

GEELONG CATS 2018

ANNUAL REPORT





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NOTICE OF ANNUAL GENERAL MEETING

Wednesday 19th December 2018

In accordance with clause 9 of the Geelong Football Club Limited's Constitution ("the Constitution"), formal notice is hereby given that the 42nd 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 Wednesday 19th December 2018 at 7pm (AEDT) ("the Meeting").

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

1. The receipt and consideration of:
 - Minutes of 2017 Annual General Meeting
 - 2018 Financial Report
 - 2018 Directors' Report and Auditor's Report
2. Amendment to the Constitution by way of four (4) Special Resolutions:
 - Special Resolution One - Administrative amendments to reflect modern practices, language and applicable Acts and Regulations;
 - Special Resolution Two - Amendments to the pricing for social club junior and concession members;
 - Special Resolution Three - Amendments to the disciplinary process in clause 14.16; and
 - Special Resolution Four - Amendments to the member appeal process in clause 14.17
3. Any other general business as the Chair directs in accordance with the Constitution.

Financial Report

The 2018 Financial Report will be available on the Club's website www.geelongcats.com.au from 27 November 2018.

If you would like a hardcopy of the document, please contact the company secretary by email at 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 2018 Financial Report to be clear, informative and easy to access. Should you have any queries, please contact the Company Secretary.

Appointing a pro

In accordance with the Constitution, a member is entitled to appoint a proxy (who 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 Sunday, 16 December 2018.

You can obtain a proxy form via a link on the Club's website www.geelongcats.com.au or by contacting the Club on 1300 462 287 or companysecretary@geelongcats.com.au.

Attendance

To allow us to cater for all members, if you are planning to attend the AGM, we strongly encourage you to RSVP by emailing companysecretary@geelongcats.com.au, by no later than 7pm (AEDT) on Sunday, 16 December 2018.]

Q&A

At conclusion of the event we will be conducting a Question and Answer forum with Senior Club Representatives Brian Cook (CEO), Simon Llyod (General Manager - Football) and Paul Hood (AFLW Senior Coach).

We would like to give everyone the opportunity to ask a question and therefore request you submit your question in advance via email at companysecretary@geelongcats.com.au. We will not be taking additional questions in this segment on the night.

Simon Kelleher
Chief Financial Officer & Company Secretary



COLIN CARTER & BRIAN COOK

Thank you for your support again in 2018. It is greatly appreciated and it makes a big difference.

One of the questions we have fielded in recent weeks is how do we assess this past year? Well, overall, we believe that your club is in good shape but, as always, there are challenges.

We know that our on-field performance is the priority of our supporters and while we were disappointed not to progress further into the finals, we will hold our nerve and give our people the room to work through how we can improve. This happens at the end of every season, whether we have won the premiership or not.

We know that our players, coaches and football department are working in one of the toughest industries – and they deserve all of the support we can muster. There are 18 competitors and, at the end of each season, 17 are disappointed. On top of that, the 2018 season was the most competitive and even season in the history of the AFL. Some very good teams didn't even reach the finals. Premierships are VERY hard to win. On average, each club will win one every 18 years!

We should remember that we have made the finals for 13 of the last 15 seasons. Every other club would love to have achieved this. And no other club has a better win/loss record over the last three home & away seasons than us - so we must be doing a lot of things really well. Our challenge is to figure out where to make gains while not over-reacting and throwing out things that are good. Football is an emotional business and bad decisions are easily made. But these days, in the age of drafts and salary caps, bad decisions aren't rectified easily and so keeping a cool head is really important.

We are pleased about what is being achieved. Our football team has been almost completely rebuilt since 2011 when we won our last premiership and we've stayed very competitive all through this time. And this has been achieved in a competition where the AFL's rules – with the player draft and the salary cap – are designed to stop teams staying around the top of the ladder. Our club, like Sydney and Hawthorn, has been largely excluded from top ten draft picks for the past ten years.

We believe that we are building for more success but this past year obviously had its challenges – lots of injuries, particularly in the first half of the year. We played 40 players throughout the season and at times played with 10 players who had played less than 50 games. We played seven debutants in 2018 and some of our younger players show exciting promise.

The work towards 2019 has been on in earnest since the week after last season ended. Our team is now back in training and gearing up for another opportunity to challenge for finals success.

This past year also saw a major development with agreement that our women's team would enter the AFLW competition in 2019. We are excited about this and our work in 2018 has helped set us up for success. There has been a lot of planning, building the list, appointing staff and working through the logistics of entry to the competition.

And at the same time, our women were competing in the VFLW. In just our second year, our team made the grand final which was an incredible achievement and sets us up well for the AFLW season.

Off the field, we are making great strides as well. This was the first full year of the Charles Brownlow Stand and the State Government has promised funding for Stage 5 – the completion of the stadium.

We reached a record membership of over 65,000, and enjoyed nine home games at GMHBA Stadium. Over the course of the year we had 257,000 spectators at GMHBA Stadium – more than any year in our history.

We continue to be proud of our ten flagship community programs which do wonderful work among young people in our region. Also, our Deakin Cats Community Centre has been an astonishing success with around 100,000 persons and 130 different organisations engaged in programs inside the facility in its first five years of operation. This year we raised \$1 million in donations to support these great programs for the next three years.

We have financial challenges as well. We face a new off-field challenge because the clubs playing at the MCG and Marvel Stadium will soon receive a big boost in their match returns. Meanwhile, we are paying a big increase in rent at our stadium while we are also

reducing our reliance on gaming as a source of income. One of our challenges over the next few years will be to bridge this financial gap.

Every year is an opportunity for our club to make a difference. We do this by winning games. We also do this by the work we do in the community.

The work in every area of our club to ensure a successful 2019 has begun. We are seeking improvement in everything we do. We are excited by what lies ahead and hope that you are too. And please remember – your support is important and it is also greatly appreciated.

Go Cats.



Colin Carter – President



Brian Cook – Chief Executive







CHRIS SCOTT

The 2018 season was one of the tightest in memory, and while we were pleased to again make the finals, the final outcome wasn't what we planned for nor aspired to.

Everybody involved kept striving relentlessly and there was evidence we could challenge the top teams but ultimately eighth was a fair reflection of our season. I would like to thank everyone that contributed to the season. Our players were committed and diligent, and the coaches and staff worked tirelessly through the season.

While we were disappointed with the final outcome, we also have much to be pleased with from the 2018 season.

We have played heavily in the futures market in recent years, and did so again in 2018, with seven players making their AFL debut. Over the past two seasons we have introduced 15 players to the senior team, and we will continue to provide opportunity for young players.

There were many games through the year where we fielded a team where 10 of the players had less than 50 games AFL experience. Often half of these had fewer than 20 games experience.

This is an investment in the future and you will have seen the same promise and benefits that comes with exposing players to the rigours of AFL football early in their careers.

We have introduced our new players into a winning environment rather than thrusting unfair responsibility on young shoulders.

As Colin Carter has said many times, the club is attempting to outrun the AFL's equalisation policy, and we continue to do this unashamedly. We are meeting the dual aims of preparing responsibly for the future, while maintaining a position of genuinely challenging at the top end of the ladder.

Our responsibility is to improve every part of the club using every means necessary. We will draft the best available talent when our turn arises. We will bring in carefully identified players who we think can address our needs. We will examine and adjust the way we play to give ourselves the best chance of success.

Our role is to give this club the best possible chance of succeeding. That is our course.

To further our ambition, will take more than we have given. It's the challenge each of us takes into 2019 and that is what we will do.

I would like to finish with some acknowledgements. To our VFL and VFLW programs. Congratulations on the seasons that you had, and to our women's team, best of luck in the upcoming AFLW campaign.

At the end of every season there are people that depart the club. It is an unfortunate part of the business. To our players – Aaron Black, Stewart Crameri, Ryan Gardner, Cory Gregson, Matthew Hayball, George Horlin-Smith, Timm House, Lincoln McCarthy, Daniel Menzel, Jordan Murdoch and Jackson Thurlow – thank you for all you have given in your time at GMHBA Stadium.

To the board, management and staff that have given so much support to the football department, thank you. Our club is fortunate to have such a talented group working towards success.

To our members and supporters. The atmosphere and support you gave through the year was exceptional. We enjoyed the best atmosphere I can recall at GMHBA Stadium, and it does make a difference. We again look forward to your passion in 2019. A special mention here goes to our cheer squad, who have been unbelievable members of our club, in some cases for decades.

Now onto 2019. The work began in the days immediately following the last season. We are all excited about the possibilities that lie ahead. We will again do all we can to bring more success for the club. Like you, we are all counting down the days until round one against Collingwood at the MCG.

Chris Scott – AFL Senior Coach

DEPARTURES



George Horlin-Smith

George Horlin-Smith departed Geelong for the Gold Coast Suns in the October trade period, the club receiving pick 59 in exchange for midfielder. Selected by Geelong at pick 37 in the 2010 national draft, Horlin-Smith departs after eight years and 51 games.

A popular figure at GMHBA Stadium, Horlin-Smith was awarded the Tom Harley Award for best clubman at the club's 'Carji' Greeves Medal Night.

"George has been a highly respected member of our club for eight years, on and off the field," Geelong's General Manager of Football Simon Lloyd said.

"The strength of character George has demonstrated over this time at Geelong is a testament to him and the club wishes him well at the Gold Coast."



Timm House

Timm House, a product of the Geelong VFL was selected by the Cats at pick 68 in the 2016 national draft after impressing with Geelong's VFL team. The defender played 32 games for the Cats at VFL level.



Daniel Menzel

Daniel Menzel departs Geelong after the club informed the forward he would not be offered a contract for season 2019.

Menzel overcame four knee reconstructions and finishes his time at GMHBA Stadium with 136 goals in 73 games. He first suffered an ACL rupture in the 2011 qualifying final and it wasn't until round 22, 2015 that he returned to the field in an AFL game.

"Dan's perseverance and resilience to undergo four major knee operations and come back the way he has is a credit to his work ethic and mental toughness," Geelong's General Manager of Football Simon Lloyd said.



Cory Gregson

Cory Gregson departs Geelong after four seasons and 39 games. Selected by the club at pick 47 in 2014, the South Australian enjoyed a successful debut season in 2015, although foot injuries significantly hampered the small forward of football continuity thereafter.



Jordan Murdoch

During the off-season, Jordan Murdoch was informed he will not be offered a contract for 2019. Murdoch played 108 games after debuting in 2012 season, booted 73 goals and played in six finals.

"Jordan showed great commitment and dedication during his time with the club, and we thank him for his efforts over the past seven years," Geelong's General Manager of Football Simon Lloyd said.



Stewart Crameri

Stewart Crameri departs Geelong after one year on the club's rookie list which included a debut in the blue and white hoops in round 7 at GMHBA Stadium. Despite a number of injury setbacks, Crameri also made a significant contribution at VFL level throughout 2018.



Jackson Thurlow

Defender Jackson Thurlow joined the Sydney Swans during the trade period, with the Cats acquiring pick 70.

The Tasmanian was selected at pick 16 in the 2012 national draft by Geelong. A Rising Star nominee in 2015, Thurlow went on to play 46 games in the blue and white hoops over five seasons.

“Jackson has been a popular member of the club over his six years here. His overall positive nature and commitment to his football is a credit to him,” Geelong’s General Manager of Football Simon Lloyd said.

“We thank Jackson for his service to the club and wish him well as he continues his football career at the Sydney Swans.”



Lincoln McCarthy

Lincoln McCarthy was traded to the Brisbane Lions at season’s end after seven years at GMHBA Stadium. McCarthy played 29 games after debuting in 2012, showing great resilience to overcome various injuries over his time at the club.

“Lincoln has been a very popular member of our club and we wish him well with the Lions,” Geelong’s Recruiting and List Manager Stephen Wells said.



Matthew Hayball

Selected at pick 70 in the 2015 national draft, Hayball joined the Cats’ rookie list for 2018, given another year to develop his game. Hayball reached his VFL 50-game milestone in the Cats’ qualifying final against the Casey Demons.



Aaron Black

Aaron Black joined the club at the end of 2016 from North Melbourne and departs the club after two years and seven games at Geelong. Black broke into the senior side in round 10 before suffering a season-ending ACL injury in round 12.



Ryan Gardner

Selected at pick 59 in the 2015 AFL draft, Ryan Gardner played predominantly as a defender before moving forward for the VFL Cats this year. The Tasmanian departs Geelong after three seasons and 52 games at VFL level.

ARRIVALS



Luke Dahlhaus

Luke Dahlhaus is a Cat after the unrestricted free agent signed with Geelong on the first day of the trade period.

The 26-year-old joins the club on a four-year deal after eight seasons with the Western Bulldogs.

A rookie draft selection in 2010, the former Geelong Falcon played 154 games for the Western Bulldogs which included a Rising Star nomination in his debut season in 2011 and a premiership in 2016.

Geelong's General Manager of Football Simon Lloyd welcomed Dahlhaus to Geelong.

"Luke is a player that we identified as being able to come in and make an impact on our team," Lloyd said.

"A high performing player at AFL level for many years, Luke has the ability to play a number of positions on the ground and take the game on.

"After achieving a premiership with the Bulldogs, Luke has experienced football at the highest level and we look forward to him bringing his experience to our playing group."



Gary Rohan

The versatile Gary Rohan joined the Cats during the trade period, the club sending selection 61 in the AFL national draft to the Sydney Swans.

Rohan played 106 games with Sydney over nine seasons, booting 96 goals. He appeared in 15 finals, including the 2014 and 2016 AFL grand finals.

The 27-year-old was originally selected by the Swans with the sixth pick in the 2009 AFL national draft, and now returns to Geelong where he was a stand out with the Falcons in the TAC Cup.

Rohan joins the Cats on a two-year contract.

"We welcome Gary and his family to our club and are excited to have been able to secure his services," Geelong's recruiting and list manager Stephen Wells said.



Nathan Kreuger

Geelong completed a pair of trades on the opening day of the trade period, with South Adelaide forward Nathan Kreuger set to line up with the Cats in 2019.

Kreuger is a 19-year-old, 195cm key position player capable of playing at either end of the ground. He broke through to make his SANFL debut in 2018, and went on to kick 22 goals in 13 games.

He represented South Australia at the 2017 national under-18 championships, and he also played with the Flying Boomerangs. Originally from Darwin, Kreuger moved to Adelaide seven years ago. He played with South Adelaide at junior levels, progressing through the reserves to the senior line up.

"We have been tracking Nathan through the year and have been impressed by his athleticism, skill and versatility," Geelong's national recruiting and list manager Stephen Wells said.

"Nathan played well at senior level this year for South Adelaide and we are excited to add him to our list."



Stefan Okunbor

Geelong has signed Gaelic footballer Stefan Okunbor as a Category B Rookie for the next two seasons.

The Irishman is an emerging player in his homeland and has been on the AFL scouting radar for a few years. In 2017 Okunbor was invited to attend the AFL Academy Camp in Florida and the AFL National Combine in Melbourne.

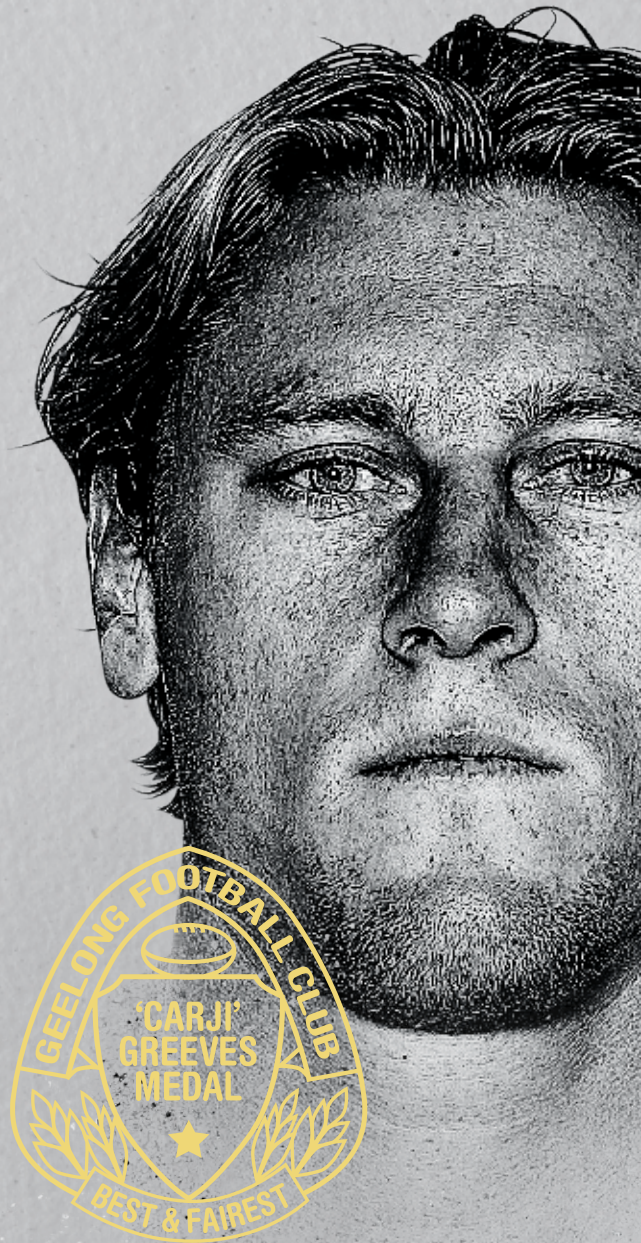
The 20-year-old then returned home to Ireland to work on his game, playing for home club Na Gaeil in Tralee, University of Limerick and Kerry U20's at inter-county level.

Okunbor had a dominant season in 2018 where he was awarded U20 Munster Player of the year and helped Kerry secure the Munster title with a man-of-the match display against Cork.

A well-rounded athlete, Okunbor has strong defensive qualities, and takes the game on with ball in hand.

"Stefan is a physical and competitive player. His speed, power and endurance are well-suited to AFL football," Geelong's recruiting and list manager Stephen Wells said.

*Note: Annual report was completed prior to AFL Draft



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'CARJI' GREEVES MEDAL

2018 WINNER

MARK BLICAVS

'CARJI' GREEVES MEDAL

Mark Blicavs has joined a select group in becoming a multiple 'Carji' Greeves Medallist, claiming the 2018 Geelong Cats Best & Fairest.

Blicavs, who also claimed the award in 2015, polled 234 votes to narrowly win from Tim Kelly and Patrick Dangerfield, who both finished with 233.5 votes. Blicavs becomes just the 25th player in club history to win the best & fairest on multiple occasions.

"I'd like to thank everyone involved at the football club," Blicavs said.

"In particular, to Scotty and the coaches and all my teammates. We are a collective here. It is an individual award but I wouldn't be here without all of your support. The way we train together, play together, I can't thank you enough.

"To our sponsors and members who made this a record breaking year, thank you.

"To my family, my Mum and Dad, and brother and sister – they give me massive support. And finally to my girlfriend, Georgia, who I failed to thank last time I was up here. Thank you."

Blicavs, who has played a variety of roles since making his debut in 2012, established himself as an elite key defender in 2018. He was named in the All Australian 40 player squad after helping the Cats defence rank as the best in the AFL.

Kelly was a revelation in his first season at AFL level. After cementing a role in the Cats midfield, Kelly went on to have one of the most impressive debut seasons of any player. Already recognised by the AFLPA as best first year player, Kelly averaged 23 possessions per game in helping Geelong to the finals for the 13th time in 15 years.

Dangerfield fell just half a vote short of claiming the award for the third consecutive season. Dangerfield averaged 28 possessions and was named to the All Australian team for the sixth time in his career.

Rounding out the top 10 was Tom Hawkins (229 votes), Joel Selwood (220.5), Mitch Duncan and Tom Stewart (216), Jake Kolodjashnij (203), Sam Menegola (200) and Zach Tuohy (194.5).

TOP 10

1.	Mark Blicavs	234
2.	Tim Kelly	233.5
	Patrick Dangerfield	233.5
4.	Tom Hawkins	229
5.	Joel Selwood	220.5
6.	Mitch Duncan	216
	Tom Stewart	216
8.	Jake Kolodjashnij	203
9.	Sam Menegola	200
10.	Zach Tuohy	194.5



'CARJI' GREEVES MEDAL AWARDS



Jack Henry

Jack Henry was named as the Cats best young player. Henry made his debut in round 2 against Hawthorn, and was able to play as a key position player in both attack and defence. He did not miss a game after he debuted, appearing 22 times.



George Horlin-Smith

George Horlin-Smith won the Tom Harley award as best clubman. One of the most popular players at GMHBA Stadium, Horlin-Smith was originally drafted in 2010. He debuted in the third game of the 2012 campaign and has played 51 times in the navy & white hoops. Horlin-Smith won the Norm Goss medal in the 2012 VFL grand final in Geelong's win.



Jamaine Jones

Jamaine Jones was named club Community Champion for his work as an ambassador for Barwon Child Youth & Family's Foster Care Campaign. Jones shared his own foster care story prior to his AFL debut in round 10, and has advocated strongly ever since.

Jones was also recognised for his involvement in the club's Djilang Program where he has worked alongside Traditional Land Owners and Aboriginal community members to encourage cultural connection for young people in the Barwon region.

Throughout the season, Jones has also willingly offered his time to the SEED (Sporting Excellence Education Development) program at Northern Bay Secondary Colleges where he worked with underprivileged children within the community.



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VFLW

In their second year in the competition, the Cats VFLW side qualified for finals for the first time, enjoying a fairytale finals series to progress through to the grand final.

The Cats fell one win short of premierships glory, with Hawthorn victorious by 13-points.

The Cats never stopped contesting and a goal to Kate Darby early in the final quarter ignited the crowd, but Hawthorn proved to be too strong on the day in their 4.6 (30) to 2.5 (17) win.

Speaking after the grand final loss, VFLW Coach Paul Hood admitted while it wasn't the finish to the season that the Cats wanted, he is confident about the future of women's football in Geelong through the AFLW and VFLW.

"The experience we get from days like today and playing three finals, all knockout finals, the girls standing up in big moments is terrific."

"All of that is really going to build the excitement and hope amongst the team for next season, plus the players that we've signed up that aren't playing with us yet and some that we'll get in the upcoming draft."

"We feel confident that we're going to have a really competitive team and put our best foot forward."

VFLW BEST & FAIREST

Richelle Cranston was rewarded for an outstanding season by winning her first VFLW Best and Fairest.

Cranston tallied 368 votes to finish ahead of fellow midfielder Maighan Fogas (333 votes) and versatile tall Maddy McMahon (325).

Cranston was named amongst the Cats' best players in 14 of her 16 matches in 2018. Her ability to impact the stoppages, averaging 19.8 disposals and 5.6 tackles per game, saw her earn a place in the Swisse VFLW Team of the Year.

A prolific contested player, Fogas won plenty of the football this season, finishing second in the VFLW for total handballs and hard ball gets.

Fogas played 17 matches for the season, featuring in the best on seven occasions.

Former basketballer Maddy McMahon rounded out the top three, 43 votes behind Cranston after featuring 14 matches and kicking two goals.

McMahon's versatility saw her used in all areas of the ground, she averaged 14.1 disposals, 2.7 marks and 12 hitouts per game.

Geelong VFLW captain Bec Goring (319) finished fourth, with elusive forward Mia-Rae Clifford (318) a vote further back in fifth.

Elise Coventry (309), Hannah Burchell (304), Kate Darby (302), Danielle Orr (301) and Amy McDonald (287) rounded out the top 10.

TOP 10

1.	Richelle Cranston	368
2.	Maighan Fogas	333
3.	Maddy McMahon	325
4.	Bec Goring	319
5.	Mia-Rae Clifford	318
6.	Elise Coventry	309
7.	Hannah Burchell	304
8.	Kate Darby	302
9.	Danielle Orr	301
10.	Amy McDonald	287

Major Partners:





VFL

The VFL Cats came up short in 2018, going down in their semi-final clash with Box Hill after a strong season.

Bowing out of the VFL finals in straight sets was a disappointing finish to what had been a year full of promise for Shane O'Bree's side.

The VFL Cats finished the year in third position on the ladder, with a 13-5 win-loss ratio.

The VFL program continued to develop the club's young talent such as Charlie Constable and Gryan Miers whilst fostering mature aged local footballers including Tom Atkins and James Tsitas.

Atkins capped off an outstanding season at VFL level, claiming the 2018 Geelong VFL Best & Fairest Award.

The Cats' skipper tallied 413 votes to finish ahead of key defender Timm House (345 votes) and 2017 winner James Tsitas (341).

It is Atkins' second time winning the award after being recognised in 2016 and the fourth straight season where a VFL listed player has taken out the coveted prize.

Atkins played every game in 2018 and was named amongst the Cats' best players on 14 occasions, registering career high numbers in disposals (21.8 per game) and tackles (9.4).

The hard-nosed midfielder's 188 tackles were not only the most of any Cat throughout the year, but the most in the competition.

Statistically, Atkins fired on all cylinders, finishing amongst the competition's top ten players for handballs, contested possessions, score assists, hard ball gets and clearances.

His incredible season as the Cats' inspirational leader saw him named as ruck rover and captain in the VFL Team of the Year.

Also named in that side was James Tsitas, who followed on from his best and fairest winning season in 2017 with another solid year in blue and white.

Tsitas finished third in Thursday night's count, just behind fellow defender Timm House.

House was rock solid for the Cats in 2018, playing consistently in his 18 games as one of the premier defenders in the competition.

His intercept marks and one-on-one defending made House a nightmare matchup for opposing forwards.

Ruck duo Zac Smith (331 votes) and Ryan Abbott (277) finished fourth and eighth respectively, with both players featuring at AFL and VFL level throughout the season.

Young forward Gryan Miers (319) capped off a great first year, finishing fifth, while Ryan Gardner (317) finished inside the top six for the second straight season.

The top 10 was rounded out by three Cats in their first year with the club as Luke Kiel (315), Jordan Keras (277) and Charlie Constable (276) were rewarded for outstanding debut seasons in blue and white.

TOP 10

1.	Tom Atkins	413
2.	Timm House	345
3.	James Tsitas	341
4.	Zac Smith	331
5.	Gryan Miers	319
6.	Ryan Gardner	317
7.	Luke Kiel	315
8.	Ryan Abbott	277
8.	Jordan Keras	277
10.	Charlie Constable	276

Major Partner:





COMMUNITY

BioCATS

It was a year of milestones for our BioCATS program with a record number of 1,700 students taking part in the program which engages years five and six students in the science, maths, technology and health of AFL. Partnering with BioLAB, SEDA, our first year players and with support from Bisinella, the BioCATS program celebrated 10,000 children through the program since its inception in 2012.

Cyber Cats

In its seventh year Cyber Cats, presented in collaboration with headspace Geelong, Barwon Child Youth & Family and with support from Telstra engaged 450 year seven students in online safety, bystander behaviour and online privacy.

Just Think

Over 400 year nine students completed the full day Just Think program which provides information about alcohol that students are unlikely to be exposed to and encourages young people to make informed decisions. The Just Think campaign was promoted throughout the local leagues and the AFL with the aim to reduce the amount of harm associated with the underage consumption of alcohol. Through the dedicated match day, local rounds and social media campaigns over 1.3 million people were educated on the Just Think message.

Healthy Heroes

Focusing on positive behaviour change across five key areas; physical activity, healthy eating, hydration, screen time and sleep, Healthy Heroes was delivered to 7,200 year three and four students across 92 schools. Sponsored by GMHBA and delivered by Cats staff, AFL and VFLW players the program resulted in 41.65% of students demonstrating improved knowledge on healthy eating and 93% of students really enjoying the program.

Djilang

The Djilang Program provides cultural connection, exploration and celebration of Aboriginal culture through art for young people in the Barwon region. The program resulted in the completion of two beautifully crafted murals, installed in the Djilang Indigenous Garden, hand painted footballs featuring the stories from the 35 young people and a hand crafted Bunjils nest. The artwork was highlighted at the annual Djilang Match with our Djilang participants taking part in the celebrations on the night.

Read The Play

The Geelong Cats are in the 12th year of playing a support role to the Kempe Read the Play program. In 2018, Read the Play held 78 sessions to every Club across the three local leagues in the Geelong region which ensured over 2,600 participants had a greater awareness and understanding of youth mental health.

Welcome to Geelong

Welcome to Geelong supports and encourages Geelong's newest Australians to enjoy the game of AFL whilst providing an opportunity to connect with other Australians through belonging to a Club. Presented by Viva Energy and with help from SEDA students, we welcomed over 140 guests to GMHBA Stadium to take part in a clinic ran by some of our AFL and VFLW players, the opportunity to run through their own banner and enjoy an Aussie feast!

Deakin Cats Community Centre

The Deakin Cats Community Centre welcomed the 100,000th visitor through the doors from over 130 community organisations who have utilised the Centre to achieve health and wellbeing outcomes for the community. In addition to being the hub for the delivery of the BioCATS, Cyber Cats and Just Think programs and the home for the Past Players and Officials Association the DCCC houses the Gartland Heritage Centre displaying the Club's extensive memorabilia collection.

Footy Cats

Through the Footy Cats program, local Junior Clubs and Auskick centres received visits from our AFL and VFLW players throughout the year. Over 1,500 budding young footballers took part in the annual Auskick Super Clinic at GMHBA Stadium and Community Camp and Country Day saw the South West region visited by our AFL and VFLW players.



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Cats Care

Over 10,000 items were donated around the world and 150 special wishes were conducted through the Cats Care program including special match day experiences and donation of tickets.



Cats Match

Cats Match saw 40 young job seekers take part in the program in collaboration with MatchWorks to develop employability skills and assist with improving physical and mental health and wellbeing. Cats Match was announced as a finalist for the 2018 NESAs Excellence Awards in the Excellence in Collaboration category.



All Abilities Clinic

The seventh annual All Abilities Clinic was a highlight for over 100 young people with cerebral palsy, intellectual disabilities, autism and visual impairment take part in an action packed clinic from our AFL and VFLW players.





AFLW 2019

The Geelong Cats will be celebrating its 160th anniversary in 2019, and on 2 February a brand new chapter in the Club's history will be written when the Cats team plays its first AFLW game.

The match will be at GMHBA Stadium against Collingwood, and will be the culmination of over three years of work. It was late in 2015 when the club decided it wanted to field a team in the AFLW. After not being chosen for the initial season, the Cats proved the commitment to women's football, successfully entering a team in the VFLW. In late 2017, the AFL confirmed that Geelong would be allowed entry to the AFLW in 2019, and since then the club has continued to build the women's program.

Over the past 12 months the inaugural 30 player list has been built, combining a number of players from the Cats VFLW program, players recruited from other VFLW and AFLW clubs and young up and coming players that have been drafted from the under 18 competition.

Paul Hood will guide the team as AFLW senior coach, having filled the same role in the VFLW over the past two seasons. He will be assisted by Natalie Wood, Aaron Black and Tom Stewart, with Oscar Owens and David Morgan filling development coaching roles.

In addition to the historic opening game against Collingwood, Geelong will host Carlton (round 4) and Fremantle (round 6) at GMHBA Stadium.

Geelong has been placed in conference B along with Brisbane, GWS Giants,

Collingwood and Carlton. The top two teams in each conference will play in preliminary finals with the winners progressing to the premiership decider.

Entry to games will again be free and families are encouraged to get along and support the Cats newest team.

Highlights of the 2019 Cats AFLW season include:

1. Three games at GMHBA Stadium against Collingwood, Carlton and Fremantle, including the first game of the AFLW season against the Magpies
2. Family friendly timeslots for the Cats three home games at GMHBA Stadium
3. Phoebe McWilliams and Maddie Boyd will face their former GWS Giants team mates in round 7 in Canberra
4. Aasta O'Connor helped the Western Bulldogs win the 2018 AFLW premiership, and she will tackle the Dogs in Round 2 at Whitten Oval
5. Maddie Keryk, former Carlton vice-captain, will play the Blues at GMHBA Stadium on Round 4
6. Opportunities for Geelong supporters in Queensland, Canberra and Adelaide to see the Cats in action with three interstate trips
7. Intra-conference clashes with Brisbane, GWS, Carlton and Collingwood
8. Crossover clashes with the Western Bulldogs, Adelaide and Fremantle

GEELONG CATS FOUNDATION

Our Ambition

Our Ambition forms the ongoing invitation to members, sponsors, supporters and the wider community to philanthropically invest and partner with the Geelong Cats.

The opportunities for Our Ambition are presented through three key pillars, each providing different opportunities for our supporters to engage and donate towards our great Club.

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

2018 completed the third year of our five year campaign 'Our Ambition Stage 4'. Our state of the art stadium provides our players with High Performance facilities taking the Cats and regional athletes to new levels of excellence and it is something we can all be proud of.

What we continue to achieve as a Club on and off the field is due to our donors unwavering support and we can't thank our donors enough.

This year the Club conducted its first ever public appeal, raising money and awareness for our 10 flagship programs, which build a happier and healthier community with a special focus on youth. The Community Challenge raised an amazing **\$1,012,586** from **1129** donors and is something we are very proud of. We are committed to making a significant and meaningful difference in our community and the regions support has played a key role in our club's ability to sustain and enhance these programs delivered to the Greater Geelong region for the next three years.

Our great game of Australian Rules football provides a sense of connection and belonging for so many in our community. Our aspiration to be more than a club is achieved by adding evidenced based prevention and early intervention programs with the intent of achieving better outcomes for communities across our region. This year we will reach over 50,000 people through our health focused school education and social inclusion programs.

As we look towards the future the Club is embarking on a momentous historical occasion, with the commencement of the Inaugural Cats AFLW team. This team will represent more than just the football club, but the greater Geelong region, with the hope of inspiring young women to pursue their dreams.

The foundation saw 841 pioneer members over a two year campaign, which significantly supported our AFLW team moving into the inaugural season. The Club is immensely grateful for the support of our pioneer

members which has paved a pathway to help shape and lead the women's program through the transition to AFLW.

We want to support our women by creating an environment consisting of specialised facilities and infrastructure, create programs and development opportunities for both our athletes and staff to excel both on and off the field, increase participation and encourage women to take leading roles within the sporting industry.

Our Ambition is to have the best program in the AFLW competition and with this will form the invitation for our supporters to invest in 2019.

To all our donors throughout the Foundation, thank you for your ongoing support towards our great club in 2018.

The Geelong Cats Foundation was established to provide the opportunity for generous donors, such as yourself, to help the Cats continue to be a vital presence in Geelong for decades to come.

For further details or to donate, please contact:

Eva George
Foundation Manager
(03) 5225 2318
egeorge@geelongcats.com.au

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