

CATS

IN THE COMMUNITY



2018
Annual Report

PROUDLY BROUGHT TO YOU BY:



WELCOME FROM BRIAN



It is one thing to say that our club aims to make a difference in the community. It is another thing to live this every day. Everybody at the Geelong Cats is proud of the fact that we live up to our goals in making a difference in our community. We take this so seriously that it is embedded as one of our key strategic aims and is a key plank of our mission. It is one of the very reasons our club exists.

The Geelong Cats have 10 flagship programs that together make up Cats in the Community program.

Everything we do has a central purpose – to build a better and healthier community with a special focus on youth. It is our vision to be world class in our community strategy as a sports organisation. As highly visible members of the community, the Geelong players, coaches and staff understand their unique public role and aspire to make a positive contribution to the community.

We have a unique opportunity to give back to the community that has given so much to us for 160 years; to contribute to the circle of community wellbeing.

There is an understanding by all of us that we are in a unique position to foster positive change in the community. We can create opportunities and bring many stakeholders together to achieve positive outcomes.

Congratulations to Jamaine Jones, who was named 2018 Club Community Champion award. Jamaine joins a prestige list of recipients, including the likes of Scott Selwood, Harry Taylor, Mathew Stokes and Corey Enright.

We are proud of what we achieved in 2018, and hope you are too.



Brian Cook
Chief Executive, Geelong Cats

THE WHY

Our programs respond directly to community needs in a meaningful and purposeful way, the Geelong Way. Our Cats in the Community programs have one central purpose, to build a better and healthier community with a special focus on youth.

We work with experts in the field, community service organisations and academics to ensure our programs are evidence based, informed and using best practice.



THE FACTS

1

ALMOST ONE IN FOUR VICTORIAN CHILDREN ARE OVERWEIGHT OR OBESE

How we respond – *Healthy Heroes*

2

THERE IS A NEED TO ENGAGE AND INSPIRE THE NEXT GENERATION IN STEM (SCIENCE, TECHNOLOGY, ENGINEERING AND MATHS) AND TO FURTHER FOCUS ON INCREASING PHYSICAL ACTIVITY IN YOUNG PEOPLE

How we respond – *BioCATS*

3

27% OF VICTORIAN STUDENTS REPORT BEING BULLIED REGULARLY AND IN 87% OF INSTANCES A BYSTANDER IS PRESENT WHETHER IN PERSON OR ONLINE

How we respond – *Cyber Cats*

4

A PERSON UNDER THE AGE OF 18 WHO CONSUMES ALCOHOL IN ANY REGULAR SENSE IS UP TO SEVEN TIMES MORE LIKELY TO BECOME A DEPENDANT USER AS AN ADULT

How we respond – *Just Think*

5

RACIAL TOLERANCE, IMMIGRATION AND WELCOMING ARE CRITICAL ISSUES CONFRONTING AUSTRALIA

How we respond – *Welcome to Geelong*

6

STRONG CULTURAL IDENTITY IS FUNDAMENTAL TO INDIGENOUS HEALTH, SOCIAL AND EMOTIONAL WELLBEING

How we respond – *Djilang Program*

7

ACCESSIBLE AND FREE COMMUNITY SPACES ARE ESSENTIAL TO THE VIABILITY OF COMMUNITY ORGANISATIONS

How we respond – *Deakin Cats Community Centre*

8

GROWING PARTICIPATION AND ENGAGEMENT IN THE GAME OF AFL PROVIDES A SENSE OF COMMUNITY CONNECTION AND BELONGING

How we respond – *Footy Cats*

9

ENGAGING WITH THE COMMUNITY IS CENTRAL TO OUR MISSION AND WE HAVE THE UNIQUE OPPORTUNITY TO GIVE BACK TO THE COMMUNITY THAT GIVES SO MUCH TO US

How we respond – *Cats Care*

10

ONE IN FOUR YOUNG PEOPLE BETWEEN THE AGES OF 15-24 WILL EXPERIENCE A MENTAL HEALTH PROBLEM IN ANY 12 MONTH PERIOD

How we respond – *Supporting with Read the Play*

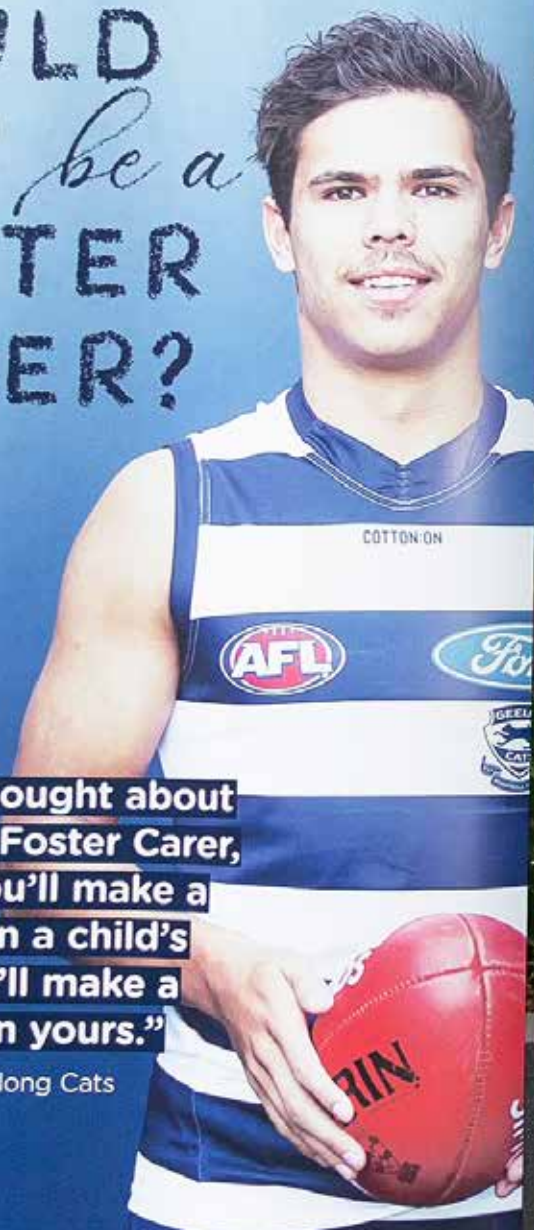


Barwon
child, youth
& family

COULD
YOU be a
FOSTER
CAREER?

Have thought about
being a Foster Carer,
it. You'll make a
change in a child's
they'll make a
change in yours."

es, Geelong Cats





2018 CLUB COMMUNITY CHAMPION



JAMAINE JONES

For Jamaine community means “support, helping and giving back”. What Jamaine provides to the community is so much more than that, it is hope, it is inspiration and it is empowering.

The Geelong Cats Djilang Program engages young people and works alongside Traditional Land Owners and Aboriginal community members to encourage cultural connection. Jamaine encouraged the participants to explore, embrace, connect to and celebrate their culture through art, friendship and football. Jamaine attended each session and was seen as a true leader amongst fellow players and program participants, sponsors and partners.

In June, Jamaine was announced as the BCYF Foster Care Campaign Ambassador. This role is a nod to his childhood and how he has become the person, athlete and role model he is today. Jamaine embraces the position to reach out to the broader Geelong community to promote becoming a Foster Carer and what it means to both the children and the carers. True commitment does not come without passion and Jamaine’s desire to share his story and help change the lives of others is simply remarkable.

Jamaine has willingly offered his time to the SEED (Sporting Excellence Education Development) program at Northern Bay Secondary College. This program is designed to develop pathways for underprivileged children within the community and since beginning to volunteer, Jamaine has taken on a voluntary mentor role.





A partnership program by



"MY EXCURSION TO BIOCATS WAS THE BEST! I LEARNT THAT MATHS, SCIENCE AND HEALTHY EATING MAKE THE DIFFERENCE IN FOOTBALL! WE GOT TO MEASURE OUR RUNNING SPEED USING GPS TRACKERS AND LEARNT ABOUT THE SCIENCE OF RECOVERY AND ALSO THE HEALTHY FOOD THE PLAYERS EAT FOR LUNCH!"

It was a year of celebration for the BioCATS program with an all-time high 1,700 students through the full day program which educates and engages grade five & six students in the science, maths, technology and the health of AFL. Partnering with BioLAB, the Victorian Bioscience Education Centre, SEDA and with help from our first year players and support from Bisinella, BioCATS achieved the milestone of 10,000 children through the program since its inception in 2012.

In line with our annual Djilang round BioCATS was delivered to over 30 Aboriginal students from the South West of Victoria.

"The program is outstanding. It allows every child, regardless of abilities, to contribute. The staff are so motivating and friendly and obviously enjoy their role. To use the 'real' facilities is great. The program is very well structured in regards to grade appropriateness and lesson format."

— Teacher

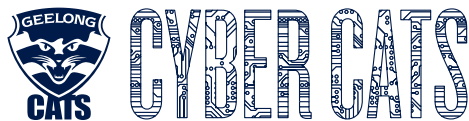
SPONSOR



PARTNERS







EMPOWERING YOUNG PEOPLE

STAT:
98% OF STUDENTS SURVEYED
INDICATED THAT THEY HAVE BEEN
ABUSED, TEASED OR PRESSURED
TO DO SOMETHING ONLINE THEY
DID NOT WANT TO

In its seventh year Cyber Cats, presented in collaboration with headspace Geelong, BCYF and with support from Telstra, has reached over 450 students in the Geelong region. The full day program held in the Deakin Cats Community Centre engages year seven students and asks them to consider what their online activity looks like, their impact on others, their privacy and general safety and how their behaviour may impact on their future. Through experiential activities such as film production, issues such as online bullying, bystander behaviour and social isolation are highlighted. Upon completion, the students serve as Cyber Cats ambassadors in their schools and are able to promote online safety messages.

Cyber Cats, through collaboration with Deakin University's School of Psychology and Headspace, will redevelop the program to be the first evidence-based cyber safety program in Victoria.

In line with Mental Health Month, we delivered our first Cyber Cats XP for over 100 year seven students from three schools. Activities focused on physical health, mindfulness, confidence building and bystander behaviour with facilitation assistance from AFLW star Richelle "Rocky" Cranston.

SPONSOR



PARTNERS



VICTORIA POLICE







STATS:
70% OF MEMBERS SURVEYED
POST JUST THINK ROUND
INDICATED THAT THE JUST THINK
MESSAGING ENCOURAGED THEM
TO DISCUSS ISSUES WITH THEIR
FRIENDS AND FAMILY



With an education program delivered to year eight and nine students and messaging directed at parents, the Just Think program aims to reduce the amount of harm associated with underage consumption of alcohol. This message is replicated and promoted through the Just Think campaign at AFL and local level through dedicated matches.

In 2018, over 400 students completed the full day onsite program which provides information about alcohol that students are unlikely to be exposed to and encourages the young people to make informed decisions.

Through the dedicated Just Think match day, local round and social media campaigns, over 1.3 million people received information on the Just Think key messages. The AFL match day featured a devoted banner, record and collateral around the ground with the AFL players wearing orange rimmed socks and our VFLW players wearing orange warm up tops to support the message.

SPONSOR



PARTNERS



VICTORIA POLICE





STAT:
**93% OF STUDENTS WHO TOOK
PART IN HEALTHY HEROES REALLY
ENJOYED THE PROGRAM**

**"HEALTHY HEROES HAS TAUGHT
ME TO EAT MORE HEALTHY AND
THEN YOU CAN BE A HAPPIER
PERSON." - STUDENT**

Healthy Heroes focuses on positive behaviour change across five key areas; physical activity, healthy eating, hydration, screen time and sleep. Sponsored by GMHBA and delivered by Cats staff, AFL and VFLW players, Healthy Heroes expanded from 46 schools in 2017 to 92 schools in 2018 reaching over 7,200 grades three and four students in the Geelong region.

Through pre and post surveys conducted by the students, knowledge in all five areas increased dramatically following the incursion, including 41.65% of students demonstrated improved knowledge on healthy eating.

In addition to the Healthy Heroes program, a Parent & Child workshop and a Teacher Professional Development session took place to further educate parents and teachers on the five focus areas.

"I enjoyed very much, it was great to learn about your health and how much fruit and veg you have to eat, I didn't really care until now".
— Fyans Park P.S

SPONSOR



PARTNERS







DJILANG PROGRAM

**DID YOU KNOW:
DJILANG IS THE WADAWURRUNG
WORD FOR GEELONG?**

**"WE WERE EXTREMELY PROUD TO
SUPPORT THE VALUABLE 'DJILANG'
CULTURAL ARTS PROGRAM
AGAIN IN 2018, WORKING WITH
THE COMMUNITY TO EMPOWER
YOUNG ABORIGINAL PEOPLE FROM
ACROSS THE BARWON REGION."
- BARWON WATER**

The Djilang Program provides connection, exploration and celebration of Aboriginal culture for young people in the Barwon region. Working alongside Traditional Land Owners and Aboriginal community members, the Djilang program encourages cultural connection through art to 35 young people. The finished result of the program featured two beautifully crafted murals which were installed in the Djilang Indigenous Garden, hand painted footballs which tell the stories, along with a hand crafted Bunjils nest. The artwork was highlighted at the annual Djilang Round which featured performances from the Parrwang Youth Art Group, the Deborah Cheetham Choir, the Deadly Dancers and our Djilang program participants taking part in the Guard of Honour.

The half time grid and Auskick games also supported young Indigenous people's pathways in footy. In a league first, each Aboriginal player across AFL and VFLW proudly wore the name of their country on the back of the guernsey.

SPONSOR



INSTITUTE OF
KORIE
EDUCATION



PARTNERS



Wadawurrung







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. In the fourth annual Welcome to Geelong event, the Geelong Cats welcomed over 140 residents from Afghan, Syrian, Iraqi, Karen and Karenni communities to GMHBA Stadium and provided an opportunity to run through their very own banner to kick off a football clinic alongside Cats players Jake Kolodjashnij, Nakia Cockatoo and VFLW player Alisha Habib.

Presented by Viva Energy and with help from SEDA students, this year's event featured a traditional Welcome to Country, an Aussie feast, the Geelong Cats Cheer Squad performed chants and the Cats theme song to the guests.

SPONSOR



PARTNERS







SUPPORTS



KEMPE
READ THE PLAY
Youth Health Awareness

The Geelong Cats is in its 12th year of playing a support role to the 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 gave over 2,600 participants had a greater awareness and understanding of youth mental health.

Prior to the Read the Play session, 47% of participants rated their understanding of mental illness as 'good' or 'excellent', post the program 85% of participants rated their understanding as 'good' or 'excellent'.

77% feel they can talk about mental illness more easily following the program, with 80% of participants feeling more comfortable in trying to offer support to someone who may have a mental illness.

Mark Blicavs continued his ambassador role and AFLW player Danielle Orr was welcomed to the role in 2018.

SPONSOR



KEMPE
READ THE PLAY
Youth Health Awareness

PARTNERS







DEAKIN CATS COMMUNITY CENTRE.

COMMUNITY. EDUCATION. LEARNING.

**WE HAVE WELCOMED OVER 130
COMMUNITY ORGANISATIONS
WHO UTILISED OUR CENTRE TO
ACHIEVE HEALTH AND WELLBEING
OUTCOMES FOR THE COMMUNITY**

The Deakin Cats Community Centre contributes to the Club's community vision for greater engagement with the broader Geelong community by providing a state-of-the-art facility, offered free of charge to community groups in the region who meet the criteria of encouraging healthy and active lifestyles for all ages and abilities.

The Deakin Cats Community Centre is the hub for delivery of the BioCATS, Cyber Cats and Just Think programs. Our Past Players and Officials Association call the centre home.

The Gartland Heritage Centre, located in the Deakin Cats Community Centre, houses the Club's memorabilia collection. Featuring a series of rotating displays in the exhibition space, visitors can take a walk through time to experience the long and proud history of the Geelong Cats. The DCCC is open every Monday from 3:30pm to 5pm.

This year we welcomed the 100,000th visitor through our doors. This milestone coincided with the fifth anniversary.

SPONSOR







AUSKICK SUPER CLINIC, JUNIOR CLUB AND AUSKICK CENTRE VISITS

Local Junior Clubs and Auskick Centres received visits from our players throughout the year to provide assistance with training, conduct leadership talks and take part in Q&A sessions. The visits and Auskick Super clinic are a highlight of the year for the Geelong community and focuses on game development opportunities within the AFL at grassroots level.

Over 1,500 budding footballers took part in an action packed Auskick Super Clinic at GMHBA Stadium filled with games, skills, drills and activities with our AFL and VFLW players. The event was a curtain raiser for a VFLW match where female Auskickers formed a guard of honour for the players to run through.

COMMUNITY CAMP

Each year, the players take part in two days of clinics, leadership talks, community organisation and hospital visits as part of Community Camp. In 2018, Community Camp kicked off with an open training session in Colac before half the group stayed and half returning to the Greater Geelong region to conduct the camp. Local charity, Cottage by the Sea, hosted the players in an afternoon of activities in Queenscliff whilst other players visited community centres and local schools in Colac.

COUNTRY DAY

The Geelong Cats continued their longstanding commitment to the South West Region with our annual Country Day visits. We delivered the Healthy Heroes program to local schools and a giant clinic in Warrnambool and a girls 'Come and Try day' in Colac with our AFL and VFLW players.

PARTNERS







REQUESTS AND WISHES

More than 10,000 items were donated around the world in 2018 to not-for-profit organisations, fundraising groups and individuals such as signed memorabilia, tickets and various Cats products.

The Cats facilitated 150 special wishes to groups and individuals in times of need.

The special wishes included VIP experiences such as; pre and post-game in the inner sanctum and on ground, private training sessions, meet and greets and gifts from the playing group.

WARD WALKS

Our players conducted monthly visits to hospitals to bring patients joy and put smiles on their faces.

TICKETING

Established in 2018, the Geelong Cats Community Seating Bay provided local community organisations and special wishes with the opportunity to attend a home game at GMHBA Stadium. 100 tickets were handed out each game throughout the season.

With thanks to our major partner Ford, an additional 40 tickets were given out to community groups in the Geelong region with a bag packed full of Geelong themed gifts!

SPONSORS



CATS MATCH

The Cats Match program assists unemployed young jobseekers in the Geelong region to develop employability skills, improved job search techniques, motivation and self-esteem, ways to deal with stress, and maintaining and improving physical and mental health and wellbeing.

For two years the Geelong Cats and MatchWorks have collaborated to deliver the Cats Match employment program to 40 young job seekers in the Geelong region. The program has achieved successful results and was announced as a finalist for the 2018 NESA Excellence Awards in the Excellence in Collaboration category.

Geelong Cats provide access to specialised coaching staff and facilitators who undertake group sessions around leadership, goal setting, mental health, wellness, mindfulness and maintaining positive images. The Club also provide access to players, who conducted regular fitness sessions with participants, a guided behind the scenes tour of facilities and tickets to a match.

SPONSOR



PARTNERS



"ONE OF THE THINGS I GAINED FROM THIS PROGRAM IS LEARNING TO WORK CO-OPERATIVELY IN A GROUP SETTING WITH NEW PEOPLE."

"THE ACTIVITIES I ENJOYED THE MOST WERE THE MAKEOVER DAY, WHICH HELPED ME GAIN MORE CONFIDENCE, AND THE MINDFULNESS SESSIONS WHICH HELPED ME GATHER MYSELF."



THE BROOK



The Brook Point Cook Community Partnerships Program sees \$100,000 invested back into the Wyndham community annually to support not for profit organisations and the local community. Over ten years, we have invested \$1m back to the community.

Each group was recognised and celebrated at a cheque presentation night with James Parsons and Jake Kolodjashnij handing out the grants to each group. Our players also assisted in delivering footy training sessions to clubs in the Wyndham area.





ALL ABILITIES CLINIC

The seventh annual All Abilities Clinic saw over 100 young people with cerebral palsy, intellectual disabilities, autism and visual impairment from Gateways Support Services, Leisure Networks and BCYF take part in an action packed clinic.

Ten players were involved in facilitating the drills and activities to all the participants.

"We feel so welcome here" – Parent of participants

SPONSOR



PARTNERS



VFLW



In the lead up to the inaugural AFLW season for the Cats, enthusiasm and demand for our VFLW players to be involved in schools, clubs and community groups grew in the Geelong region. The second year of the VFLW program saw the players highly engaged in many of the 10 flagship community programs. Bringing a range of experience and skillsets, the players took part and thrived in the following programs; Healthy Heroes, Cyber Cats, Just Think, Welcome to Geelong, Cats Care, Footy Cats and Read the Play.

Renee Garing took on an ambassador role with Just Think, Danielle Orr with Read the Play, Kate Darby in Healthy Heroes and Richelle 'Rocky' Cranston assisted with the delivery of the Just Think and Cyber Cats program along with recently retired Alisha Habib.







24 HR CHALLENGE

~

**IN 24HRS, \$1 MILLION
WAS RAISED!**

With thanks to your support, the Cats in the Community programs, in partnership with experts in the field can continue to empower young people to make good choices about their health and wellbeing with thanks to our generous members, supporters, staff, players and wider community.

SPONSORS



A fantastic initiative · Go Cats! · Good on ya Cats! · We Are Geelong · Happy to help
· Nice work GFC · Keep up the great work in the community · Happy to get on board for
a fantastic cause · Great initiative · Always glad to help a good cause · Love the work
you do, on and off the field · Fantastic work · Congrats on your kind work · Stand proud
Geelong · For a worthy cause · Well done to all involved · For our beautiful Bryce,
thank you · For the Club · #Community · Wonderful effort for an amazing community ·
Helping the Cats make a difference · Wonderful to help others · Making a difference in
our community · Fantastic job the Cats are doing · A wonderful initiative by a community
minded Club, we're proud to be a part of! · Brilliant initiative and an example for the greater
Geelong community · Love helping the Geelong community · Great job Cats, love your work!
· We believe in what you do, thank you for doing it · So proud of our Club and community ·
Proud to be supporters of the Geelong community and the mighty Geelong Cats · Keep up the
amazing work and continue to make a difference · Keep up the good work in the community
· Thank you for your hard work in the community · So proud of this club · Love the work
we do! · The Club and the players do great service within our community, thank you · Keep
up the good work you do for our community · Wonderful community effort · Our Club, the
greatest of all · Just love the Club · Winning off field as well · Great initiative, great
cause, great club · Fabulous idea, would expect nothing less from our wonderful Cats ·
Well done Cats for doing great work in the Community · Keep up the great work · Stronger
and Stronger · Simonds family are proud to be a part of this campaign · What a wonderful
initiative team · 70 years of proud supporting · Fantastic approach to solving community
issues · Well done Geelong Cats, your programs make such a difference to so many · Makes
me proud · In memory of Hooker · Amazing work, I am so proud to support such an amazing
club · Thank you for all you do for the local community · Brilliant cause · We have the
power and responsibility to make a difference · To a wonderful community and footy team
· For a community raised by a true community · Footy clubs are community · Glad to be
able to give back to our community · Continue the great community work · In support of
our community · Proud to be part of this initiative · To make our youth stronger · Love
the community work that the Geelong Cats are involved in · Great initiative for the Geelong
community to make a difference · Thank you for your work · Fantastic community minded
initiative · I am proud to be a member of such a strong, community minded club · Go Cats,
you do wonderful work in the community · This is amazing, we are the greatest team of all
· Geelong Football Club values community and is generous and involving · On behalf of the
Geelong Cats players, we support our community programs, Go Cats

OUR CLUB OUR COMMUNITY





PAST PLAYERS



Our Past Players and Officials Association continued to give back to the community visiting over ten aged care facilities in the Geelong region in 2018. In addition to this, the Past Players and Officials Association made several small donations to community groups, schools and towards the Club's 24 Hour Challenge initiative.

February saw the first Past Players and Officials BBQ with family members of past players enjoying an afternoon of catching up and reminiscing on their days playing or being involved with the Club. Past Players' children and grandchildren took part in a special clinic on the day ran by family members of past players including Sam Simpson, Jed Bews, Gary Ablett and Elise Coventry.

TOM HAFEY VARIETY HEART OF FOOTBALL

~

SCOTT SELWOOD

Scott Selwood was named the Tom Hafey Variety Heart of Football award winner for 2018 for his remarkable commitment to the Geelong community. Scott plays a lead role in many of our Community programs such as Healthy Heroes, Cats Care and Footy Cate. Scott is an ambassador for the Barwon Health Foundation which involves monthly ward walks at the Barwon Health University Hospital and assisting with fundraising initiatives.

Scott has donated the prize money back to the Geelong Cats Community Foundation to put towards providing special wishes to those who deserve it most.





OUR 2018 MOMENTS





**CATS IN THE
COMMUNITY**

#geelongcatscommunity