



OTHER HIGHLIGHTS

PLAYED VFL FINALS



INJURY IMPROVEMENT



Total weeks missed by players: 33% less than AFL avg 25% decrease (2016 v 2015)

ALAN RICHARDSON'S REVIEW



It was a positive year - our best has been better. We won't do it the short-term way, we'll do it the right way.





WINS

2015 - 6 wins 2016 - 12 wins *equal biggest improvement in AFL (with Geelong)

RISING STAR NOMINEE

BLAKE ACRES

Round 6

Melbourne v St Kilda

2015 - 77 points (avg) per game 2016 - 89 points (avg) per game



SCORE FOR

(avg) per game



SCORE AGAINST 2015 - 98 points (avg) per game 2016 - 93 points

JADE GRESHAM LEWIS PIERCE Round 1

BRANDON WHITE Round 12 Round 23

MILESTONES

DEBUTANTS

300 GAMES RIEWOLDT

250 GAMES MONTAGNA

150 GAMES ARMITAGE

100 GAMES SAVAGE ROBERTON

50 GAMES HICKEY BRUCE ROSS DUNSTAN WEBSTER





RISING STAR NOMINEE JADE GRESHAM Round 14 St Kilda v Geelong



MEMBER SATISFACTION SCORE



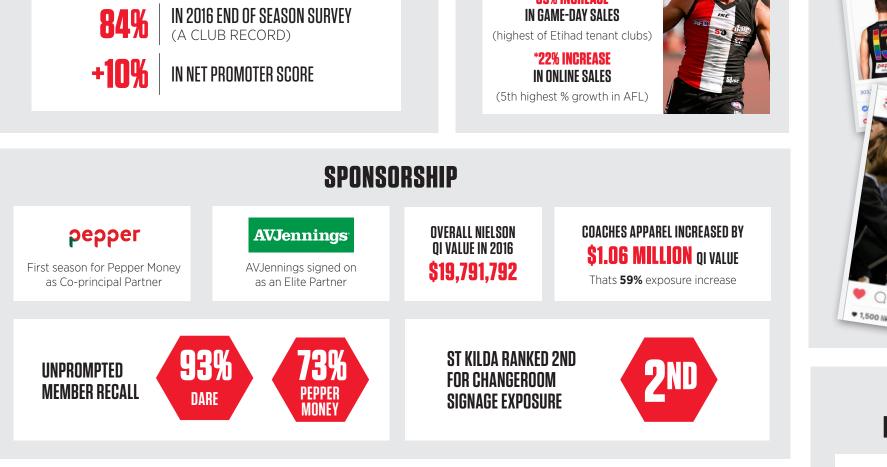
IN NET PROMOTER SCORE

ATTENDANCE

12% INCREASE in overall home-game attendance









JUNCTION STUDIO



In March St Kilda Football Club launched Junction Studio

NATIONAL WOMEN'S LEAGUE



St Kilda Football Club was granted a National Women's League (NWL) provisional license

PRIDE GAME



St Kilda Football Club celebrated diversity and inclusion at the inaugural Pride Game held in round 21 against Sydney Swans



MOORABBIN REDEVELOPMENT







Funding secured and permits approved (for late 2017 completion)

PLAYER COMMUNITY VISITS



SCHOOLS



20

PRIMARY SCHOOL STUDENTS

AUSKICK CENTRES

AUSKICKERS

2700

JUNIOR **FOOTBALL CLUBS**

32

JUNIOR **PLAYERS**

2500