



22nd December 2017

Dear Member,

At the Club's Annual General Meeting (AGM) on Tuesday 23rd January 2018, an election will be held to appoint two Directors to the Board.

Please find attached the relevant information in relation to the Director election process including details on how you can vote at the AGM either in person or by proxy. Please note that Members under the age of 18 years of age at 31 October 2017 are not entitled to vote.

This information can also be found on our website www.westernbulldogs.com.au/2017AGM

Yours sincerely

MAREE HALLEBONE
Company Secretary

FOOTSCRAY FOOTBALL CLUB

**TEAM OF THE
MIGHTY WEST**

Victoria University Whitten Oval, 417 Barkly St, Footscray West 3012, PO Box 4112 DC
Phone 1300 46 36 47 Facsimile (03) 9680 6103 ABN 68 005 226 595
Footscray Football Club Limited, trading as Western Bulldogs
westernbulldogs.com.au  /westernbulldogs  @westernbulldogs



MAJOR PARTNER



ANNUAL GENERAL MEETING

These Notes are in addition to and form part of the Notice of Annual General Meeting, previously advertised and distributed.

Please read these notes prior to completing the proxy form.

Right to attend and vote at the Annual General Meeting.

All members, other than Venue Members, are entitled to attend the meeting, but only Voting Members are entitled to vote. Voting Members are Ordinary Members (18 years of age and older), Life Members and Honorary Members (18 years of age and older). Any Members under the age of 18 years of age are not entitled to vote.

Appointment of proxies and attorneys

Each Voting Member may appoint an attorney or proxy to attend, speak, vote and join in a demand for a poll at the Annual General Meeting instead of the Voting Member. Only 1 proxy can be appointed. The attorney or proxy MUST be a member of the Footscray Football Club Ltd, or approved in writing by the Board.

Lodgement of proxy and attorney documents

An appointment of a proxy or an attorney is not effective for a particular meeting of Members unless:

- (a) in the case of a proxy, the proxy form and, if it is executed by an attorney, the relevant power of attorney or a certified copy of it; and
- (b) in the case of an attorney, the power of attorney or a certified copy of it,

is received by the Footscray Football Club Ltd at its registered office, by email or a fax number at that office no later than **Thursday 18th January, 2018.**

Registered Office:

Company Secretary
Footscray Football Club Ltd
P.O. Box 4112 DC
Footscray West
Victoria 3012

Fax Number:

(03) 9680 6103

Email address:

godogs@westernbulldogs.com.au



FOOTSCRAY FOOTBALL CLUB ANNUAL GENERAL MEETING

These notes are in addition and form part of the Notice of Annual General Meeting previously advertised.

ELECTION OF DIRECTORS

As required by law and rule 27.2 of the Club's Constitution, Mr Matthew Croft and Mr Chris Nolan have offered themselves for re-election.

There will be three (3) candidates for two (2) Board vacancies. The candidates seeking election are:

1. Matthew Croft
2. Chris Nolan
3. Stuart McDonald

A biography (where provided) for each of these Candidates is included in this document.

INSTRUCTIONS FOR COMPLETING THE PROXY APPOINTMENT FORM

Name and Address of Member

This is your name and address as it appears on the register of members of the Footscray Football Club Ltd. If this information is incorrect, please make the correction on the Proxy Appointment Form.

Appointment of Proxy

If you wish to appoint someone other than the Chairman of the meeting as your proxy, please write the name and member number of that person in the appropriate section of the Form.

Members cannot appoint themselves.

If you leave the section blank, or your named proxy does not attend the meeting, the Chairman of the meeting will be your proxy.

Your proxy's authority to speak for you at the meeting is suspended if you are present at the meeting.

A later proxy appointment provided to the Club, which will result in their being more than one proxy member entitled to act at a meeting on your behalf, will be taken to have automatically revoked or suspended an earlier proxy appointment.

Signing Instructions

This Proxy Appointment Form must be signed and dated by you as the Member or your attorney.

If this form is signed by an attorney and you have not previously lodged the power of attorney with the Footscray Football Club Ltd for notification, please attach a certified copy of the power of attorney to this form when you return it. The power of attorney must be signed in the presence of at least one witness.



FOOTSCRAY FOOTBALL CLUB LTD
ACN 005 226 595

PROXY APPOINTMENT FORM

Name and Address of Member

Appointment of Proxy

I, _____ (*insert name*) being a member of the Footscray Football Club Ltd and entitled to attend and vote, appoint _____ (*insert full name of proxy (please print)*) _____ (*member number*) or failing that person or, if no person is named, the Chairman of the meeting to attend and act generally, at the Annual General Meeting of the Footscray Football Club Ltd to be held on Tuesday 23rd January 2018 at 5:00pm, and at any adjournment.

Signature of Member

Member Name

Member Number

Contact Phone Number

Date



BOARD CANDIDATES - BIOGRAPHY

MATTHEW CROFT

Matthew Croft and Chris Nolan have been endorsed by Western Bulldogs President Peter Gordon and the Club's Board of Directors as the Board's supported candidates for the two vacant positions in the upcoming election.

Matthew Croft has formal tertiary qualifications (Bachelor and Master Degrees) in Spatial Sciences (Surveying and Geomatics) and undertook the Foundation of Directorship course through the Australian Institute of Company Directors (AICD), and is currently a Manager – Customer Development for Geomatic Technologies (GT), an AusNet Services business.

In this role Matthew displays a strong technical background and specialises in identifying and matching client requirements with a range of IT, geospatial and mobile technology solutions to enable businesses to more efficiently and cost effectively manage their assets.

He leads and coordinates strategic business development, customer account management, and key contract retention, solutions development and marketing opportunities for Geomatic Technologies, whilst having a keen focus on driving an end-to-end focus on efficient and effective operations, a commercial business culture, and ensuring a sustainable and competitive business.

Matthew has supported a diverse range of industries including water, telecommunications and power utilities and both Federal and State Governments. His ambitions incorporate solving complex business problems whilst maintaining excellent value for his clients.

In over 17 years, many of the projects Matthew has led have required technical innovative solutions, two of which earned recognition by the Asia Pacific Spatial Excellence Awards in 2004 and 2016.

In addition to his academic achievements and professional accomplishments, Matthew also had the privilege of being selected with the number two pick in the 1989 National AFL draft as a 16-year-old by Footscray Football Club (now known as the Western Bulldogs).

A successful career followed spanning 14 years (186 games, 72 goals) as an AFL footballer for the Bulldogs. His role as a defender saw him successfully pitted against some of the AFL's greatest players, whilst playing alongside some of the Club's absolute champions. Matthew has been described as; underrated, dependable, reliable, honest and having the upmost integrity.

His role as a Football Director of the Western Bulldogs includes being chair of the Club's Football Performance Advisory Committee, which involves assessing football strategy and performance, and managing key performance indicators. He is also on the committee which is charged with recruiting staff at a management level, and is a critical link between the football department and the Club's Board of Directors, encouraging strong communication and collaboration.

In the times when he's not attached to a computer or supporting his beloved Bulldogs, Matthew enjoys time watching his three kids compete in junior sports and getting away with family back to his origins, in Morkalla, west of Mildura in far north-west Victoria, where he grew up on an 11,000-acre wheat, sheep and cattle farm.



BOARD CANDIDATES – BIOGRAPHY (Continued)

CHRIS NOLAN

Chris Nolan and Matthew Croft have been endorsed by Western Bulldogs President Peter Gordon and the Club's Board of Directors as the Board's supported candidates for the two vacant positions in the upcoming election.

Chris is COO of Publicis Media, and Director of Starcom & Mediavest Group (SMG). He leads the operations across the five brands within the Publicis Media portfolio; Starcom, Mediavest, Zenith, Blue449/Match, and Performics. Chris was formerly CEO of Starcom and Mediavest.

Publicis Media employs 720 people across Australia and New Zealand, providing advertising services to 15% of the \$7 billion advertising industry. Chris has led the transformation of Publicis Media from media buying company to a product and consulting services business. This has delivered significant growth, both through new client acquisition and growth within existing clients. These achievements have led to global recognition, with Starcom & Mediavest Australia being recognised as agency of the year within the Publicis Media global network in 2015, as well as many client industry awards. Such awards include the nomination of Mars in 2015 at the Cannes Lions International Festival of Creativity, as advertiser of the year. Publicis Media is recognised globally as one of the world's leading media companies. Working in the media, advertising and communications industry for over 20 years, eleven of those at Publicis, Chris has extensive experience in leadership roles across consulting, planning, investment, digital, commercial and sales.

Prior to joining Starcom, Chris held senior management and leadership positions including Managing Partner at Mitchell Media and Director of Stadia Media. Chris has a Bachelor of Science and has studied Masters in Marketing from Monash and Sydney Universities.

Other roles currently held include:

Director, Western Bulldogs Football Club - Chris joined the Western Bulldogs board in 2014. He has applied his professional experience to assist in the areas of marketing and sponsorship for the Club. Chris has been involved in securing new sponsors for the Club and helping it achieve record sponsorship and profit. Chris was also instrumental in driving the strategy for the new brand proposition 'Where Real Strength Lives' which invites people of all denominations, race and gender to participate in Club membership and activities.

Director, Food & Wine Victoria - Food and Wine Victoria is a Government-funded not-for-profit organisation which operates the annual Melbourne Food & Wine festival. Chris has been on the board for 10 years, and was instrumental in designing the strategy which allowed the organisation to evolve from a festival to an industry body.

Board Member, Alfred Hospital Foundation - The Alfred Foundation is the primary fundraising entity for the Alfred Hospital, raising in excess of \$16 million annually. Chris leads one of the three committees - the Alfred Father's Day appeal, which is designed to raise awareness of the importance of preventative care, in particular for men. These initiatives generate more than \$1 million in value for the hospital annually.

Director, Media Federation Australia - The Media Federation of Australia is the peak body for media agencies in Australia. It conducts activities to attract and nurture talent for the industry and aims to promote and raise the role and professionalism of media agencies within the advertising sector.

Chairman and Director, AAMA (Australian Advertising Media Audit) - AAMA is the audit body for the advertising sector, which provides audit and verification services to publishers in Australia.



BOARD CANDIDATES – BIOGRAPHY (Continued)

STUART McDONALD

My name is Stuart McDonald. I'm originally from Ireland. When I migrated to Melbourne in 1999 I soon realised I needed to choose an Aussie Rules team. I lived first in St Albans and then Sunshine, becoming an adopted Son of the West. I fell in love with the sport and with the Doggies. I became a member and travelled to Docklands to cheer on the boys every week they played in Melbourne. I had a spell back in Ireland but returned to Australia in time for Bev's reign and our glorious finals run. I'm a social club member and I was lucky enough to be at the MCG to watch our Grand Final victory. Through bigfooty.com I've sponsored a number of players over the years.

I'm a primary school teacher. I have three children aged sixteen, two and six months. The two year old is mad about the Doggies and accompanies me to games. I love the footy - but I hate pokies.