



ST KILDA FOOTBALL CLUB

2016 SEASON FINAL SIREN



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.

DEBUTANTS



JADE GRESHAM
Round 1



LEWIS PIERCE
Round 12



BRANDON WHITE
Round 23

MILESTONES

300 GAMES
RIEWOLDT

250 GAMES
MONTAGNA

150 GAMES
ARMITAGE

100 GAMES
SAVAGE ROBERTON

50 GAMES
HICKEY BRUCE ROSS DUNSTAN WEBSTER

2016 TREVOR BARKER
AWARD WINNER
JACK STEVEN



ISING STAR NOMINEE
BLAKE ACRES

Round 6
Melbourne v St Kilda



ISING STAR NOMINEE
JADE GRESHAM

Round 14
St Kilda v Geelong

MEMBERSHIP

16%

MEMBERSHIP
GROWTH

38K+

38,009
MEMBERS

NO.1

IN GROWTH
ACROSS AFL

Member retention of 90.2% - No. 1 in Victoria clubs, 2nd in AFL

MEMBER SATISFACTION SCORE

84%

IN 2016 END OF SEASON SURVEY
(A CLUB RECORD)

+10%

IN NET PROMOTER SCORE

ATTENDANCE

12%
INCREASE

in overall
home-game
attendance



MERCHANDISE

59% INCREASE
IN GAME-DAY SALES

(highest of Etihad tenant clubs)

*22% INCREASE
IN ONLINE SALES

(5th highest % growth in AFL)



DIGITAL GROWTH



13%



44%



52%



SPONSORSHIP



First season for Pepper Money
as Co-principal Partner



AVJennings signed on
as an Elite Partner

OVERALL NIELSON
Q1 VALUE IN 2016
\$19,791,792

COACHES APPAREL INCREASED BY
\$1.06 MILLION Q1 VALUE
That's 59% exposure increase

UNPROMPTED
MEMBER RECALL

93%

DARE

73%

PEPPER
MONEY

ST KILDA RANKED 2ND
FOR CHANGEROOM
SIGNAGE EXPOSURE

2ND

COMMUNITY

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

PLAYER COMMUNITY VISITS

66

SCHOOLS

3700

PRIMARY SCHOOL
STUDENTS

20

AUSKICK
CENTRES

2700

AUSKICKERS

32

JUNIOR
FOOTBALL CLUBS

2500

JUNIOR
PLAYERS

REIMAGINE MOORABBIN

MOORABBIN REDEVELOPMENT



Funding secured and
permits approved
(for late 2017 completion)