



## **ANNUAL REPORT**

---

DECEMBER 2015 EDITION

**MARK BLICAVS**

2015 'CARJI' GREEVES MEDALLIST

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OR FAR AWAY



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# ANNUAL REPORT

## 2015 EDITION

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## NOTICE OF ANNUAL GENERAL MEETING

### THURSDAY 28 JANUARY 2016

In accordance with clause 17 of the Geelong Football Club Limited's Constitution, formal notice is hereby given that the 39th Annual General Meeting of the Geelong Football Club Limited ("the Club") will be held in the Captains Room, Premiership Stand, Simonds Stadium, Kardinia Park, Geelong on Thursday 28 January 2016 at 7pm ("the Meeting").

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

1. The receipt and consideration of:
  - Minutes of 2014 Annual General Meeting
  - 2015 Financial Report
  - 2015 Directors' Report and Auditor's Report
2. Amendment to the Constitution of the Club by Special Resolution:
 

To consider and, if thought appropriate, pass each of the individual resolutions stated in the Special Resolution, such amendments to take effect from 28 January 2016.
3. Presentation of the 2015 RJ Hickey Award for outstanding service to Australian football.
4. General business as the Chairman directs.

#### FINANCIAL REPORT

To reduce costs and utilise the environmentally friendly choice, the Club no longer distributes printed Financial Reports to members.

Members can obtain a copy of the 2015 Financial Report via a link on the Club's website [geelongcats.com.au](http://geelongcats.com.au) from 7 January 2016. A hard copy can be requested by contacting the Club on (03) 5225 2300 or [companysecretary@geelongcats.com.au](mailto: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 2015 Financial Report to be clear, informative and easy to access. Should you have any queries, please contact me on the above phone number or email address.

#### ABILITY TO APPOINT A PROXY

In accordance with the Constitution of the Club, a member is entitled to appoint a proxy and any such 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 5pm on Monday 25 January 2016.

You can obtain a proxy form via a link on the Club's website [geelongcats.com.au](http://geelongcats.com.au) from 7 January 2016. A hard copy can be requested by contacting the Club on (03) 5225 2300 or [companysecretary@geelongcats.com.au](mailto:companysecretary@geelongcats.com.au)

Sue Clark  
Company Secretary

# CARTER & COOK

## PRESIDENT & CEO REPORT

### President Colin Carter and CEO Brian Cook thank members for their support during 2015.

The past year has certainly been packed with activity and achievement – and plenty of emotion too. And we are sure that the next 12 months will also be an exciting time for our club.

The 2015 season saw our playing list in transition and saw us win 11 times from 21 games. In some years, with 11 wins, we would have snuck into the finals, but this year we just missed out, marking the first time since 2006 that we weren't alive in September.

We also bid farewell to some great players and everyone who was in attendance or watching that final game against the Crows would have enjoyed the great send-off that Steve Johnson, James Kelly and Mathew Stokes received. They have been outstanding players and people at our club over a long period, and have all been critical to our success. They will be long remembered for their play and the way they went about the game throughout their careers.

We also acknowledge the contributions of Jared Rivers, Hamish McIntosh, Sam Blease, Dawson Simpson, Jarrad Jansen, Josh Walker and James Toohey who have also retired or moved to new clubs. Dale Amos and Max Rooke also moved on from our coaching staff and we wish them all the best in their new environments.

It is always difficult to say good-bye to great people. Unfortunately, that is the nature of the game. But whenever we say farewell we also welcome new faces to our club. Through the trade and free agency period we have seen Patrick Dangerfield, Lachie Henderson, Scott Selwood and Zac Smith join our club. Simon Lloyd has also joined our football department as director of coaching and we wish him well in this new role.

Off the field, we have experienced mixed outcomes this year. We received \$85 million in funding from the state government, the City of Greater Geelong and the AFL to see the next stage of the Simonds Stadium redevelopment go ahead. Works began in October and we will see these works completed in time for the 2017 season.

This will cause some displacement next season, with around 3,000 seat holders relocated while the redevelopment is undertaken. Our football department has also been set up in temporary accommodation. We thank everyone in advance for their understanding of the inconvenience that this will cause. But we know that the outcome will be outstanding for everyone come 2017.

This redevelopment will be a real game changer for our football club. It adds 3,400 seats in prime viewing location. It includes a 600 seated function room and adds extra corporate boxes. It doubles our merchandise area and triples our broadcast and media area. It will include a Sunrise Centre which will be a rehabilitation area for young disabled people returning to work. And importantly, it will more than double the size and quality of our football department's space making it the equal of any in the AFL competition.

Once Stage 4 is completed, each game will produce over \$4 million of economic benefit for our ground and community. Around half of this benefit will be created inside the stadium and half outside in the wider Geelong community of hotels, accommodation, restaurants, transport and the like.

Our club continues to make a worthwhile contribution to the wider Geelong community through our engagement and foundation programs and the Deakin Cats community centre. Close to 40,000 people have used the centre since it opened in 2013 and we are proud of the impact our club's programs are making in the community.

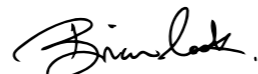
From a financial point of view, we have ended up with a loss of over \$1 million mainly due to poor results in gaming and some adverse impacts of lower match receipts at some of our main fixtures. As well, nearly half of the loss is accounted for by the amount our club is required to pay into the AFL's new 'equalisation' fund. We expect 2016 to again be a challenging year because of the redevelopment but are confident that a number of initiatives already in place will lead to acceptable results in coming years.

This past year also saw some unique situations and we are most grateful for the support we received from you, our members. In particular, we appreciated the support you gave us over the cancellation of our Adelaide game after the tragic death of Crows coach, Phil Walsh. We are proud of the respect you showed Adam Goodes when the Swans champion visited Simonds Stadium and your decency was observed all around Australia. We loved the way you helped us to celebrate Corey Enright's 300th game and that Round 23 farewell of so many champions of our club.

Overall, we want to thank you, our members, for the great support you showed this year. It is easy to be on board when things are going well, but you stayed with us all year. And we believe there are even better days ahead.



**COLIN CARTER**  
President



**BRIAN COOK**  
CEO



# CHRIS SCOTT

## COACH'S REPORT

### Chris Scott looks forward to 2016 and believes there are promising times ahead.

The 2015 season was an important year in the transition of our team. While we didn't get the results of past years, we believe we set the foundations for future success through the decisions that were made over the past 12 months.

One thing that was encouraging through the year was the positive feedback we received from our supporters and members. You stayed with us throughout and that was appreciated by everyone involved in the team and the club.

Our 2015 team was a real blend of experience and youthfulness. Players such as Cory Gregson, Nakia Cockatoo, Darcy Lang, Jake Kolodjashnij, Mark Blicavs, Jackson Thurlow, Jed Bews and Jordan Murdoch continued to grow as regular AFL players.

We also saw the return of three players that have suffered more long-term injuries than they deserve. Josh Cowan, Daniel Menzel and Nathan Vardy have each shown great determination and resilience to continue to push through injuries and return to the game. The fact that all three did so and were in the team for the final game of the season is a credit to them and all those that helped them behind the scenes.

As I have said on numerous occasions, their return is just a starting point for them to have long and successful careers at Geelong. They will build on the positives from 2015 and be even better players going forward.

Sadly at the end of every season we bid farewell to players. This year we have seen 12 players depart. Some like Sam Blease, Dean Gore, Jarrad Jansen, Brad Hartman and James Toohey spent short times with us and in some cases didn't get the opportunity at senior level.

Others like Jared Rivers, Hamish McIntosh, Josh Walker and Dawson Simpson made significant contributions on the field and off the field.

And then there are players like Steve Johnson, James Kelly and Mathew Stokes, who made incredible contributions over the past 10-15 years at the club. Every player will be missed and will leave a legacy, but there is no doubt that this trio have left a lasting mark on the club. They each won multiple premierships and played the 'Geelong way'. In fact they were part of the group that developed the 'Geelong way'.

We also saw two of our coaches move on, with Dale Amos and Max Rooke taking new roles at other clubs. Dale has been on our coaching staff since 2008 and he is taking up a role at Carlton, while Max, a great player and young coach has moved to the Gold Coast Suns.

Regardless of where their journeys take them, they will always be greats of the club. We wish them and every player that is moving on all the best in their future endeavours.

The off season has seen a lot of new faces into the club. We added Patrick Dangerfield, Lachie Henderson, Scott Selwood and Zac Smith during the trade and free agency period, and also saw Simon Lloyd join our coaching staff as director of coaching. Then at the draft we selected Ryan Gardner, Sam Menegola, Wylie Buzzza, Matthew Hayball, Jock Cornell, James Parsons and Tom Ruggles.

While we have made changes to make us better, there are no guarantees in the AFL. We will be looking for our senior players to continue to play well and for our young players to keep improving and growing as players and leaders.

There will be, as there always are, challenges ahead. But we feel we are well set up to meet these challenges.

We will continue to challenge ourselves to be innovative and to seek improvement in every way.

I would also like to thank everyone that played a role this year for their work and dedication to the club. The board, management, staff, coaches, players and match day staff all displayed the values we desire. There is a commitment to doing everything required to have success and this will continue.

Everyone around the club is excited about the 2016 season. We cannot wait to get into the season, with pre-season already well underway. On behalf of everyone at the club, we thank you for your support and look forward to it continuing in the new season.



**CHRIS SCOTT**  
Senior Coach



# 2015 SEASON REVIEW



**ROUND 1**  
MCG  
HAWTHORN 17.21 (123) D  
GEELONG 8.13 (61)



**ROUND 2**  
SIMONDS STADIUM  
FREMANTLE 15.14 (104) D  
GEELONG 9.6 (60)



**ROUND 14**  
ADELAIDE OVAL  
ADELAIDE VS GEELONG  
MATCH CANCELLED



**ROUND 15**  
ETIHAD STADIUM  
NTH MELBOURNE 18.12 (120) D  
GEELONG 11.13 (79)



**ROUND 3**  
SIMONDS STADIUM  
GEELONG 16.9 (105) D  
GOLD COAST 13.18 (96)



**ROUND 4**  
SIMONDS STADIUM  
NTH MELBOURNE 12.11 (83) D  
GEELONG 9.13 (67)



**ROUND 16**  
SIMONDS STADIUM  
GEELONG 10.12 (72) D  
WESTERN BULLDOGS 9.10 (64)



**ROUND 17**  
STARTRACK OVAL  
GEELONG 9.15 (69) D  
GWS GIANTS 6.6 (42)



**ROUND 5**  
MCG  
GEELONG 12.13 (85) D  
RICHMOND 11.10 (76)



**ROUND 6**  
MCG  
GEELONG 15.10 (100) D  
COLLINGWOOD 8.11 (59)



**ROUND 18**  
SIMONDS STADIUM  
GEELONG 17.11 (113) D  
BRISBANE LIONS 8.9 (57)



**ROUND 19**  
SIMONDS STADIUM  
GEELONG 14.11 (95) D  
SYDNEY SWANS 9.9 (63)



**ROUND 7**  
ANZ STADIUM  
SYDNEY SWANS 18.12 (120) D  
GEELONG 11.11 (77)



**ROUND 8**  
ETIHAD STADIUM  
GEELONG 22.8 (140) D  
CARLTON 9.9 (63)



**ROUND 20**  
MCG  
HAWTHORN 19.7 (121) D  
GEELONG 12.13 (85)



**ROUND 21**  
ETIHAD STADIUM  
GEELONG 15.7 (97) DREW  
ST KILDA 14.13 (97)



**ROUND 9**  
DOMAIN STADIUM  
WEST COAST 16.24 (120) D  
GEELONG 10.4 (64)



**ROUND 10**  
ETIHAD STADIUM  
GEELONG 19.8 (122) D  
ESSENDON 7.11 (53)



**ROUND 22**  
MCG  
COLLINGWOOD 17.8 (110) D  
GEELONG 9.8 (62)



**ROUND 11**  
ADELAIDE OVAL  
GEELONG 14.8 (92) D  
PORT ADELAIDE 11.3 (69)



**ROUND 12**  
SIMONDS STADIUM  
MELBOURNE 18.5 (113) D  
GEELONG 13.11 (89)



**ROUND 23**  
SIMONDS STADIUM  
GEELONG 17.17 (119) D  
ADELAIDE 11.14 (80)



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## DEPARTURES

# STEVE JOHNSON

Steve Johnson lined up for his 253<sup>rd</sup> and final game as a Cat in round 23 against the Adelaide Crows, bidding farewell to the club and its supporters.

Johnson debuted in round 6, 2002 against the Brisbane Lions at the Gabba. He kicked the first of his 452 career goals that night at the beginning of a stellar career.

"Playing with Geelong, enjoying the success we have and to have done it alongside so many great teammates and friends over the past 14 years has been a dream come true," Johnson said.

"I have loved being at this club and want to thank all of my teammates, coaches and staff that have made my time here so much fun. I will miss the people more than anything but know that the club is heading in the right direction and will be hoping they enjoy great success in the future.

"The supporters have always been behind me, even in difficult times, and I want to say thanks to them as well." Geelong coach Chris Scott paid tribute to Johnson and his contribution to the club.

"Steve was one of the players I enjoyed playing against and watching, and in coming here and working with him over the past five years my opinion and respect for him has only grown," Scott said.

"His ability to change games will live long in all of our memories. There is a reason he is so popular among not only our supporters, but through the whole football community. There has never been a dull moment with Steve on or off the field."

Johnson leaves Simonds Stadium ranked equal 12th on the Cats games played list and third on the goal kicking list.

One of the great big time performers in AFL history, Johnson saved some of his best performances for the finals stage.

He booted five goals in the 2007 premiership win over Port Adelaide to win the Norm Smith medal, and he kicked four in the Grand Final win over Collingwood in 2011 after overcoming a serious knee injury that had him in doubt all week.

Johnson's 23 finals rank equal second in club history and his 38 finals goals are fourth most in Cats history behind just Gary Ablett sr, Billy Brownless and Doug Wade.

The mercurial Johnson was named in the All Australian team in 2007, 2008 and 2010, and represented Australia in the International Rules series in 2014.

He was twice club leading goal kicker (2008 and 2010) and finished in the top 10 in Brownlow voting in 2013 and 2014. Johnson also represented Victoria in 2008 in the AFL Hall of Fame match at the MCG.

A member of the Cats three premierships in 2007, 2009 and 2011, Johnson's skills, approach to the game and toughness made him one of the most beloved players in the club's history.



### CAREER HIGHLIGHTS:

- SELECTED WITH 24TH PICK IN 2001 NATIONAL DRAFT
- 2002 VFL PREMIERSHIP
- 2007, 2008, 2010 ALL AUSTRALIAN
- 2007 AFL PREMIERSHIP – KICKED 5 GOALS
- 2007 NORM SMITH MEDAL
- 2008 VICTORIA VS DREAM TEAM IN AFL HALL OF FAME GAME

- 2008, 2010 GEELONG LEADING GOAL KICKER
- 2009 NAB CUP PREMIERSHIP
- 2009 AFL PREMIERSHIP
- 2011 AFL PREMIERSHIP – KICKED 4 GOALS
- REPRESENTED AUSTRALIA IN 2014 INTERNATIONAL RULES SERIES

## DEPARTURES

# JAMES KELLY

James Kelly played his 273<sup>rd</sup> and last game in the navy blue and white hoops in round 23.

A veteran of three premiership campaigns, Kelly was originally drafted by the Cats with the 17th selection in the 2001 national draft. He debuted, alongside fellow first gamer Steve Johnson, in round 6 of 2002 at the Gabba against the Brisbane Lions.

"The overwhelming feeling I have at the moment is I just feel really grateful, grateful for the people I've met, grateful for all the fun we've been able to have," Kelly said.

"I want to thank all the players that I've played with, it's hard to individualise but everyone I've played with has made me the player that I am and made me a better player than I could have been anywhere else.

"And most of all I thank the footy club for the opportunity to be able to do something that I love for a long period of time. Have success and meet people that I'll know for the rest of my life and be friends with for the rest of my life."

Geelong coach Chris Scott, who was at the helm for 103 of Kelly's 273 games, paid tribute to Kelly.

"Kel has always been able to play a variety of roles and put the team's needs first," Scott said.

"Kel will always hold a special place with his teammates, coaches, staff and supporters. James' record with the club speaks for itself. He has been an integral element of the success we have enjoyed. James should be extremely proud of the contribution he has made to the club."

Kelly sits ninth on the club's all times games list and equal fourth in most finals (22) played.

Kelly earned All Australian honours in 2011 and represented Victoria in 2008. He finished third in the best & fairest in 2010 and also played in the International Rules series against Ireland in 2011 winning the Jim Stynes medal.



### CAREER HIGHLIGHTS:

SELECTED BY GEELONG WITH 17TH PICK IN 2001 NATIONAL DRAFT

RISING STAR NOMINATION 2002

VFL PREMIERSHIP IN 2002

NAB CUP PREMIERSHIP 2006

AFL PREMIERSHIP 2007, 2009, 2011

REPRESENTED VICTORIA IN 2008 AT AFL HALL OF FAME GAME

ALL AUSTRALIAN 2011

JIM STYNES MEDAL IN 2011

INTERNATIONAL RULES SERIES

## DEPARTURES

# MATHEW STOKES

Mathew Stokes played his 189<sup>th</sup> and final game for the Cats alongside Steve Johnson and James Kelly in round 23.

Stokes was selected with the 61st pick in the 2005 national draft at the age of 20.

He went on to play 189 games for the club, including two premierships. Ironically, the same record as the great Bob Davis.

In 2013, Stokes surpassed Ronnie Burns as the Indigenous player to play the most games for Geelong in its history.

"I am very thankful to the club for giving me the opportunity to live out this dream over the past 10 years," Stokes said.

"I got overlooked in the draft three times and Stephen Wells and the Cats were the only ones that wanted to take a chance on me. I am grateful for being part of this great club that has really changed my life.

"To have played here and enjoyed the success that we have and to have done it with people that are and will be my best friends for life has been a great experience. I hope now that the players that are here set the culture for the club in the future and keep it moving in the right direction.

"I have loved my time here and will miss coming in every day. But my goal was to play one game and to have been here for a decade and to take away so many great friendships and relationships is the most important thing, even more than the wins and premierships."

Stokes has also played a big part in the club's community department, working in his own time as the key driver of the club's Indigenous program 'Closing the Gap'.

Geelong coach Chris Scott paid tribute to Stokes both as a player and a leader within the club.

"Stokesy has been a great player to coach and a fantastic contributor to the club and the team over the past decade," Scott said.

"He is a player that has given everything for the club and been a key component of an incredible period. In addition to his skills and toughness, Mathew's resiliency is something that I really admire and is a shining light for others to follow."



### CAREER HIGHLIGHTS:

SELECTED WITH 61ST PICK IN 2005 NATIONAL DRAFT FROM WOODVILLE-WEST TORRENS

AFL PREMIERSHIP 2007, 2011

PLAYED FOR THE INDIGENOUS ALL STARS IN 2007 AND 2009

REPRESENTED VICTORIA IN 2008 AT AFL HALL OF FAME GAME

REPRESENTED AUSTRALIA IN 2013

INTERNATIONAL RULES SERIES

# DEPARTURES

The club thanks all departing players for their contributions and wishes them every success in their future endeavours.



## JARED RIVERS

Jared Rivers announced his retirement after tearing his meniscus in the Cats round 20 loss to Hawthorn. Originally from South Australia, Rivers was selected by Melbourne at pick 26 in the 2002 national draft and went on to win the NAB AFL Rising Star award in 2004.

Rivers joined Geelong in late 2012 as an unrestricted free agent after 150 games with Melbourne. The backman played 44 games with Geelong which included a pivotal role in the 2013 and 2014 finals campaign. The ever-reliable defender played a key role in the back six over his time at the club and enjoyed a successful 2014 season, finishing sixth in the club's 'Carji' Greaves Medal.

Since retiring, Rivers has taken up a role as a Development Coach at Collingwood.



## JARRAD JANSEN

Jarrad Jansen departed the Cats after being traded to the Brisbane Lions. Selected by Geelong with pick 36 in the 2013 national draft, Jansen played once in the NAB Cup and was emergency on a number of occasions but could not break into the team during his two seasons at the club. He played 32 games at VFL level and was runner-up in Geelong's 2015 VFL best & fairest count.



## DEAN GORE

Dean Gore departed the Cats during the trade period. Gore was selected with pick 55 in the 2014 national draft and impressed over his one season with the club, playing 11 VFL games. The young midfielder will return to his home state of South Australia to play with the Adelaide Crows in 2016.



## SAM BLEASE

Midfielder Sam Blease announced his retirement in August after 33 AFL games for Melbourne and one for the Cats. Originally selected by Melbourne with pick 17 in the 2008 national draft, Blease joined Geelong as a delisted free agent late in 2014. Blease played one AFL match for the Cats against Sydney at ANZ Stadium in round 7 and 11 VFL games.



## JAMES TOOHEY

Rookie James Toohey announced his retirement from football in May. Family, medical and personal reasons played a part in his decision and he will now focus solely on his university studies. Toohey was selected at pick 15 in the 2013 rookie draft and played 13 VFL games in 2014.



## BRAD HARTMAN

Geelong parted ways with young midfielder Brad Hartman after he decided to step away from the game and return to his hometown of Murray Bridge in South Australia. Selected at pick 77 in the 2012 national draft, Hartman played five senior games for the Cats after making his debut against St Kilda in round 13, 2014.



## HAMISH MCINTOSH

Hamish McIntosh called time on his 13-year AFL career in July after 19 games for Geelong and 107 for North Melbourne. The 30-year-old joined Geelong in late 2012. Injury kept him sidelined for 2013 but the ruckman enjoyed a successful 2014 season. McIntosh managed only two VFL games in 2015 before succumbing to an injured ankle which required surgery.



## DAWSON SIMPSON

Dawson Simpson joined the GWS Giants as an unrestricted free agent after eight years with the Cats. Selected by the Cats at pick 34 in the 2007 national draft and debuted in round 3, 2010 against Fremantle at Subiaco. Simpson played 28 AFL games over his time at the Cats and was a member of the 2012 VFL premiership side. A popular and respected clubman, Dawson battled his fair share of injuries but continued to be a positive influence on his teammates.



## JOSH WALKER

Josh Walker was traded to the Brisbane Lions during the AFL trade period after five seasons with the club. Walker played 33 games and kicked 35 goals for the Cats after originally being a rookie draft selection in 2011. He debuted in round 16 2012 against Collingwood and was also a member of Geelong's 2012 VFL premiership winning team.



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# ARRIVALS



## PATRICK DANGERFIELD

Patrick Dangerfield will wear the navy blue and white hoops of Geelong after the Cats agreed to a trade with the Crows to secure the dynamic midfielder.

Geelong received Dangerfield and Adelaide's third round selection in the upcoming national draft in return for the Cats first and second round selections in the draft and young midfielder Dean Gore.

"We are obviously thrilled to have secured Patrick and we are all looking forward to him joining our club," Geelong coach Chris Scott said.

"It is extremely rare that a player of Patrick's calibre becomes available. To have him back home during his prime is going to be exciting for our players and coaches and obviously our members and supporters.

"We have great confidence in our young players coming through and being able to add Patrick to that group will help them to continue their development."

Dangerfield could not hide his excitement at joining the club he supported throughout his youth.

"I sit here a very happy Geelong player," he said.

"I'm very excited to join the club. I grew up standing on a milk crate on the Moorabool Street wing watching guys like 'Buddha' Hocking and Peter Riccardi. I'm certainly glad I have made the decision. This allows me to combine the two things I love most, family and football."

Dangerfield is one of the AFL's elite midfielders, having earned All Australian honours three times in his eight year career. He claimed the Crows best and fairest in 2015 after averaging 27 disposals.

The 25-year-old has averaged 25.5 possessions over the past four seasons and displays strong leadership qualities along with undoubted on-field skills.

Dangerfield played 154 games with the Crows after debuting in 2009. He was originally selected by the Crows with the 10th pick in the 2007 national draft.

Dangerfield will wear guernsey number 35 in 2016.

## SCOTT SELWOOD

Scott Selwood joined Geelong in the trade period as a restricted free agent from the West Coast Eagles.

The Eagles did not match the Cats contract offer; meaning Selwood was able to join the club immediately.

Scott, the younger brother of Cats captain Joel, joins the club after eight seasons in Perth.

"It's really exciting to have Scott join the club, we've obviously watched Scott closely for a number of years given his association with Joel. Not only that, we've really admired the way he's gone about his business with West Coast," Geelong coach Chris Scott said.

"Scott has shown over his time with the Eagles that he is capable of playing a number of roles and that will give us additional flexibility in how we set up.

"The last couple of years have been tough for Scott with injury but we know he's really driven to move past that and contribute to our team as best he can.

"He is a person of high quality and will also bring exceptional leadership to our club."

Originally from Bendigo, Selwood is looking forward to returning to his home state of Victoria.

"I'm really excited to be joining Geelong. I'm looking forward to being back amongst family and friends in Victoria and hope I can be part of something special at the Cats," Selwood said.

"Over the last 18 months with the ankle injury, it's probably just weighed a little bit on me, taken its toll a little bit. I felt like a fresh start was the good way to go and Geelong was an easy choice because it's got such a similar culture (to West Coast) and I've always admired them from afar."

Selwood will bolster the Cats midfield depth after spending eight seasons as a key component of the Eagles line up.

Since debuting in 2008, the 25-year-old played 135 games with the Eagles. He won the club's best and fairest in 2012, was acting co-captain in 2014 and vice captain in 2015 and played in six finals.

Selwood will wear guernsey number 16 in 2016.

## LACHIE HENDERSON

The Geelong Cats have secured the services of Lachie Henderson after an agreement with Carlton was reached during the trade period where the Cats 2016 first round draft pick was sent to the Blues. The 25-year-old Henderson, who was originally selected at pick 8 in the 2007 AFL draft, has played 117 games since his debut in 2008.

A former Geelong Falcon, Henderson spent two seasons at Brisbane and six seasons at Carlton and was a member of the Blues leadership group in 2015.

Henderson, originally from Birregurra, is happy to be returning to the region he calls home and starting afresh at a club he has a lot of respect for.

"I have always respected the way they go about things. It will be great to line up with them and play whatever role they need me to play. The club has a great history of success and I want to help continue that tradition.

"I've always envisaged coming back here (to Geelong) at some point, it's just happened a little bit quicker than I thought it would so I'm very happy to be home and closer to Mum and Dad."

The swingman, who can play key position roles forward and as a defender, was one of Carlton's elite players over his 102 games at Princess Park. He finished third in the Blues best & fairest in 2013 and helped Carlton reach the finals three times.

Geelong coach Chris Scott is looking forward to Henderson donning the navy blue and white hoops.

"We are really pleased to be adding Lachie to our team," Geelong coach Chris Scott said.

"Lachie didn't necessarily play his best footy last year but it was quite recent that he was a really high level key defender and playing as a forward as well.

"He's only 25, he's from the Geelong region, a very solid character, he'll add to the leadership qualities in our group, I could go on. There are a number of reasons why we have thought really highly of Lachie for a long time, now that it's done we have all got a lot to look forward to."

Henderson will wear guernsey number 25 in 2016.

## ZAC SMITH

Former Gold Coast ruckman Zac Smith joined Geelong after the Cats traded a pair of third round draft picks to the Suns in return for the 25-year-old.

The young ruckman is looking forward to making the change and moving interstate to improve himself as a player and person.

"I'm really excited to get down here, meet all the players and I'm just keen for the move and ready to improve," Smith said.

"I knew I could probably stay at the Gold Coast and maybe work my way into the number one ruck spot again but I really wanted to challenge myself and grow myself as a player and as a person.

"I was born in Queensland, I haven't moved out of Queensland my whole life. It definitely is a big move but something I'm definitely looking forward to."

Smith kicked 31 goals in 65 games with the Suns and earned an AFL Rising Star nomination in his debut season.

"We were looking to add to our ruck depth and we are very happy to have been able to add a player of Zac's talent and experience to our list," Geelong coach Chris Scott said.

"Ruckmen tend to mature later than other types of players and Zac is coming into a time where he will improve his game with the experience he has gathered. He has shown talent and resiliency throughout his career and we see our environment as being conducive to his continued development."

Smith will wear guernsey number 9 in 2016.

# ARRIVALS



## RYAN GARDNER

Ryan Gardner is a product of Burnie in Tasmania and represented his state at the national under 18 titles. He further impressed on AFL grand final day playing across half back for the Allies at the MCG against the NAB AFL academy team. He suffered a stress fracture in his foot that sidelined him for the first half of this season, but finished the year strongly. Then he recorded a 2.96-second 20m sprint at the draft combine. Gardner has played 30 senior games for Burnie in the state league.

Stephen Wells on Gardner: "Ryan has played senior football this year and he played well in the under 18 championships and at the MCG on grand final day. Like all young players he has development in him and we see him as a defender."



## SAM MENEGOLA

Sam Menegola starred in the midfield last season with Subiaco, helping the club to the WAFL premiership. He averaged 27 possessions per game and exceeded 30 disposals five times in the 14 games he played, including the grand final win over West Perth. Menegola was on Hawthorn's rookie list in 2011, kicking three goals in Box Hill's VFL development league grand final win. He also spent three seasons on Fremantle's rookie list but did not break through for a senior game. Menegola played four NAB Cup games with Hawthorn and Fremantle.

Stephen Wells on Menegola: "Sam is a strong bodied midfielder and he can also go forward. He has experience in the AFL system and he really dominated in the WAFL with Subiaco this past season. He is 23 and is strong bodied and we think will have the opportunity to earn a spot in the team next year."



## MATTHEW HAYBALL

Matthew Hayball is a versatile player that played mainly as a midfielder and forward with West Adelaide. He spent most of the season playing in the under 18s, but broke through late in the year to play the final two games at reserves level. He was named in the best in eight of his 18 games at under 18 level and booted 24 goals.

Stephen Wells on Hayball: "Matthew spent most of the season in the SANFL under 18s and earned a spot in the reserves by the end of the season. His body is wiry and will take time to develop and he is a versatile player that can slot into a number of positions."



## WYLIE BUZZA

Wylie Buzza was a member of Queensland's under 18 team in the NAB national championships. A key position player, Buzza played for Mt Gravatt and Redlands. Standing at 198 cm, Buzza booted 10 goals in four TAC cup games, including a five goal haul against eventual premiers, Oakleigh.

Stephen Wells on Buzza: "Wylie has only played football for the past three years mainly as a forward but also little in the ruck. He did a good job in the national championships and in the TAC cup."



## JOCK CORNELL

Jock Cornell is an 18 year old forward/midfielder from Riverina club Mangoplah Cookardinia United Eastlakes, where he has played senior football the past four seasons. He has tallied 47 games and kicked 29 goals in the strong Riverina league. Cornell played in the last two grand finals, kicking three goals in the 2015 decider.

Cornell was a member of the GWS Giants academy and the NAB AFL academy and played 9 games in the NEAFL with the Giants reserves, kicking 11 goals. Cornell booted five against Eastlake this season. He represented NSW/ACT at the under 18 national championships this year. Cornell is 187 cm and weighs in at 82 kg.

Stephen Wells on Cornell: "Jock is a good midfielder-forward with an outstanding footy brain. He uses the ball very well and is a renowned goal kicker."



## JAMES PARSONS

James Parsons was a member of the NAB AFL academy and played with Eastern Ranges in the TAC Cup. He is a versatile player and stands at 189 cm. Parsons has played 29 TAC Cup games and kicked 21 goals over the past three years.

He represented Vic metro at the under 18 national championships, and made his VFL debut with Box Hill against Coburg in July.

Stephen Wells on Parsons: "James plays mainly as a half-back or wing, shows outstanding run and is a good kick. We will look to develop his strength and consistency in our program."



## TOM RUGGLES

Tom Ruggles is well known to the Cats having won the club's VFL best & fairest in 2015. Ruggles is 23 and played mainly across half back this year. He began his VFL career with Werribee, playing 17 games and kicking two goals in three seasons with the club. Ruggles then returned to Leopold in the GFL where he helped them to the grand final and earned GFL team of the year selection.

Ruggles was outstanding in 2015, playing 18 games and earning votes in 13 games. He averaged 18 possessions and five marks. He played his TAC Cup football with the Geelong Falcons alongside teammates Billie Smedts and Cameron Delaney, finishing third in the best & fairest in 2010. He was a member of Drysdale's senior BFL premiership team in 2009 as a 17-year old in the win over Geelong Amateurs.

Stephen Wells on Ruggles: "Tom has earned this opportunity with his persistence and the way he has played. It's a great reward for him not giving up on his dream to make a list. He played well last season with our VFL team as a small defender and deserved his best and fairest."



# THE MIGHTY CATS

WE WOULD LIKE TO THANK EACH AND EVERY ONE OF THE 46113 PASSIONATE FANS WHO SIGNED UP AS GEELONG CATS MEMBERS FOR THE 2015 SEASON.

Your support plays a vital role in helping the club pursue success both on and off the field. We especially thank our loyal interstate supporter groups and our official cheer squad for their tireless work. We hope you will all sign up again for what promises to be a very exciting journey in 2016.



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# Carji Greeves Medal

## BEST & FAIREST NIGHT

2015 'CARJI' GREEVES MEDALLIST

# MARK BLICAVS

Mark Blicavs added another chapter to his amazing football story after claiming his first 'Carji' Greeves Medal.

Blicavs polled 177 votes to win the 'Carji' with Steven Motlop second on 167 and captain Joel Selwood third on 165.

A former steeplechaser, Blicavs has made an impressive rise up the ranks, playing 66 games since his debut in round 1, 2013.

Blicavs enjoyed the best season of his three-year career, playing all 21 games for 382 disposals, 343 hit outs and 126 tackles. The 24-year-old recorded his most consistent season, averaging 18 disposals per game.

Blicavs was named best player by his coaches on one occasion, in the Cats round 22 loss to Collingwood, but was the most consistent performer overall, named in the top five players on 11 occasions over the season.

"Coming from athletics and then changing to football, it was a big decision in my life and I'm very happy it's paid off," Blicavs said after he was presented with his medal.

"There's still a long way to go and I'm still learning and want to keep improving but it's a nice little accolade that's for sure.

"I'm really glad I made the decision to come across and I'm really glad I got the opportunity from the coaches, Balmey (Neil Balmey) and Wellsy (Stephen Wells) to fulfill what is now a dream of mine to play for the club.

"I'm going to continue to be hungry and learn from the best, Sel (Joel Selwood) and Harry (Taylor), the older guys, continue to ask questions and try and improve myself and my teammates.

"The ultimate is winning a premiership, I'd love to do that over anything."

Cats coach Chris Scott lauded Blicavs' ability and work ethic to claim the award so quickly after turning from athletics to football.

"Mark demonstrated his ability to play well in a variety of roles for us," Cats coach Chris Scott said.

"We used him as a key defender, a midfielder and as a ruckman and he was consistently good in every job we gave him. Mark continues to develop his game and we feel he still has more upside in his development.

"To have earned this award in just his third year of football is a tribute to his work ethic and dedication, and to those that have worked closely with him over the past three years. His willingness to learn and his application to be the best he can be as a professional footballer is second to none."

Motlop achieved his best finish in the 'Carji' Greeves Medal count with 441 disposals, 26 goals, 15 goal assists and 81 inside 50s over 20 games.

Motlop enjoyed an excellent second-half of the season and was named best player on two occasions, in the Cats loss to Melbourne in round 12 and win over GWS in round 17.

Selwood, a three-time 'Carji' Greeves Medallist, was the Cats leading disposals getter of the season with 491. Over 20 games Selwood laid 124 tackles, had 139 clearances and kicked 14 goals.

Named best player in the Cats round 3 win over Gold Coast and the round 19 win over the Sydney Swans, Selwood came in third place on 165 votes, ahead of fourth placed Corey Enright on 157.



Departing greats Mathew Stokes, James Kelly and Steve Johnson pose with their playing guernseys worn in round 23 against Adelaide, in what was their final game for the Cats.



The Cats first draft pick from last season, Nakia Cockatoo, is presented with a signed football and AFL record from his debut game against Hawthorn in round one.



## 2015 'CARJI' GREEVES MEDAL TOP 10:

- 1<sup>ST</sup> MARK BLICAVS: 177
- 2<sup>ND</sup> STEVEN MOTLOP: 167
- 3<sup>RD</sup> JOEL SELWOOD: 165
- 4<sup>TH</sup> COREY ENRIGHT: 157
- 5<sup>TH</sup> CAMERON GUTHRIE: 150
- 6<sup>TH</sup> TOM LONERGAN: 133
- 7<sup>TH</sup> JOSH CADDY: 122
- 8<sup>TH</sup> HARRY TAYLOR: 121
- 9<sup>TH</sup> TOM HAWKINS: 112
- 10<sup>TH</sup> STEVE JOHNSON: 94

## AWARDS:

COACH'S AWARD:  
STEVE JOHNSON

TOM HARLEY AWARD (BEST CLUBMAN):  
ANDREW MACKIE

BEST YOUNG PLAYER AWARD:  
DARCY LANG

COMMUNITY CHAMPION:  
COREY ENRIGHT

VFL BEST & FAIREST:  
TOM RUGGLES



Corey Enright poses with his 300th game guernsey from round 12 against the Demons.

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Clockwise from right:

Joel Selwood & Brit Davis,  
Jimmy & Nadia Bartel,  
Mark Blicavs & Georgia Minear,  
Tom Hawkins & Emma Clapham.



2015 'CARJ' GREEVES MEDAL NIGHT  
RED CARPET



Clockwise from top left:

Corey & Renee Enright,  
Cameron Guthrie & Lauren Bumbers,  
Tom Lonergan & Kim Scott,  
Mitch Duncan & Demi Miles.



## 2015 GEELONG VFL BEST & FAIREST TOP 10

- 1 TOM RUGGLES (88 VOTES)
- 2 JARRAD JANSEN (65)
- 3 DEAN GORE (62)
- 4 MICHAEL LUXFORD (59.5)
- 5 GEORGE HORLIN-SMITH (56)
- 6 JAKE KOLODJASHNIJ (55.5)
- 7 MATTHEW FARRELLY (53)
- 8 BRENTON REES (52.5)
- 9 DAWSON SIMPSON (46)
- 10 JACKSON SHERINGHAM (42.5)

# VFL CATS

Season 2015 was a seesawing affair for the VFL Cats who missed out on a finals berth, finishing in 11<sup>th</sup> position on the ladder.

After a season interrupted by injuries, the VFL Cats found it difficult to find consistency in a constantly changing team.

Paul Hood took the coaching reins after Matthew Knights moved into an assistant coaching role with the AFL team.

Despite missing finals, there were plenty of highlights for the VFL Cats including the return of Daniel Menzel in round 13 against Werribee at Avalon Airport Oval.

The match was one of the side's best for the year, in a nail-biter the Cats managed to claim victory in the dying seconds through a Shane Kersten goal.

Despite only playing 10 VFL games for the year, midfielder George Horlin-Smith provided outstanding leadership for his younger teammates and finished fifth in the best and fairest count.

First year recruits Nakia Cockatoo, Dean Gore and Jordan Cunico all played their roles in their first year in the blue and white.

AFL veterans Jimmy Bartel, Jared Rivers, Mathew Stokes and Hamish McIntosh all pulled on the VFL Cats guernsey throughout the year, providing a fantastic opportunity for youngsters to play alongside such experience.

VFL listed players Tom Ruggles, Brenton Rees and Nick Dixon also put in quality performances during the year.

The Cats ended their season on a high with an 81-point victory over the Northern Blues, the strong win after a tough year providing some positive signs for the future.



Mathew Stokes in action.

# RUGGLES TAKES OUT VFL B&F

Tom Ruggles capped off his tremendous debut season with the VFL Cats by claiming the 2015 Geelong VFL best and fairest award.

The Leopold product polled 88 votes to win the count comfortably with young midfielders Jarrad Jansen (65) and Dean Gore (62) finishing second and third respectively.

Ruggles adds to the list of non-AFL listed players to take out the award, joining the likes of past winners James Podsiadly, Mark Corrigan and James Byrne.

Ruggles, 23, was the only Cat to play all 18 VFL matches in 2015, received votes in 13 of those games and was named best on ground three times.

Following 17 VFL matches in two seasons at the Werribee Tigers from 2012-13, Ruggles returned to Leopold in 2014 and earned GFL Team of the Year honours in the Lions' strong campaign.

Earning the chance to play at VFL level once again in 2015, Ruggles made the most of his opportunity being a consistent force off half-back for the Cats.

Despite the VFL Cats often having to field depleted line-ups due to an extensive injury list, Ruggles' composure rarely wavered, regardless of the immense pressure that was often on him.

Over the season, Ruggles averaged 18 disposals, five marks, six contested and 12 uncontested possessions per game.

With the rest of the top six vote-getters rounded out by AFL listed players, Ruggles' runaway victory highlights how important he was to the Cats in 2015.

Another consistent figure in the Cats up-and-down season was Jansen, who was runner-up with 65 votes in his 16 VFL matches.

Jansen's ability to impact the contest saw him vastly improve in 2015, averaging 10 contested possessions and six tackles a game.

The big-bodied midfielder also used his size to rack up numerous clearances and hit outs throughout the year, often being utilised as the 'third man up' to propel the Cats forward.

Rounding out the top three was first year midfielder, Dean Gore, who totalled 62 votes despite playing only 11 games.

Statistically, Gore was one of the Cats best all year finishing fifth in disposals (average of 21.4), fifth in tackles (5.6), fourth in clearances (3.6) and first in inside 50's (3.5), showcasing his potential as a quality midfielder.

Whilst it was a great year for the VFL players, team manager Vic Fuller ended the year on a personal high, claiming the 2015 Alec Gillon Award for his outstanding services to the VFL side and the football community as a whole.

His dedication and hard work throughout the 2015 season and during his 41-year tenure at the Geelong Football Club has been exemplary and he is well deserving of the highly regarded accolade.

We are proud to have supported the Bendigo Bank Cats throughout another successful season.



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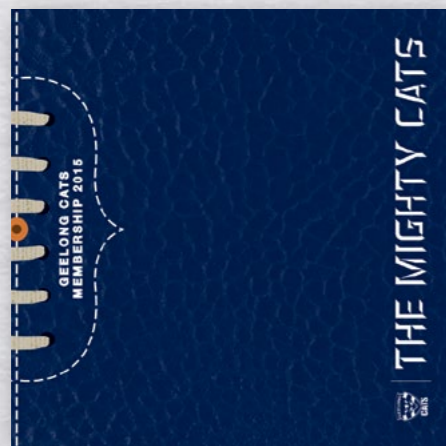
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## CATS IN THE COMMUNITY

The Cats players have been hard at it again, participating in more than 1000 appearances across the 2015 AFL season. The club has continued to focus on two key areas with its community work in 2015. Empowering Young People to make good choices and investing in community grassroots football. Through the Cats community foundation, the club has presented four unique programs that empower young people to make good choices:



### BioCATS

THE SCIENCE AND MATHS OF FOOTBALL with a HEALTHY EDGE!

BioCATS uses fun and fitness to get young people interested in maths and science and promote healthy living practises. In 2015, BioCATS hosted hundreds of young, eager Grade 5/6 students from across Victoria in a full day program in our Deakin Cats Community Centre. With the help of our qualified staff from BioLAB and support from SEDA, students learnt hands on about the ways in which science, maths, technology and health has helped to shape the game of football. Students were able to compare their very own results: maximum speed, agility, vertical jump and grip strength to direct data of the Geelong CATS players – keeping them motivated to strive for their best!

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### CLOSE THE GAP

Close the Gap continues to drive our key Indigenous program, with the life expectancy gap between Aboriginal and Non Aboriginal Australians still unacceptably high. Working in collaboration with Target Australia, the Cats were able to offer two Gathering Camps this year, where young people from Geelong and the Barwon south west region had an opportunity to connect to culture, hear from Indigenous role models including our players and learn some key healthy messages during their stay. Campers were also invited with their families to attend the Close the Gap round against the Bulldogs in Rd 19. Thanks to our tireless Aboriginal Advisory group who put hours into the camps and the Geelong Cats players, led by Mat Stokes, who ensures our kids get a fantastic opportunity.

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### GEELONG CATS CYBER CATS

EMPOWERING YOUNG PEOPLE

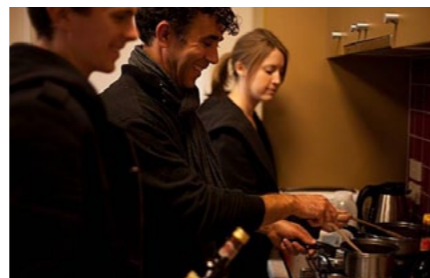
Corey Enright and headspace Geelong took our Cyber Cats message to over 500 student ambassadors across the school year who in turn, took their i-Movies back to share with entire school communities across Geelong. As young people's use of technology has become 'normalised' (\*the average number of devices a young person has access to is 6) the Cyber Cats message has evolved from its initial aim to educate on the issue of cyber bullying to covering issues such as sexting, body image and other online issues our kids are exposed to.

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As our most highly recognised community program, Just Think continues to shine an important light on Australia's drinking culture. In partnership with Barwon Child, Youth & Family, we were able to offer a special one day program to all secondary schools in the Geelong region which discussed dangers (both social and health), busted myths and provided options for young people to make different choices and stay safe. AFL Barwon assisted the club take its messages to the local football community in the lead up to the AFL Just Think Round against Carlton.

Just Think schools program is funded by



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Geelong Cats also proudly partnered with Read the Play and Ladder in their support of young people in our region.

After participating in the Read the Play program, 88% of the 3000 participants felt more comfortable in trying to offer help to someone who might have a mental illness. The Kempe Read the Play program is designed for the junior levels of sports clubs and uses fun and interactive games to impart information about mental illness, helping to remove the stigma and increase help seeking behaviour.



During 2015 Ladder's Geelong program grew with 14 young people being involved with the program, up from eight in the previous year. Ladder's development program focuses on building the health and wellbeing, living skills and assisting with education, training and employment opportunities for young people who have experienced homelessness so they are able to live independent lives and put homelessness behind them.



The Deakin Cats Community Centre welcomed it's 30,000<sup>th</sup> visitor in March 2015.

# INVESTING IN COMMUNITY AND GRASSROOTS FOOTBALL

The Geelong Cats is proud of its community engagement in 2015 which included regular visits to Geelong and Royal Children's hospitals, trips to regional Victoria to have a kick with thousands of Auskickers and junior footballers and visits to over 130 classrooms in our local schools. The club showed its support for our football fans in need, donating more than 15000 items to community fundraisers and events and our very popular Home of the Cats tours welcomed hundreds of die-hard Cats fans into our inner sanctum to see behind the scenes.



*The Healthy Cats Recipe Book has been supplied to over 20,000 school kids and their families thanks to Healthy Together Geelong and Aussie Apples. The book features a favourite recipe from every 2015 listed player and was a hugely successful tool in promoting an important healthy message to our young people.*



*Congratulations to 2015 Community Champion, Corey Enright. Corey's work was recognised at the club's Carji Greeves Medal Night and received further recognition from the AFL for his work by being a finalist for the 2015 Jim Stynes Community Champion Award.*

## DEAKIN CATS COMMUNITY CENTRE

The Deakin Cats Community Centre is the hub for delivery of the club's community foundation programs, the home of the Cats Past Players and Officials Association and the impressive memorabilia gallery. The facility is also available free of charge to community groups in the region who meet the criteria of encouraging healthy and active lifestyles for all ages and abilities. This year the centre has been utilised by over 45 different community groups. Since opening in June 2013, over 45,000 people have participated in a community, education or learning experience in the centre.

Funded by the Victorian State Government, as part of the redevelopment of the Players Stand, the Deakin Cats Community Centre is a purpose built facility that allows the Cats to achieve its vision for greater engagement with the broader Geelong community.

Geelong Cats recognises the valuable partnership with Deakin University, as naming rights sponsor of the centre and great collaborators across a number of programs at the Cats.

### Community Education Sessions

In 2015 the Geelong Cats teamed up with AFL Barwon, Leisure Networks, Barwon Sports Academy, Diversitat and Geelong English Language Centre to deliver seven Cats Community Education sessions. The sessions were tailored to requests from the local community and attracted 289 people across the seven sessions. The 2015 Cats Community Education Sessions were proudly supported by Pathways and Clearwater.



### BEREAVEMENTS

#### PAST PLAYER

JACK CONDON  
DANIEL FLETCHER  
SYD TATE  
VIC TAYLOR  
BOB WILTSHIRE

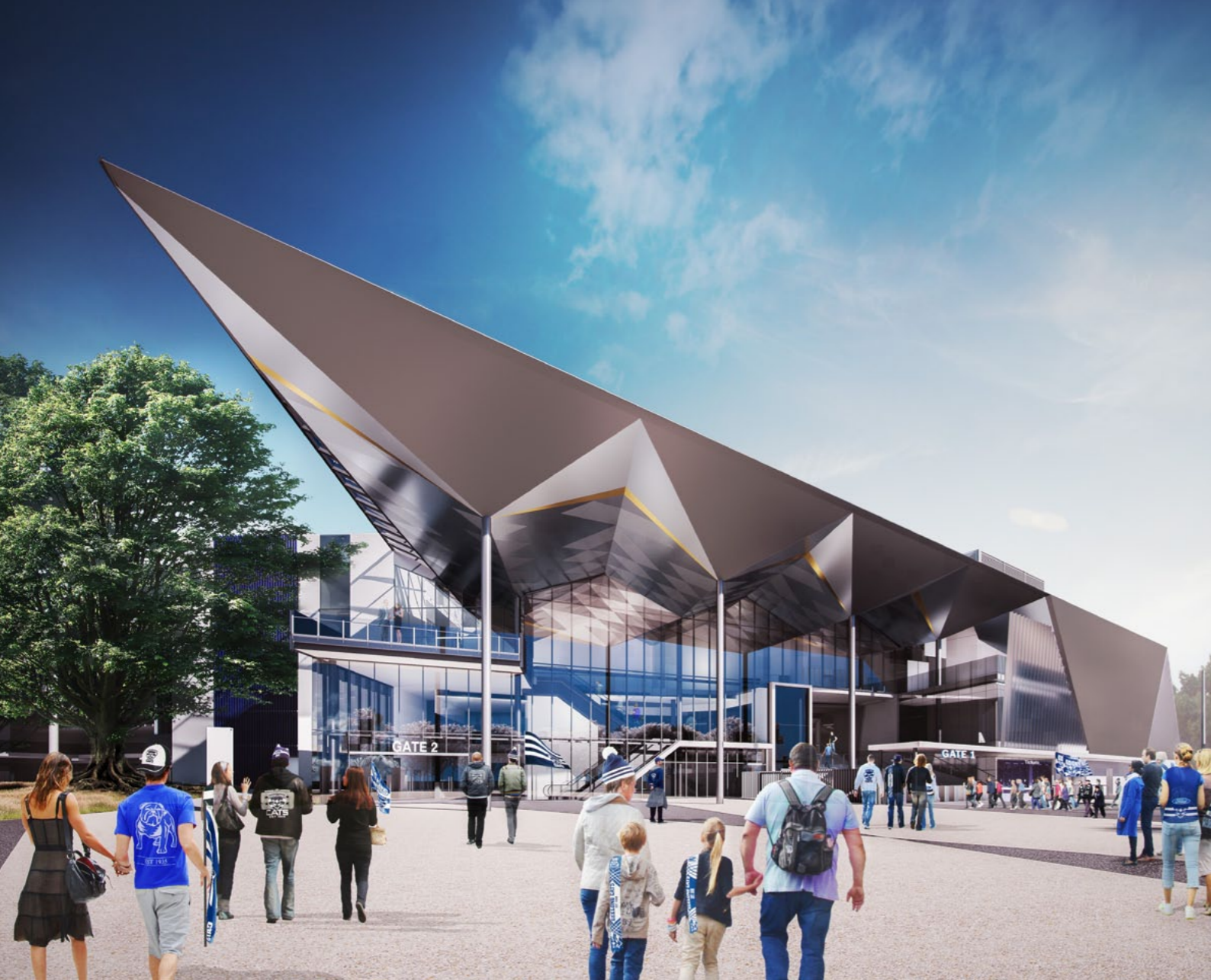
#### PAST PLAYER & LIFE MEMBER

RON HOVEY

#### LIFE MEMBER

NEVILLE GAYNOR





# SIMONDS STADIUM REDEVELOPMENT

Simonds Stadium's Stage 4 redevelopment is underway, with demolition of the Brownlow and Jennings stands beginning in October 2015.

The new facilities, which are due for completion by May 2017, will increase the stadium's capacity to 36,000 and will include world class amenities for Geelong supporters.

"The redevelopment is fantastic for a lot of reasons," Geelong CEO Brian Cook said.

"It's a game-changer for us because of the business growth we'll get out of this area, because of the football growth we'll get out of this area and because of the community engagement.

"Those three things are all covered in this build. It's going to be the biggest build we have."

The new stand will feature a much larger area for the football department, which has enabled the club to cancel its search for a training base away from Simonds Stadium.

"Our football department goes from around 1800 square metres to around 4000 square metres... which will cater for us for the next 15 years," Cook said.

"It was really important we got that in order for the Geelong Cats to stay at this stadium for the next 15 years as both a training and playing base."

The state government contributed \$75 million to the project while the City of Greater Geelong made a \$6 million contribution and the AFL and Geelong Cats, \$4 million each.

The new stand will also house new facilities including a large 600 seat function room, media and broadcasting areas and a social club for patrons to enjoy on match days.

The Stage 4 redevelopment will also include the 'Sunrise Centre', a facility aiming at getting people with a disability back to work.

Once the stage 4 redevelopment is complete, the economic impact of each game at Simonds Stadium will be \$4 million plus of which more than half will be spent outside the stadium.

During the peak of construction, approximately 90 extra jobs are expected to be created within the stadium.



# GEELONG CATS FOUNDATION

You have the opportunity to make a direct impact...

A strong Geelong Cats means a strong community, and the Cats are dedicated to Geelong. The Geelong Cats Foundation accepts donations to continue to provide essential programs to benefit our community, ensure our team remains super-competitive on-field and honour our great heritage. The Geelong Cats Foundation was established to provide the opportunity for generous donors such as yourself to help the Cats continue to deliver to our community and enhance the Club's performance.

The Cats are more than a football team. The Club needs to create and maintain a competitive advantage to ensure we are a powerful team to be reckoned with each and every year. The Cats are also significantly involved in the community, aiming to reach 100,000 people a year through its community programs. The Club's community programs focus on helping young people make good choices for their health and wellbeing.

You can help the Cats continue to make a significant difference in our community, remain super-competitive on-field and also to cater for our club's important history by making a tax-deductible donation.

## COMMUNITY:

The Geelong Cats community programs are extensive. Along with receiving over 300 requests for support each week and donating 15,000 items, our players and coaches appeared over 1,000 times and more than 2,000 people attended the "Home of the Cats" tours. 130 schools were visited and 30,000 students were involved in these visits. Hospital visits to 200 sick children, adults and their families occurred and over 200 children were visited by the team through the Starlight Foundation. The Deakin Cats Community Centre has seen close to 50,000 people go through its doors since opening in 2013.

The Club's ATO-accredited Community Foundation programs provide an opportunity for young people to be empowered to make good decisions about their health and wellbeing. The Geelong Cats Community Foundation programs had a great impact:

- Over 2000 year 5 and 6 students participated in BioCats which focuses on creating a passion for maths and science through sport;
- More than 370 year 7 students participated in the Cyber Cats program educating students how to be safe online;
- 34 Regional football and netball clubs (15,000 members) heard about our Just Think campaign which creates awareness around safe drinking; and
- As a part of the Club's commitment to our Reconciliation Action Program (RAP), 40 Aboriginal young people from the region participated in a 4 day camp. The Club is building relationships with Aboriginal communities around the Barwon South West region through our Close the Gap program focusing on reducing the health gap between Aboriginal and non-Aboriginal Australians.

The Club also proudly partners with the AFL to provide the following programs:

- Read the Play program was presented to 2,500 young people aged 14-15, who learnt how to look after their mates and their own mental health; and
- The Ladder program focuses on helping young homeless people, with each player donating \$25 per senior game toward the program.

## FOOTBALL:

The Cats are committed to remaining a powerful team to be reckoned with each and every year. Our players need the best coaches and staff, facilities and sports science information to have a competitive edge and to stay ahead of the competition.

There are several areas where we can create and maintain a competitive advantage:

- High performance equipment provides players and coaches leading edge facilities to reach their potential;
- Talent identification programs allow the Club to find and sign the best new talent;
- Player development programs ensure our players excel both on and off the field;
- Coaches and football staff development programs ensure our players have "the edge" and perform at their peak;
- Sport science initiatives allow us to be at the cutting edge of sport science, resources and facilities; and
- Heritage ensures our great history, tradition and memorabilia is displayed safely and responsibly for everyone to enjoy.

JACK RABBIT  
THE BELLARINE

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*Laugh in the dark. Dance in the sun. Walk don't run.*




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