' Teasdale played 17 games and kicked 13 goals across three seasons between 1964 and 1966 after being recruited from South Mildura Football Club.

We also remember volunteer Jeanie Morgan. Jeanie was a valued member of the women's football program and Honouring the Past. She was an integral part of the teams; her passion for football and history shining through everything she did.

George Goninon (1927-2023)

Goninon played 78 games for the Cats between 1950 and 1954, and 87 games overall, after playing his first three seasons with Essendon. A member of the 1951 and 1952 premiership teams, Goninon was the club's leading goal kicker across four of his five seasons, finishing with 278 goals for the Cats. Goninon's final game was the 1954 Preliminary Final against Melbourne, and his passing leaves Bill McMaster as the only surviving member of the 1951 and 1952 premiership teams.

Ricky Graham (1946-2023)

Graham made his debut in Round 5, 1965 against Melbourne at Kardinia Park and would go on to play 35 games over five seasons with the Cats. Recruited from Geelong Districts, Graham was the 20th man in the club's 1967 Grand Final loss to Richmond, where he kicked a goal. Graham played a lot of his football at the Reserves level, winning the 1967 Gardiner Medal for the competition's best player before a move to Tasmania resulted in a successful second phase of his career.

Dr. Kevin Threlfall (1931-2023)

Dr. Threlfall served as Club Medical Doctor from 1959 until 1983, served as a Board Committee Member from 1960 to 1987, and from 1983 to 1987, he was also Club President. He was awarded Life Membership in 1966.



Celebrating Partnerships



Ford and Cotton On – Retro Round



Viva – Welcome to Geelong



GMHBA – Healthy Heros



Morris – 25 Year Anniversary



Dulux – Colour Your Club



Deakin – Rainbow Road

MAJOR PARTNER



ELITE PARTNERS



COTTON:ON



PREMIER PARTNERS



Morgan Stanley



ASSOCIATE PARTNERS

BARWON WATER • BIO CONCEPTS • BUXTON • CCEP • DIAGEO
FAGG'S & BELMONT TIMBER MITRE 10 • GEELONG TRAVEL • TOWN AND COUNTRY • HIGGINS COATINGS
RIORDAN GROUP • ROUTLEY'S • SC TECHNOLOGY GROUP • ST JOHN OF GOD GEELONG HOSPITAL
TOP SHELF • VILLAWOOD PROPERTIES • NEW ERA

ONE IN HOOPS

