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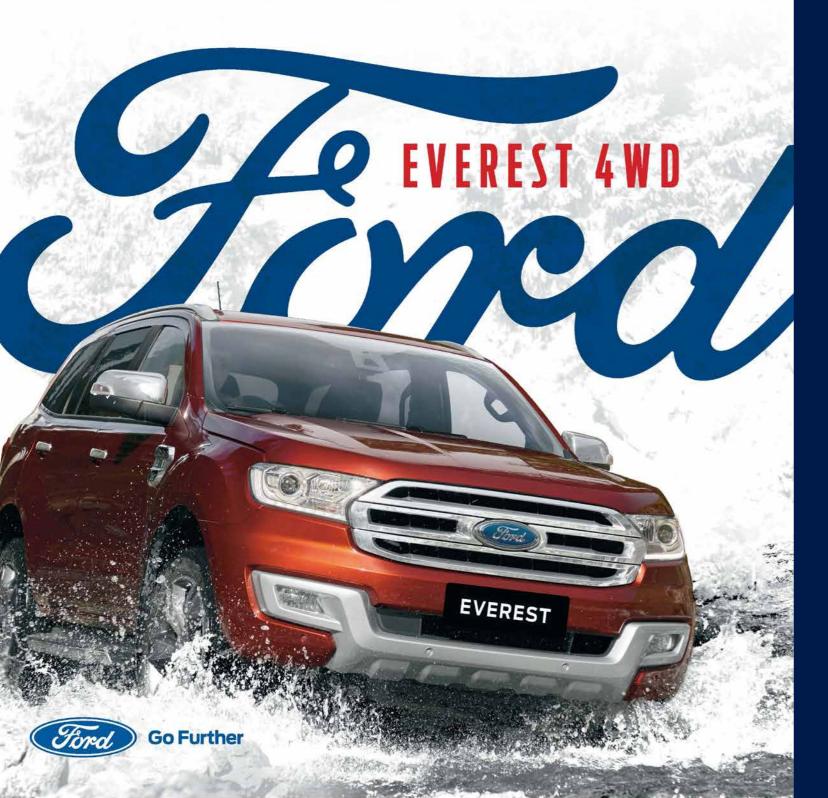
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CORPORATE SPONSORS

EDITORS

Stacey Oates, Kevin Diggerson

ART DIRECTOR

Jessica Nuzum

CONTRIBUTORS

Colin Carter, Brian Cook, Eva George, Stacey Oates, Chris Scott, Jessica Smith

PHOTO CREDITS

AFL Photos, Arj Giese

CONTACT THE CLUB

Phone: (03) 5225 2300 Fax: (03) 5221 8462

Address: PO BOX 461 GEELONG, VIC 3220 Website: geelongcats.com.au

MEMBERSHIP & RESERVED SEAT ENQUIRIES

Phone: 1300 462 287

Fax: (03) 5223 1895

Email: membership@geelongcats.com.au Website: membership.geelongcats.com.au

NOTICE OF ANNUAL GENERAL MEETING

MONDAY 18TH DECEMBER 2017

In accordance with clause 9 of the Geelong Football Club Limited's Constitution, formal notice is hereby given that the 41st Annual General Meeting of the Geelong Football Club Limited ("the Club") will be held in the President's Room. Brownlow Stand, GMHBA Stadium, Kardinia Park, Geelong on Monday 18th December 2017 at 7pm (AEDT) ("the Meeting").

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

- 1. The receipt and consideration of:
- Minutes of 2016 Annual General Meeting
- 2017 Financial Report
- 2017 Directors' Report and Auditor's Report
- 2. Presentation of the 2017 RJ Hickey Award for outstanding service to Australian football
- 3. Any other general business as the Chairman directs in accordance with the Constitution of the Club

FINANCIAL REPORT

The 2017 Financial Report is available on the Club's website **geelongcats.com.au** from 27 November 2017.

A hard copy can be requested by contacting the Club on (03) 5225 2300 or 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 2017 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 of the Club, a member is entitled to appoint a proxy (proxy 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 Saturday 16

You can obtain a proxy form via a link on the Club's website **geelongcats.com.au** or by contacting the Club on (03) 5225 2300 or companysecretary@geelongcats.com.au



Sue Clark Company Secretary

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6 ANNUAL REPORT 2017

CARTER & COOK



COLIN CARTER PRESIDENT



BRIAN COOK
CHIEF EXECUTIVE

We have been asked many times how we assessed the 2017 season. We were all disappointed about that Preliminary Final loss and footy is a ridiculously tough business where out of 18 competitors only one is seen to be successful!

Our bottom line is that we view this year – 2017 – as a very good year for our club both on and off the field. Maybe not a great year, because we did not achieve the ultimate success, but a very good year.

We congratulate Richmond on their Premiership win – an amazing feat given that they finished 13th last year. But remember last year's Premiers didn't even make the finals and so what happened this year underlines the incredibly even nature of our competition. The difference between winning and losing is a very, very small one. And there is a very good reason for this - the AFL competition, like the Melbourne Cup and the Sydney to Hobart Yacht Race, is now a handicap event.

The AFL's rules – with the player draft and the salary cap – are designed to share success and to stop teams staying around the top of the ladder. The AFL is attempting to ensure every club wins one Premiership every 18

We are competing against the handicapper. And seen from this perspective, our players and our football department have done an extraordinary job.

Our team in this year's finals only included six players from our 2011 Premiership team. We've made the finals in 10 of the last 11 years and made eight Preliminary Finals in that time. This year, we introduced eight debutants to our team.

What we've been trying to do is make the top four and challenge for immediate success while at the same time regenerating our playing list to ensure medium to long term success. This is very difficult to achieve given the rules of the competition, but we've done it.

Football clubs can be emotional places and it is easy to get knocked off track. If we don't recognise the quality of our achievement, we risk putting our people under false pressure and that's how footy clubs make dumb decisions.

We often look to other clubs and codes to learn lessons about how best to do things. And the New England Patriots are one of the NFL's most successful teams and we were recently looking at their performance over the past 15 years or so.

In the early 2000s, the Patriots won three Super Bowls in a four year period. Over the following 9 years, they won an astonishing 76% of their games and made their finals 8 times, but didn't win another Super Bowl. But they knew that they were successful, rebuilding and making good decisions. Then, in the tenth year, they did claim another Super Bowl title – and shortly thereafter another one as well. The lesson here is patience and recognising that rebuilding takes time in competitions where the draft and salary cap are the competition's rules.

Off the field, we are making great strides as well.

Our new \$90 million Charles Brownlow Stand was opened and now we have football facilities that are the best in the competition. The match-day spectator facilities are great and give our revenues a big boost.

The new facility contains our Sunrise Centre that will assist people with temporary disabilities to return to more satisfying lives.

We reached a record membership of over 56,500. And our target for next year is 60,000.

We've been awarded a licence in the AFL Women's competition in 2019. There was huge competition for these spots and it is a great credit to our people that we were successful.

Our women's team that competed this year in the VFL was a great success. Their performance was a big factor in our successful AFLW bid. Well done to everyone involved with this team, who represented the club so well in its first season.

We are pleased that the AFL has provided us with nine home games at GMHBA Stadium in 2018. Our profitability is still not quite where it needs to be and getting those extra home games at our stadium is really important to our business.

We have a new landlord at the stadium – the Kardinia Park Stadium Trust – and we look forward to working with the Trust on making our stadium even more successful.

We now have our alternate training facility at Deakin University's campus at Waurn Ponds that provides training facilities for all three of our teams.

We are proud of our community

programs. Our Deakin Cats Community Centre has been an astonishing success with over 80,000 people and 130 different organisations engaged in programs inside the facility in its first four years of operation!

We brought the 'Our Ambition' campaign to a head - this was our adventurous dream to raise \$15 million from our own supporters to eventually pay off all of our debt and to fund our stage four contribution to the new facility at GMHBA Stadium.

Well, we have now passed the target and so far have raised \$16, 230,000!

Inevitably, at the end of every season, there is change and we thank those who have served us so well as players, coaches and staff who are moving to new challenges.

On the playing side we thank and congratulate Tom Lonergan, Andrew Mackie, Tom Ruggles, Josh Cowan, Steve Motlop and Darcy Lang for their efforts with our club. Their exploits are detailed later in this publication, and each made their mark during their time with us.

We would also like to congratulate two of our executives in Steve Hocking and Justin Reeves on their appointments. Steve is the General Manager of Football at the AFL, while Justin has taken up the CEO role at the Hawks. And while on the subject of personnel changes, we congratulate Simon Lloyd on his appointment as head of our football department. We wish you well, Simon.

We also welcome Gary Ablett back to the club after seven years with Gold Coast. Gary is excited to be back and we are equally thrilled to have him return.

To our sponsors – and particularly to Ford, our major sponsor, along with

GMHBA, Momentum Energy, Simonds, Cotton On and Deakin University. We thank all of our sponsors again for their great support.

We thank the families of our players and staff for their support. They put up with a lot. Most of their weekends are messed up. They can't head for the sun in our winter. Thank you again for your support.

And then there is all of our staff and directors. There has been a lot of hard work restructuring and reorganising our business over the past few years and we are grateful for their efforts.

And we thank all of you, our wonderful supporters, for your support. As we saw again during this season, the huge body of supporters is so important to our club. Thank you again!

One thought. We lost a Preliminary Final in a year in which we thought we had earned a good chance of going all the way. But sport is full of setbacks like this and the question is how we will respond.

We want you to know that we have complete confidence in our people and our organisation. Be assured that we will leave no stone unturned in our desire to take that further step in 2018. We have the handicapper in our sights!

COLIN CARTER | PRESIDENT

la Care

BRIAN COOK | CHIEF EXECUTIVE



CHRIS SCOTT

We should look back on the 2017 season with a sense of pride in a successful campaign that had a disappointing ending. It goes without saying that when you are competing in the finals and do not win the Premiership it is disappointing. But overall we felt that the team achieved a great deal in 2017.

To win consistently in the most even AFL season in recent memory and to again reach the preliminary final was a good accomplishment, and while the end was frustrating, the positives of the season far outweighed the sting of the loss.

We were able to introduce and integrate 10 new players into the team this year. This is consistent with our continued approach of revitalising our playing list, and many of those players played in critical games through the season. We believe that this continued investment in new players will continue and we see these players as being critical to our long-term success.

One thing that we are acutely aware of is how even the competition is. The 2018 season is not about us making a slight improvement to take the extra step from the preliminary final. The reality is that like every club, we move back to square one when the season comes around. We all start on equal footing, and there is no doubt that next season will again be one where 13 or 14 clubs believe they have a chance to make the finals and progress deep into September.

We are one of those clubs. We will enter the season with confidence, but with our eyes open that there are no guarantees. What we can guarantee is our preparation and desire to succeed will be as it has been with our club,

and that we will be doing everything to stay ahead of the pack.

The game continues to evolve at a rapid rate, both on and off the field. It is a challenge to stay ahead of the other clubs, and it is a credit to our coaching staff, players and administration at our club that we have been able to do this for many years. As is the case at the end of every season, a number of people that have contributed enormously to our club have moved on. Some, like Andrew Mackie and Tom Lonergan have made contributions to our club and team that will always be remembered. Their legacy is one that all current and future players can look at as what it means to be a Geelong player. Others have not been here for as long or had the same on-field impact as Andrew and Tom, but they have made their mark at our club. This group includes the likes of Steven Motlop, Darcy Lang, Josh Cowan and Tom Ruggles who have all made our club better during their time here. We thank them all and wish them well in their future endeavours. They will always be welcome back at our club.

While for the most part, officials remain in the background, it is important to recognise the impact and importance that our former General Manager of Football Steve Hocking had on our club. Steve has moved onto the AFL as the league's General Manager of Football, and there is no doubt he will do a great job in that

Steve has spent more than half of his life with our club, as both a player who logged 199 games and as a key administrator. We are demonstrably better for having had Steve play such a key role at our club for so long, and as a coach I couldn't have asked for a better person to have led our football department. Simon Llovd has moved into the General Manager of Football role and having had Simon here for the past two years, we know he will do a areat iob.

With the new player movement rules, free agency and trade period has become more active than ever. We have welcomed Gary Ablett back to the club and we know that Gary is excited to be back and looking forward to again wearing the hoops.

In closing, on behalf of everyone in the football department, I would like to thank the board, management and staff at the club. We are fortunate as a club that the team receives such universal support and backing to achieve success. This was extended in 2017 to our new women's team and we congratulate all of those that helped make that team such a success in its first year, and we look forward to joining the AFLW in 2019.

The football staff, coaches and players also deserve thanks for their efforts this year. And of course, our supporters and members that back us in week in and week out. Without that support we would be nothing. The passion and support we saw, especially late in the season, was incredible. Many people commented that the atmosphere at home at those games was the best they had seen here for many years. It was inspiring and we look forward to more of the same through the nine games at GMHBA Stadium next year.

CHRIS SCOTT | SENIOR COACH



ANDREW MACKIE

Andrew Mackie was seen as a draft bolter when the Cats made him the seventh selection in the 2002 national draft. Some 15 years later, Mackie retired from the game as a triple Premiership player with 280 games under his belt, along with an All-Australian blazer and the respect of his team mates and opponents.

"This is a happy and joyous time, a time to celebrate what we have all been able to achieve as a club together over the past 15 years," Mackie said.

"We are the lucky ones, living out our childhood dreams every day. I've been lucky enough to play with some of the champions of the club and the game.

"I owe a lot to the footy club. It has

been more than a footy club to me. It has been something that has groomed all of us into who we are today.

"To Mum and Dad and my two brothers, Jeremy and Simon. I have been lucky to have such family support and to have parents that instilled great values into us from an early age. I'm forever indebted to you.

"And to my beautiful wife Georgia and our three beautiful kids who mean the world to me. We have grown up together and been together for so many years. To have Georgia along this journey has been amazing. She has supported me and allowed me to chase my dream. I love you very much."

Mackie debuted in round 3 of the 2004 season, facing the Swans at the SCG. He finished his career in eighth place on the club's all-time games

list, with only Corey Enright (332), lan Nankervis (325), Jimmy Bartel (305), Sam Newman (300), Darren Milburn (292), Peter Riccardi (288) and Matthew Scarlett (284) ahead of him.

Mackie was a nominee for the All-Australian squad three times, and earned selection in the All-Australian team in 2013. He played 26 finals (second most in club history), and was a member of the 2007, 2009 and 2011 Premiership teams. Mackie has played in 207 wins for the Cats, ranking only behind Enright (220 wins) and Bartel (213 wins). Mackie finished third in the Cats best & fairest in 2013 and was also a member of the Cats NAB Cup winning teams in 2006 and 2009.

After starting as a forward, Mackie staked out a reputation as an attacking defender, and registered 100 goals over his career

TOM LONERGAN

Tom Lonergan's story is one well known to all Geelong supporters. Going back with the flight of the ball in just his seventh AFL game, Lonergan was cannoned into and nearly lost his life. Some 11 years after that injury, he retires as a Premiership player with over 200 games to his credit.

Originally selected with pick 23 in the 2002 draft, Lonergan had to wait until midway through his third season to debut at the highest level. He booted two goals on debut against North Melbourne in 2005 and proved he could play at either end of the ground.

While to many the injury that cost him his kidney was the defining moment of his career, the truth is that moment in many ways became the start of his time as an AFL player. Lonergan went on to finish with 209 games, was twice named in the All-Australian squad and a Premiership Medal from the 2011 Grand Final, a game that he played a key role by shutting down Travis Cloke. He also won the Norm Goss Medal as best on ground in the 2007 VFL Grand Final, where he kicked six goals.

"I've made some great friendships over these years and had so many great relationships from the experiences we shared," Lonergan said.

"I will miss the feeling of walking side by side with my team mates into a packed stadium. I have loved playing for the club and with such a special group of people.

"To my Mum and Dad, who have done so many kilometres through the years.

I appreciate it. You have been there through it all and I greatly appreciate everything you have done.

"To my wife Kim and our son Bobby. Thank you. As footballers we can be selfish at times. I'm really looking forward to starting the next phase. You are my voice of reason and Bobby is a champ – he's already learnt to spoil!"

Lonergan spent time as both a key forward and key defender, and his battles with Hawk and Swan full forward Buddy Franklin will live long in the memory.

A respected and popular clubman, Lonergan was lauded by his coach and teammates alike.

TRIBUTES TO ANDREW MACKIE

"We all aspire in some ways to be like 'Mack' on and off the field, he's going to be a significant loss. He is just such a good football person ... and just a champion guy."

- Chris Scott

"You were always in the front seat of the roller coaster, providing the ear that listened, the shoulder to lean on through the tears and the laughter. Your skinny arms and unflappable smile together with your football nouse and superb skills made you one of the main reasons why I loved coming to the club. You'll always be remembered as a champion and I love you mate."

- Harry Taylor

"You are truly someone that cares about everyone. In battle, you have your teammates backs."

- Mitch Duncan

"You had the unique ability to be in the right place at the right time. Whether it be an intercept mark or a handball receive to kick a goal from 55 out, you could always been relied upon."

- Corey Enright

"Football was fun whenever you were around. A great character who leaves the game a triple Premiership player. But most importantly, a great friend."

- Matthew Scarlett



TRIBUTES TO TOM LONERGAN

"Tom Lonergan, watching him go back with the flight of the ball again...he continually puts his body on the line for his mates. He's been a warrior for us, and again, the players and staff members at our club love him."

- Chris Scott

"You were everything a Geelong player should be. Reliable, tough, competitive. You gave everything you had to your teammates. A superb defender and a loyal friend."

- Matthew Scarlett

"Your courage inspired your teammates. Time and time again you selflessly went back to impact the contest and lift your teammates. You took on the best and beat them."

- Corey Enright

"A true competitor and a very courageous player. You have been a major part of our success playing on the best forwards. You are someone I really look up to."

- Mitch Duncan

"Your dedication to the team and its values makes you the very best of team mates. You did it all with courage and you inspire me every day. You are a superstar."

- Harry Taylor



DEPARTURES



STEVEN MOTLOP

The club farewelled Steven Motlop after opting not to match Port Adelaide's offer to the restricted free agent.

Motlop was originally selected with pick 39 in the 2008 national draft. He debuted in round 2, 2010 against Hawthorn, and went on to kick 175 goals. Motlop was runner up in the Cats 2015 best & fairest and was selected in the 40-player All Australian squad in 2013.

Geelong's General Manager of Football Simon Lloyd thanked

Motlop for his efforts of 135 games in the navy and white hoops.

"Steven was a very good contributor for us in his nine years at the club," Lloyd said.

"He helped us reach the finals seven times and was a creative and dynamic player who was invested in our program.

"We thank him for his service to Geelong and wish him well in his new journey with the Power."

JOSH COWAN

Josh Cowan's time at Geelong has come to an end after the club did not offer the 26-year-old a contract for the 2018 season.

Over his eight seasons with the Cats, Cowan played 16 senior games and kicked five goals.

Hailing from Daylesford, Cowan was recruited from North Ballarat with pick 56 in the 2009 national draft.

Cowan made his debut for the club in round 10, 2011 before hamstring and achilles injuries restricted his football opportunities.

He displayed his talent in nine AFL games in 2016 including two finals but managed only two AFL games this season.

Geelong's general manager of football Simon Lloyd thanked Cowan for his services to the club.

"Josh's great character and resilience held him in high regard with his teammates and coaches over his eight years at Geelong," Lloyd said.

"Josh has and will continue to be greatly respected by everyone at the club and we wish him all the best for his future endeavours."





DEPARTURES



DARCY LANG

Darcy Lang departed Geelong after a trade was agreed to with the Carlton Football Club in October.

Geelong attained Carlton's pick 58 in 2017 and fourth round pick in 2018 in exchange for Lang and a fourth round pick in 2018.

Lang, a product of Colac was selected at pick 16 in the 2013 national draft. The 21-year-old played 44 games for the Cats over four seasons.

"We respect Darcy's decision to follow greater opportunities at the Carlton Football Club and we wish him every success," Geelong's General Manager of Football Simon Lloyd said.

"Darcy has been a fantastic contributor to our football club over his time here. He was a respected member of the club and a popular teammate."

TOM RUGGLES

After two seasons with the club, defender Tom Ruggles was not offered a contract for season 2018.

Ruggles debuted in round 3, 2016 against the Brisbane Lions and went on to play 18 games in his maiden season, including the qualifying final win over Hawthorn.

Ruggles played only four times at AFL level in 2017, the last of which came in the round 4 win over the Hawks. Over his two seasons Ruggles played 22 games, with the Cats winning 19 of those encounters.

A local product that earned his way onto the list through strong performances as a VFL listed player, Ruggles was originally selected at pick 44 in the 2015 rookie draft.

"We would like to thank Tom for his efforts over the past two years," Geelong's General Manager of Football Simon Lloyd

"He has been a hard worker and popular member of our team."













ARRIVALS

GARY ABLETT

Geelong added one player during the trade period, welcoming Gary Ablett back to GMHBA Stadium.

Ablett will return to play his tenth season for Geelong, after nine years at the Cats from 2002 until 2010. He played 192 games and helped lead the Cats to Premierships in 2007 and 2009.

He won the 2009 Brownlow Medal and was twice a Carji Greeves Medal winner. Ablett won another Brownlow at Gold Coast in 2013 and has earned eight All-Australian selections throughout his glittering career. Ablett won his fourth Suns best & fairest in 2017.

"This is the club that I grew up supporting. I spent nine years of my football career here and I'm just super excited about coming back," Ablett

"I am looking forward to getting into it and hopefully winning plenty of games and having a crack at the Premiership.

"I'm looking forward to meeting the guys, learning their strengths and weaknesses and helping develop them wherever I can.

"There is no doubt this group down here, speaking to some of the boys, they are very driven and making two Preliminary finals has been tough for the group.

"The club's made a Preliminary final for the past two or three years, so they aren't a long way off. I feel I can offer a lot to the list with my experience and my football ability as well. I'm looking forward to coming back and fitting in wherever the coach thinks that I can help out.

"We will be doing everything we possibly can to get to that last Saturday in September and have a crack."

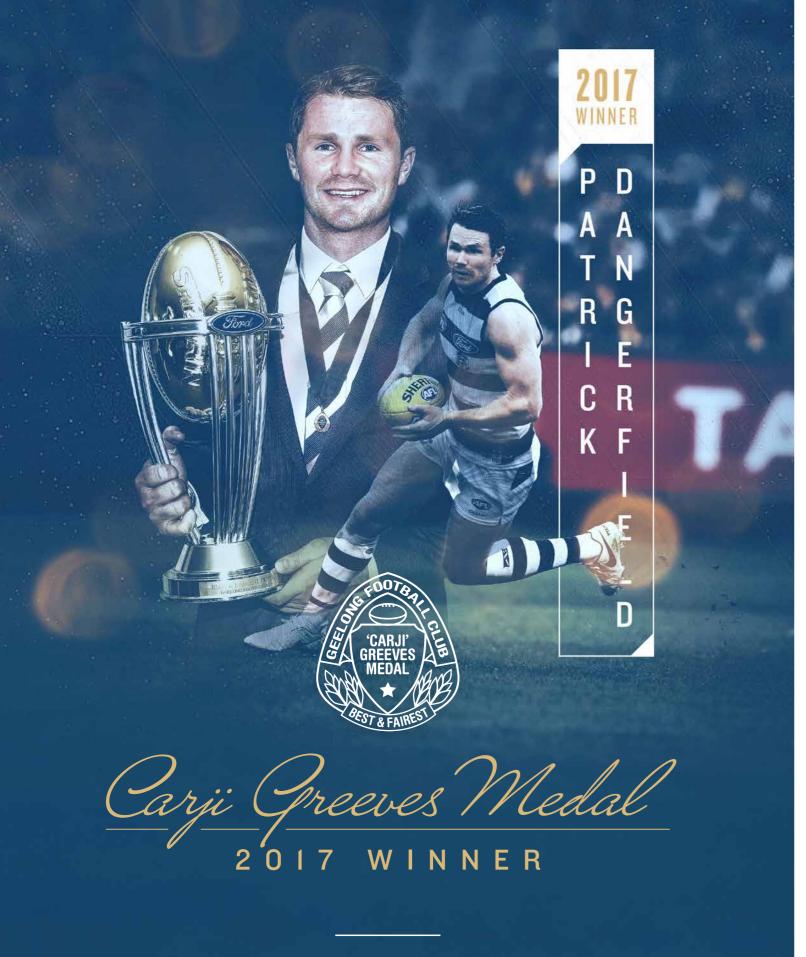
Geelong's General Manager of Football Simon Lloyd welcomed Ablett back to the Cats.

"We are very pleased to have Gary return to the club and the Geelong community," Lloyd said.

"Gary is still playing exceptional football, and we believe he improves our team. He obviously has a long association with the club and to have Gary back, playing so well is an exciting day for everyone involved with the club."

Ablett has played 302 games and kicked 386 goals over a 16-season career with both the Cats and Suns.





'CARJI' **GREEVES MEDAL**

Geelong midfielder Patrick Dangerfield claimed his second consecutive 'Carji' Greeves Medal at the club's best & fairest night. Dangerfield becomes just the 12th player in Geelong history to claim back-to-back awards.

Dangerfield polled 240 votes to win from Mitch Duncan (225.5) and Zach Tuohy (219.5). Skipper Joel Selwood came in fourth with 213.5 and first year Cat Tom Stewart was fifth with 195.

Dangerfield led Geelong in disposals (718), inside 50s (127), clearances (172) and contested possession (430). He also booted a career best 45 goals. He had 14 games with at least 30 possessions and kicked multiple goals 13 times.

Duncan enjoyed his finest season,

averaging 29.1 disposals per game. His previous best 'Carji' Greeves Medal finish came in 2014 when he finished third.

Tuohy enjoyed a brilliant first season at GMHBA Stadium. Acquired from Carlton in a trade, Tuohy showed the ability to both attack and defend from the backline.

Selwood and Dangerfield were neck and neck through much of the season before Dangerfield pulled away late in the campaign.

Previous back-to-back winners include Selwood, Garry Hocking, Mark Bos, David Clarke, Ian Nankervis, Bruce Nankervis, Graeme 'Polly' Farmer, Tommy Quinn, George 'Jocka' Todd, Dick Grigg and Henry 'Tracker' Young.

| TOP 10 | | | | | |
|--------|---------------------|-------|--|--|--|
| 1 | Patrick Dangerfield | 240 | | | |
| 2 | Mitch Duncan | 225.5 | | | |
| 3 | Zach Tuohy | 219.5 | | | |
| 4 | Joel Selwood | 213.5 | | | |
| 5 | Tom Stewart | 195 | | | |
| 6 | Sam Menegola | 194 | | | |
| 7 | Lachie Henderson | 190 | | | |
| 8 | Zac Smith | 188 | | | |
| 9 | Jed Bews | 187 | | | |
| 10 | Harry Taylor | 186.5 | | | |

PATRICK DANGERFIELD

'CARJI' GREEVES MEDAL

AWARD WINNERS

TOM HARLEY AWARD (BEST CLUBMAN): **SCOTT SELWOOD**

Scott Selwood was voted the best clubman by his coaches and teammates, taking out the 2017 Tom Harley Award.

The Tom Harley Award is presented to the player who demonstrates 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 Cats.





COMMUNITY CHAMPION: SCOTT SELWOOD

Scott Selwood won the 2017 Community Champion award.

A dedicated and enthusiastic ambassador for the Barwon Health Foundation since 2016, Scott's commitment to the Foundation has gone from strength to strength through his work on ward walks, media opportunities and fundraising events.

Scott's overall commitment to the club's Cats in the Community program has been outstanding through his work in the Cats Care, Footy Cats, Read the Play and Healthy Heroes programs.

Scott is a true leader and exemplifies what it means to be a community champion.



BEST YOUNG PLAYER: TOM STEWART

Tom Stewart played 21 games in his debut season, averaging 15 possessions while earning a permanent spot among the back six. Stewart provided run from the backline and was able to curb the influence of his direct opponents in an impressive first season.

JACK RABBIT THE BELLARINE



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VFL

The VFL Cats had a positive 2017 season, blooding a number of young players from both the AFL and VFL lists. The inexperienced Cats ended the year in 10th position, registering eight wins and 10 losses, with players gaining valuable experience as they stepped into a high level of competition.

The Cats line up was constantly changing through a large part of the year, but coach Shane O'Bree said there were positives to come from it.

"We played a lot of first year AFL boys with a lot of first year VFLlisted boys that we had sitting on our development list to grow and in the end we had to play them, get games into them and fast track them. I think they benefitted from that and it really

sets us up for next year hopefully," VFL coach Shane O'Bree said.

When O'Bree looks back at season 2017, he reflects on what the AFL-listed players were able to contribute and the confidence instilled as season 2018 beckons.

"They were really exciting. Sam Simpson, Zach Guthrie, Jack Henry, Jamaine Jones.

"The first two I mentioned managed to play AFL games, but the last two grew in confidence as the year went on and believed they were good enough to play at VFL level," O'Bree said.

"At the moment, it's a bit of 'what could have been'. But at the same time, we're reviewing and reflecting what we need to do to our program to make it better."

| VFL B&F TOP 10 | | | | |
|----------------|-----------------------|--|--|--|
| 1 | James Tsitas | | | |
| 2 | Ben Reid | | | |
| 3 | Jake Edwards | | | |
| 4 | Daniel Caprion | | | |
| 5 | Ryan Gardner | | | |
| 6 | Sam McLachlan | | | |
| 7 | Ryan Abbott | | | |
| 8 | James Gow | | | |
| 9 | Jamaine Jones | | | |
| 10 | Timm House | | | |



James Tsitas in action

VFL BEST & FAIREST

James Tsitas capped off a consistent season by claiming the 2017 Geelong VFL Best & Fairest Award.

The 22-year-old tallied 322 votes to finish marginally ahead of first year player Ben Reid (309 votes) and VFL stalwart Jake Edwards (287). Following in the footsteps of Tom Ruggles (2015 winner) and Tom Atkins (2016), Tsitas became the third straight VFL listed player to take out the award.

Tsitas was a handy constant, playing the first 15 games of the season, finding himself amongst the Cats' best players 10 times.

"James Tsitas had an amazing year. A defender last year, he backed up playing as a midfielder. We want all our VFL boys to be flexible so they can stay in the team. He had a good year," O'Bree said.



VFLW

The Cats VFLW team exceeded expectations in a historical inaugural season. The campaign began with close to 150 potential players attending the club's talent ID day, with a list of 40 players selected to represent the club.

The Cats narrowly missed the finals, exceeding expectation in the first year of play. A quarter of the list comprised athletes switching to football for the first time, and they teamed with a group of enthusiastic and committed players to form a team that was difficult to play against.

A first up win over the Hawks at GMHBA Stadium was the catalyst for the season, with the squad ultimately winning eight of 14 games.

VFLW coach Paul Hood saw the year as a great success for not only the players, coaches and support staff involved but the club as a whole.

"Overall I'd say it's been a massive success. The players have had a great deal of fun and have picked up some elite training habits," Hood said.

"They've been exposed to an AFL environment. We were a really competitive team on the field, and still managed to get 36 players through our team over the

season, so lots went right."

There is no doubt that the players coming together so quickly as a team surprised the competition.

"We went into the season hoping to win as many games as we lost, so we exceeded our expectations in that regard.

"The style of play we were able to put out on the field got better and better every week, so that was another real positive," Hood said.

Led by captain Bec Goring and co-vice captains Lily Mithen and Maddie Boyd, a number of other team members including Alisha Habib and Krista Woodroffe put their hand up to provide leadership roles throughout the season.

Local Geelong netballer Renee Garing's midfield work was ever-present as was that of Cassie Blakeway.

Geelong Supercat Anna Teague's form in the backline was impressive, considering she had no previous AFL experience to speak of while former North Geelong Magpie Jamie Woollett took her game to another level after working tirelessly on her fitness and conditioning.

"We want to be a strong VFLW team next season and then hopefully be a strong AFLW team the year after," Hood said.

VFLW BEST & FAIREST

Lily Mithen took out the inaugural Geelong Cats VFLW Best & Fairest award for season 2017.

Mithen finished on 294 votes ahead of Cassie Blakeway (287 votes) in second and Anna Teague (280) in third.

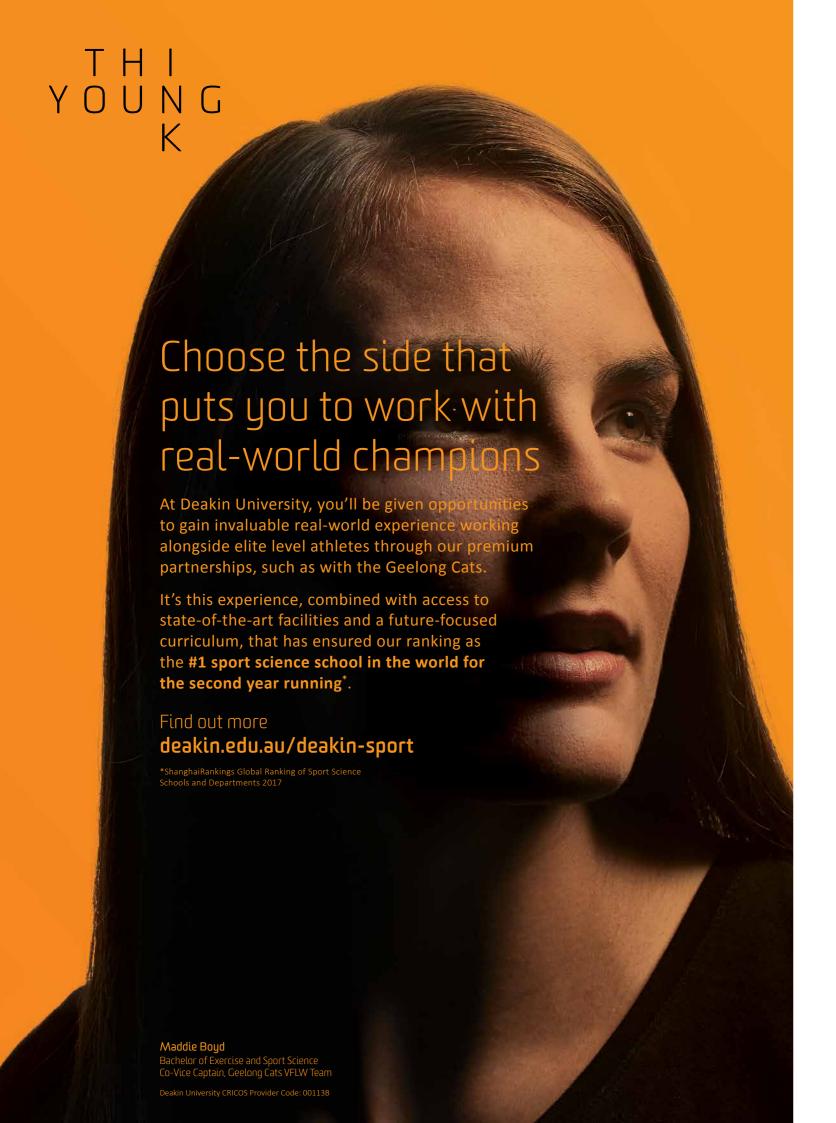
After junior football with Newtown and the North Geelong Magpies, Mithen played 12 games for the Cats this season

The 19-year-old midfielder's terrific season was also capped off with selection in the VFLW Team of the Year

| VFLW B&F TOP 10 | | | | | |
|-----------------|-----------------|----|------------------|--|--|
| 1 | Lily Mithen | 6 | Elise Coventry | | |
| 2 | Cassie Blakeway | 7 | Hannah Burchell | | |
| 3 | Anna Teague | 8 | Kate Darby | | |
| 4 | Renee Garing | 9 | Lara Williams | | |
| 5 | Maddie Boyd | 10 | Krista Woodroffe | | |







AFLW

The Geelong Cats will join the AFLW competition for the 2019 season after the league announced its expansion decision late this year.

The Cats successfully fielded a team in the VFLW this year, winning eight times in 14 games to just miss the finals.

Geelong Cats CEO Brian Cook said this is a significant event in the club's 158year history.

"This is an exciting and proud opportunity for our club," Cook said.

"We have been a strong supporter of AFLW and we are thrilled to be joining the league in 2019.

"Over the past year we have introduced a women's team into the VFL. This decision was one of the best we have made, with female participation in the region growing at a huge rate, while our club has been improved by having a great group of players wear the hoops. "To now be able to move into the AFLW in 2019 is the next step for us, and one that we are ready to take. We will offer inspiration to aspiring players throughout the region, and our supporters and members will embrace

"Our players have first class facilities and there will be greater pathways into off field roles for coaches, administrators and specialists.

"The club has begun preparing for its entry in 2019 and look forward to growing the game."

Danielle Higgins and Jordan Ivey, who were key members of the Cats VFLW team in 2017 couldn't have been happier with this AFL's decision.

"It has been a nervous wait," Higgins

"That was our main goal, to get a team in the AFLW competition. We're just so stoked for that to happen."

Ivey added her thanks to those behind the scenes that put the Cats bid and program together.

"I'm just really happy for everyone who has been behind the application and really excited for the Geelong public to finally have a team to support in the AFLW," Ivey said.

"It's an amazing feeling."

Geelong will join North Melbourne as the newest teams come 2019, joining original clubs Adelaide, Brisbane, Carlton, Collingwood, Fremantle, GWS, Melbourne and the Western Bulldogs.

St Kilda, Richmond, West Coast and Gold Coast will join the AFLW in 2020, bringing the total to 14 clubs.

The Cats will again field a team in the 2018 VFLW competition.



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COMMUNITY

The Geelong Cats is proud of its 10 flagship community programs

BIOCATS

A total of 66 programs were delivered to over 1600 students engaging them in science, maths, technology, health and the way it shapes the game of football. Our annual Koori BioCATS session delivered to over 40 students from nine different schools across the Western Districts, Geelong and Bendigo regions.

CYBER CATS

Over 400 students have taken part in Cyber Cats; a full day activity based program at the Deakin Cats Community Centre that empowers year 7's to educate and support their peers regarding online bullying and general safety. On completion of the program 86% of students said they will be more careful when accepting a friend request on-line after attending Cyber Cats.

JUST THINK

Partnering with Barwon Child Youth and Family, over 400 students took part in the Just Think schools program with the key message to consider not drinking alcohol until at least 18 years of age. In round 14 of the 2017 season, Our Stadium was a sea of orange as 29,000 supporters helped raise awareness about the impact of alcohol on society whilst helping celebrate the tenth year of the Just Think campaign. This message was replicated across the three local leagues in Geelong and the Bellarine Peninsula. Mitch Duncan, Zac Smith and Cameron Guthrie lent their time to the program and campaign as ambassadors.

HEALTHY HEROES

Healthy Heroes, presented by Geelong Cats and GMHBA, visited over 4,200 year 3-4 students across 46 schools. Delivered by Geelong Cats players and staff, the school-based program encourages positive behaviour change through increasing student knowledge



around physical activity, healthy eating, hydration and screen time. 3,279 surveys were completed by students and staff post program which resulted in an increase in knowledge in all four focus areas of the program. We are thrilled to be a finalist in the Vic Health Awards under the 'Promoting Healthy Eating' category.

WELCOME TO GEELONG

Over 100 residents from Afghan, Syrian, Iraqi, Karen and Karenni communities were given the opportunity to participate in a football clinic at our annual Welcome to Geelong event. This program supports and encourages Geelong's newest Australians to enjoy our game and provides an opportunity to connect with other Australians through awareness of AFL and belonging to a club.

READ THE PLAY

The Geelong Cats and Kempe Read the Play have been in partnership for 11 years, with Mark Blicavs becoming Read the Play ambassador for 2017. Targeting junior levels of sporting clubs, the Read the Play program engages young people using fun and interactive games to educate messages about mental illness, remove stigma about mental health and increase help seeing behaviour. Geelong Cats players attended Read the Play sessions in local clubs to highlight their commitment to this important health message.

FOOTY CATS

Footy Cats had a continued focus on key game development opportunities within the AFL with the Geelong Cats supporting numerous activations around junior girl's football as well as Next Generation Academies. The annual Auskick Super clinic was a highlight with over 1000 Auskick participants taking part and local Auskick Centres and Junior Clubs all around the region receiving player visits. Community Camp was conducted around Geelong and in Warrnambool where the players visited schools, local clubs, hospitals and spent a day out at Diversitat, a not-for-profit community service organisation who supports culturally and linguistically diverse communities. Country Day also saw players visit school across the Hampden and Western Districts.



DEAKIN CATS COMMUNITY CENTRE

2017 saw another milestone achieved with over 80,000 visitors through our doors since inception to participate in programs to achieve health and wellbeing outcomes for the community. The hub for delivery of BioCATS, Just Think, Cyber Cats, and Wada Nyooroo and home to the Past Players and Officials Association also houses the clubs memorabilia in the Gartland Heritage Centre.

WADA NYOOROO

Meaning "Come to Paint" in Wathaurong language, Wada Nyooroo is a cultural connection program for young Aboriginal people from the Barwon region. This five week program enabled 17 young Aboriginal people to explore and celebrate their connection to culture with the focus of the program being story telling through art work on wooden bollards. The launch of the Djilang Indigenous Garden in July 2017, displays these magnificent bollards. These young Aboriginal artists held their Bollards to proudly form the guard of honour in the Sir Doug Nicholls Indigenous Round.

CATS CARE

The Target Seating Bay gave various community groups who may not otherwise have the opportunity to attend a game of AFL football. Karingal Backlinks and the Cats partnered to develop Cats Match, a program which saw 23 young people focus on employability skills along with health and wellbeing sessions, with all 23 graduating from the program and over half the participants gaining employment upon completion. Monthly ward walks were conducted at the Barwon Health University Hospital on the children's ward and the Andrew Love Cancer Day Centre. Over 100 wishes were conducted through the Cats Wishes program, this included match day, inner sanctum and closed training experiences, messages of well wishes from the playing group and tickets to Victorian and interstate



GEELONG CATS FOUNDATION

OUR AMBITION

At the Geelong Cats, you will often hear us talk of 'Our Ambition'. This brings together all our fundraising efforts in one coordinated program. In essence; it forms the philanthropic heart to partner with our great club.

Our Ambition program formed three core pillars, each providing different opportunities for our supporters to engage.

OUR PAST HERITAGE

Ensuring our history is honoured and celebrated

OUR PRESENT COMMUNITY

Being a leader and giving back to our community

OUR FUTURE FOOTBALL

Providing the best facilities, the best talent - staff, coaches and players

2017 saw the culmination of our first major philanthropic campaign 'Our Ambition' that aimed to deliver the best facilities of any club in the AFL and make the club debt free for the first time in 50 years. The club is proud to announce that together with the support of sponsors, staff, players, members and supporters we raised just over \$16.2 million from 1,075 donors and saw the opening of the new state of the art Charles Brownlow Stand.



This year also saw the launch of our first philanthropic membership the 'Geelong Cats Women's Football Pioneer' reflective of the Geelong Cats commitment to women in sport. The response has been overwhelming. We have 672 Pioneer members which generated \$27,860.00 to be applied to the development of Women's Football. This will assist as we grow towards the AFLW competition in 2019.

As we look towards the future, our plans are that one of three pillars will form the focus of that particular year fundraising and philanthropic effort. Therefore in 2018 our focus will be on Community. The Cats currently have 10 flagship programs that aim to build a better and healthier community with a special focus on youth. These programs have been independently acknowledged as world leading, and the club wants to continue to invest and grow these renowned programs that serve the community so well.

| 2017 IMPACT | | | | | |
|------------------------------|--|--------------|--|--|--|
| Program | Focus Area | Participants | | | |
| Healthy Heroes | Health, Nutrition & Physical Education | 4,210 | | | |
| BioCATS | Physical Health & STEM Enquiry | 1,731 | | | |
| Cyber Cats | Cyber Safety | 720 | | | |
| Just Think | Alcohol Risks & Wellbeing* | 696 | | | |
| Close The Gap | Aboriginal Cultural Connection* | 17 | | | |
| Read The Play | Mental Wellbeing | 4,100 | | | |
| Footy Cats | Physical Activity & Community Connection | 6,450 | | | |
| Deakin Cats Community Centre | Being Healthy & Active | 15,000 | | | |
| Welcome To Geelong | Social Inclusion New Arrivals | 150 | | | |
| Cats Care | Community, Equity & Connection | 15,000 | | | |
| | | Total 49,442 | | | |







CHARLES BROWNLOW STAND

The Geelong Cats officially unveiled the completed stage 4 redevelopment, the Charles Brownlow Stand, at this year's round 9 clash with the Western **Bulldogs at GMHBA Stadium on a** Friday night.

Earlier that week, in what was a historic day for the Geelong community, the region and the club, Geelong Cats CEO Brian Cook, Minister for Sport, Major Events & Tourism John Eren, Chairman of the Kardinia Park Stadium Trust Steve Bracks and Member for Geelong Christine Couzens officially unxveiled the completed Charles Brownlow

"We started with this vision in 2001, a masterplan ... and over the four stages we've spent \$200 million in total amongst all of the stakeholders," Brian Cook said.

"It's taken 16-17 years and it's been a real task. "But when your dreams come true, or a vision becomes a reality, it is very comforting in the soul."

The Charles Brownlow Stand boasts 6500 seats and increases the total capacity of GMHBA Stadium to over 36,000. The Brownlow Stand also provides the ability to host a diversity of events of national and international significance.

The state-of-the-art redevelopment includes, improved media facilities, a new 1000-seat function centre, The Cats Shop merchandise store. Charles & Co Café, an enhanced football department and the Sunrise Centre, a community facility that will aim to rehabilitate people to return to the workforce following serious injury.

A game-changer for the club, the \$91m redevelopment includes \$75m investment from the State

Government, \$6m from the City of Greater Geelong, \$4m from the AFL and \$6m from the Geelong Cats. The Charles Brownlow name holds a special part in the club's heritage, Brownlow's contribution to the club, the city and the game was outstanding.

A total of seven past and present players have taken home the medal - 'Carji' Greeves (1924), Bernie Smith (1951), Alistair Lord (1962), Paul Couch (1989), Jimmy Bartel (2007), Gary Ablett (2009) and Patrick Dangerfield

Brownlow Medallists Alistair Lord and Patrick Dangerfield attended the stand's official opening and were joined by Carji Greeves' daughter June Ford, Bernie Smith's son Jeff & family, and the late Paul Couch's wife Geraldine, son Joseph and daughter Molly.



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Kylie Cowan

Peter Steele

Scott Carmody

David Flanders

Phil Marendaz

Matt O'Kane

Jim Flower

Andrew Kors

Alistair Hamblin

Barry Stoneham

Billy Brownless

COACHES

Craig Drummond

Andrew Fenton

John Higgins

Peter Wade

Lee lafrate

Phil Trevvaud

Giang Nguyen

SUITES

Riordan Grains

Simonds Family

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GOLD CATS

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Hanlon Industries Tutt Bryant Hire Kerr's Northside Hire **Gull Airport Services** Austral Hotel (Colac) Go Traffic Geoff & Gwen White McHarrys HR Central Bill & Kathy Dimovski Routley's Murray Leigh Antonello Produce City Quarter Bruce Warren Builders Mike McKinstry

Geelong Insurance Brokers Release Property Management Middlestons Melton Craft Sphinx Hotel Jetts Supreme Forklift Services

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