



2014 Notice of Essendon Football Club 141st Annual General Meeting

NOTICE OF MEETING

Essendon Football Club (Incorporated 1951)

You are invited to attend the 141st Annual General Meeting of Essendon Football Club to be held at the Clocktower Centre, Moonee Valley on the corner of Mt Alexander and Pascoe Vale Roads, Moonee Ponds on Monday 15 December 2014 commencing at 7.00pm.

Business

1. To receive the Annual Report and consider the financial accounts for the year ended 31 October 2014.
2. Appointment of auditor.
3. Award Life Memberships.
4. Election of directors.
5. Any other business of which due notice has been given in writing by 5.00pm on Monday 8 December 2014.

Xavier Campbell
Company Secretary
10 November 2014

**ACCESS TO THIS MEETING WILL BE RESTRICTED TO
REGISTERED 2014 ESSENDON FOOTBALL CLUB MEMBERS
OR AFL ESSENDON CLUB SUPPORT MEMBERS.**

IMPORTANT VOTING INFORMATION

Ballot for Directorship

2014 BALLOT FOR DIRECTORS

A total of nine (9) nominations have been received for the two (2) positions available, therefore it is necessary to conduct a ballot. The candidate statements accompany this notice.

This year, at the approval of the Board, we are conducting an electronic voting process for the casting of your ballot. We strongly encourage you to participate in this democratic process and show your ongoing support for your club. For members without computer access, postal voting procedures will remain available.

Details on how to vote online and who to contact should you have any queries in relation to any of these matters are provided below.

VOTING PROCESS

In accordance with the club's constitution and election rules, the two candidates receiving the highest number of votes will be elected to the Board.

The election process will be independently handled by Computershare Investor Services (Computershare), in conjunction with Mr. Bruce Walmsley Q.C., the Returning Officer of the club, who will advise the Board of the results, shortly after the close of ballot at 6.00pm on Monday 8 December 2014. Results will be announced by the club at the Annual General Meeting.

If you have any queries in respect of the process, please contact the Returning Officer staff on 1800 020 783.

VOTING METHODS

All details relating to the election are available online, including all candidates' statements.

Voting club members may lodge votes electronically and each voting club member may only vote once.

Voting opens on Monday 24 November 2014.

To vote online, please visit essendonfc.com.au and follow the links. In order to logon you will require your membership number and date of birth as it appears on your Essendon Football Club membership card.

If you are unable to vote online, or choose not to do so, please contact the Returning Officer staff toll free on 1800 020 783 to obtain a postal ballot paper.

For your ballot vote to be effective, it must be received by the club no later than 6.00pm on Monday 8 December 2014.

CANDIDATES

In order of appearance, as determined by lot, under the direction of the Returning Officer, the names of the nine nominees are:

John Sofarnos
Ron Gauci
Nick Raptopoulos
Jason Cunningham
Jo-Anne Albert
Bill Jennings
Paul Cousins
Catherine Lio
Anthony Donald

We wish each candidate every success in their endeavour, and look forward to their valuable contribution as a director and/or member during the 2015 year.

We look forward to you joining us as we undertake to meet our objectives both on and off the field and encourage you to cast your vote for one of the above nominees and participate in this important process.

Xavier Campbell
Company Secretary
10 November 2014

2014 BOARD CANDIDATE PROFILES



John Sofarnos

As a passionate and committed EFC Member of 16 years, I believe that I can add a new level of commercial expertise to the current Boards profile through my 20 years of experience as a senior executive and previous Board positions within the corporate sector, working for highly credentialed organisations including Tint a Car, MotorOne, Australian Stock Report & currently Repco.

My skillsets will provide the Board strong commercial acumen, with expertise in membership engagement & corporate partnerships along with skilful operational and prudent financial management.

The ability to analyse the key business drivers and develop strategies to grow the clubs membership base, revenue and profit will be paramount to the success of our off field performance.

As a team player with unwavering integrity I have experience in managing successful outcomes in complex situations, along with a commitment to stringent corporate governance, transparency, accountability and managing stakeholder outcomes, which provides the EFC Members the opportunity to vote for me to add my skillsets, enthusiasm and drive to be part of the evolving EFC Board.

Please feel free to contact me on jsofarnos@ncmservices.com.au or 0413949487 to discuss why voting for me will bring a positive outcome to the EFC Board.

Ron Gauci

I have been Essendon all my life as a

- lifelong supporter/member of the club
- student/teacher/football coach/player at St. Bernard's College
- Chairman of the St. Monica's Parish Board
- parent raising three of my five children in Essendon

Our club is experiencing one of the most challenging times in its history. The decisions we make now are critical to our future.

I am an experienced businessman who has rebuilt troubled businesses and sporting organisations after a crisis. I was hired as CEO & MD of Melbourne Storm after the salary cap scandal and in that role led the rebuild that resulted in success with a premiership within two years. I believe that this experience can help put our club back on the path to recovery.

An extensive network of personal contacts that believe it is time for a fresh approach supports me. I would appreciate your support as well. This election is an opportunity for the club to better prepare for the future with relevant skills.

Our club's reputation and standing in the sporting community needs to be rebuilt and I think I can make a difference.

I can be contacted on 0419538722, rgauci@bigpond.com or at www.ausmuse.com.au

Nick Raptopoulos

Members of the greatest and most revered football club in Australia, I am seeking your support in the upcoming Essendon Football Club Board elections.

I am a 43 year old who has proudly been a member of the Essendon Football Club for 35 years.

My work experience has been diverse and has afforded me the opportunity to gain exposure and expertise in various business facets including, financial management and governance with strengths in communications, marketing and logistics. I have held various senior management positions for key Australian businesses.

Like many of us, I have been disappointed in the perception of our club having dropped the ball in critical areas, predominantly in the governance and accountability portfolios. I believe that it is a critical priority to address these areas. This again will ensure that young recruits aspire to play for our great club.

I believe that my values and ethical standards are representative of the greater Essendon supporter base. As a long standing and committed Essendon member, my potential representation on the Club Board will inject the flavour of our true membership base.

Let's return the Club to the members, making your voice heard.

If you would like to discuss my candidacy, feel free to call me on 0411441171.

Jason Cunningham

Like you, I've been pained to see this great club's reputation questioned.

As a lifelong Bombers tragic, I was thrilled to be asked to nominate for the Board – I'd love the opportunity to give back to a club that has given me so much.

I want to see us return to the glory days when we were feared, respected, hated and admired. I want us to enjoy the success we deserve. I want my three boys to be proud to say they're Bombers members.

The loyalty and unity you've shown during this challenging time reassures me we will rise again. I want to be part of that journey.

How I can add value:

- As a business owner and business adviser, I know what it takes to succeed financially and operationally
- Through my media roles (SEN1116's The Run Home and Channel 10's The Living Room) I have built a strong media network which will help the club maintain positive media relationships
- I'll help us bridge the disconnect between the club and members, supporters, sponsors, the AFL and the broader football community
- I bring passion, energy and a vision which are needed more than ever now

Contact: (03) 8888 4000 or jcunningham@thepractice.com.au

Jo-Anne Albert

I write to you as a committed Essendon member, to respectfully seek your support for re-election to the board.

Whilst recognising the past two years as challenging for all associated with the club, considerable time and expertise have been devoted to implementing best practice governance in all facets of our business.

In addition, the club has continued to invest in success-focused football programs, delivered the new high performance centre and expanded management expertise within the football department. Building a club capable of winning finals and Premierships.

In 2014 Essendon played finals at AFL level, achieved a record 60,716 members, debuted a record number of Baby Bombers, reduced debt, retained and grew our commercial partnerships and continued to consolidate our stand alone VFL team.

We remain committed to building a robust cultural framework, ensuring accountability and responsibility in all club activities.

During my term on the board I have built strong relationships with members, coteries, past and current players, their families, employees and sponsors. All are vital to achieve sustainable success.

Challenging times require stability and focus. I would value your support enabling me as an established director, to continue the important work already commenced.

Thank you

albertfs@bigpond.net.au, 0419101679

<http://www.essendonfc.com.au/club/club-directors>

2014 BOARD CANDIDATE PROFILES



Bill Jennings

You're reading this so I reckon you care about Essendon and the range of issues that have divided members and torn at the soul of our great club.

I got up and shared at last year's AGM that I was at Windy Hill when Leigh Matthews snapped the point post. My brother and I heard it crack. That's a metaphor for what's happened at EFC.

I asked the club to run a members' forum; an inclusive face-to-face meeting so we could voice our concerns and listen to each other. It didn't happen. As your Director, I'll go one better, organising regular ways the board can connect with grassroots members. Like you and me.

I'm a Dad who's taken his kids to the footy for years. I'll let you know where I'll be at games. I'm proud to be nominated by Leigh Kirby from Bendigo. We sat together at the first Docklands game - been mates ever since.

Our club needs to behave better. I'll start by voting to stop 'Donations' the club takes from members on Advantage payment unless they Opt-Out. EFC needs to be good enough that you want to Opt-In.

Contacts: 03-94802870;
bjennings@time-space.com.au
@Bill_Jennings
www.bomberbill.com



Paul Cousins

I'm a young father and husband, a 4th generation Bombers fan and soon to be 10 year High Mark Member. After studying Computing at LaTrobe University I did stints in hospitality venue management and IT Management before starting a small Web Design agency in Berwick in 2003.

I have grown the business into a leader in commercial web design and social media innovation in Melbourne with a rapidly growing client base.

Aside from my business interests I'm a keen sportsman who played football, basketball and cricket competitively before moving to the slightly more sedate world of club basketball and cycling to keep fit.

My passion for the Essendon Football Club has only grown through the supplements saga.

I strongly believe that now is the perfect opportunity for the Club to build a more accessible and approachable Board of Directors which is both reflective and representative of its Members.

I support the current administration and coach James Hird.

If you would like to contact me regarding my views on the club and its future you can do so on 0413483782 or email paul@webinitiatives.com.au



Catherine Lio

My passion for the Essendon Football Club is passed down from two generations of family. I've witnessed triumphs, challenges and experienced the emotions by sharing in the goals, dreams and values this great organisation has held for 142 years.

As a board member I will work to preserve and enhance this legacy while embracing the challenges of a dynamic sporting and social environment. I bring youth, enthusiasm and a fresh perspective to assist our club to thrive while maintaining the sense of family we value so deeply.

Our club is only as strong as the players and staff, and I take the strong view that our Board should work to ensure their health, wellbeing, and ongoing legacy.

I am acutely aware of the importance of new and emerging technologies in engaging the broader Essendon community both locally and nationally, an area where I possess significant expertise.

My career in communication, focused on digital media, entertainment, and sport, has provided invaluable insights into opportunities our club could harness - innovative ways to connect our fans with our club.

I nominate for this position to be the voice of all Essendon members. If you have any questions, please contact kadylio@gmail.com



Anthony Donald

A lifetime supporter, I would be honoured to serve on the Board of the Essendon Football Club.

I am a Senior Executive working within government. I am a Civil Engineer and have spent the earlier part of my career in the management of engineering assets and property development. During the last 12 years my focus has been on the leadership and management of large scale infrastructure project delivery including significant upgrades to Melbourne Airports Airfield and the International T2 Terminal and more recently the Webb Dock Redevelopment project for the Port of Melbourne Corporation.

After 20 years in government and private sector businesses, and with a childhood which included watching the Bombers during the successful 80's and 90's, I believe I have the experience, motivation and commitment to assist the Club to strongly move forward. I am committed to helping the Club become the best it can be, whilst there are challenges ahead. I also believe there are many opportunities.

I would really appreciate your support at the 2014 Board elections. I can be contacted at anthonydonald03@gmail.com

Kind Regards

