



BRISBANE BRONCOS LIMITED
2016 ANNUAL GENERAL MEETING – 10 MAY 2016



ACKNOWLEDGEMENT OF COUNTRY

BRISBANE BRONCOS LIMITED
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AGENDA

BRISBANE BRONCOS LIMITED
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2016 ANNUAL GENERAL MEETING

- Acknowledgement of Country
- Welcome & Introductions
- **Chairman's Address**
- 2015 Annual General Meeting Minutes
- Tabling 2015 Financial Statements & Reports
- Announce Proxies
- Remuneration Report
- Re-election of Director – Mr Dennis Watt
- **Chief Executive Officer's Address**



BOARD OF DIRECTORS

BRISBANE BRONCOS LIMITED
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Dennis Watt
Chairman



Jeff Harvie
Director



Katie Bickford
Director



Tony Joseph
Director



Darren Lockyer
Director



KEY MANAGEMENT PERSONNEL

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Paul White

Chief
Executive
Officer



Terry Reader

General
Manager -
Marketing &
Commercial
Operations



**Louise
Lanigan**

Company
Secretary &
Salary Cap
Manager



Shirley Moro

Chief Financial
Officer



**Scot
Czislawski**

Football
Operations
Manager



CHAIRMAN'S ADDRESS

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CEO's ADDRESS

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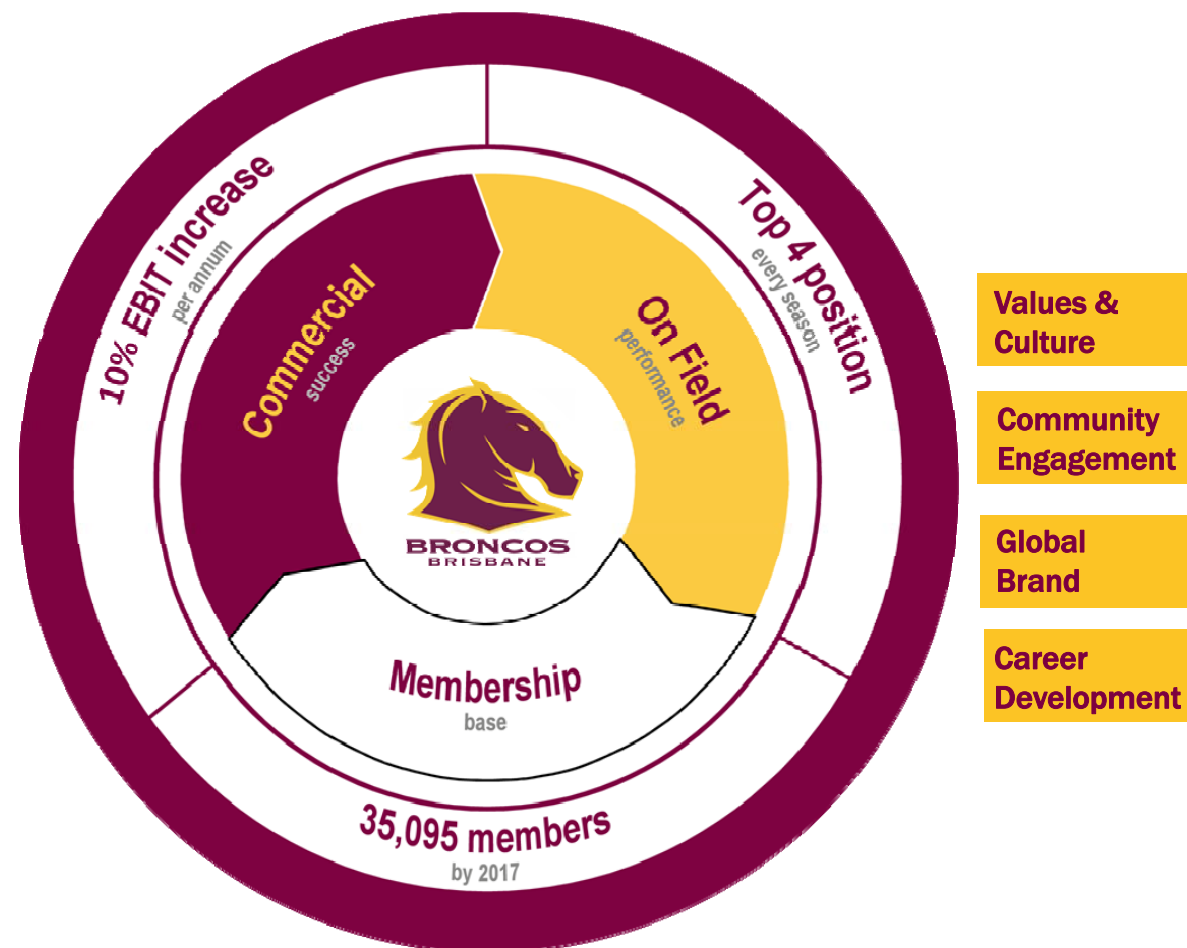




STRATEGIC PLAN UPDATE

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- 2015 success was achieved against all three pillars
- Planning processes underway to identify targets and KPIs for the years ahead
- Template structure will remain similar in the short term whilst incorporating new community based measures and digital content targets
- New strategic plan will be for years 2017 – 2019 inclusive (3yrs). This reflects the dynamic nature of the industry
- Key considerations:
 - NRL Club Funding
 - NRL Broadcasting agreement
 - Community programmes funding
 - Resources and people
 - New facility
- Review is completed annually of both outcomes and forward measures

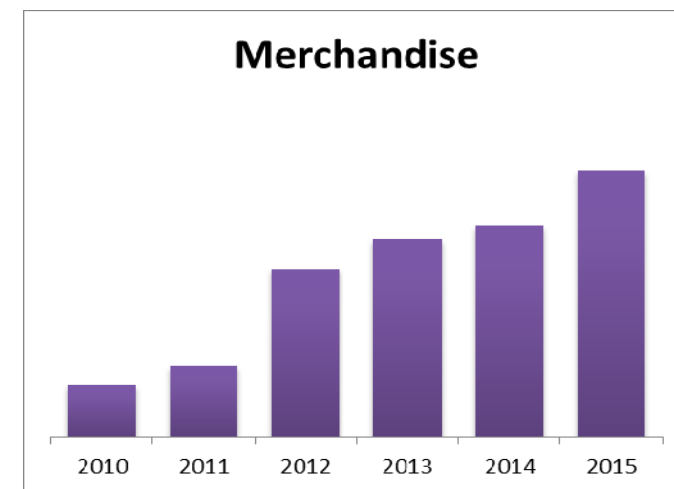
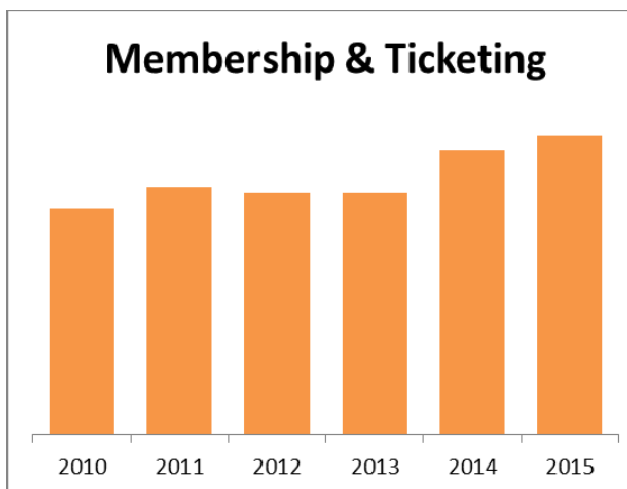
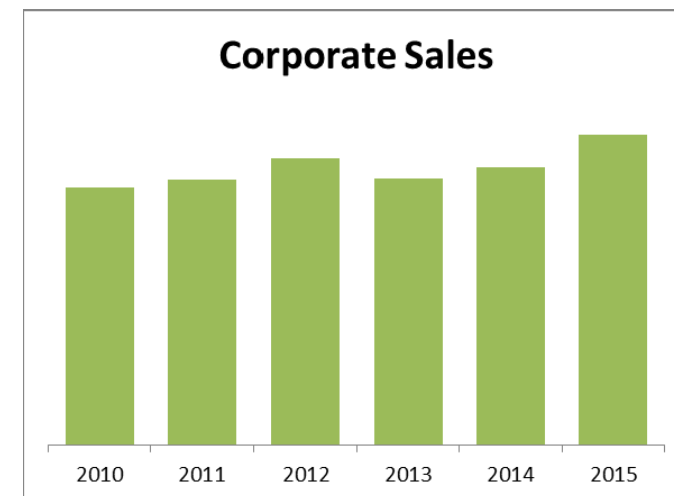
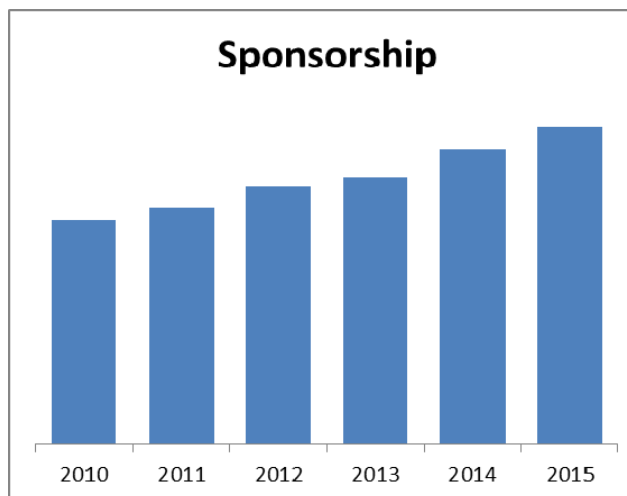




KEY REVENUE TRENDS

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- 2015 Finals Series elevated all key revenue areas demonstrating the results that can be driven through alignment of strategic targets
- On field success provides momentum into future years in all areas
- Sponsorship revenues and quality of sponsor partners remains robust across multiple industry sectors
- Our business supplies a leveraging platform for our sponsors to target their individual business objectives
- Corporate sales remains highly challenging and competitive but we have held ground in a tough market
- Merchandise operations are now embedded across all areas of our business

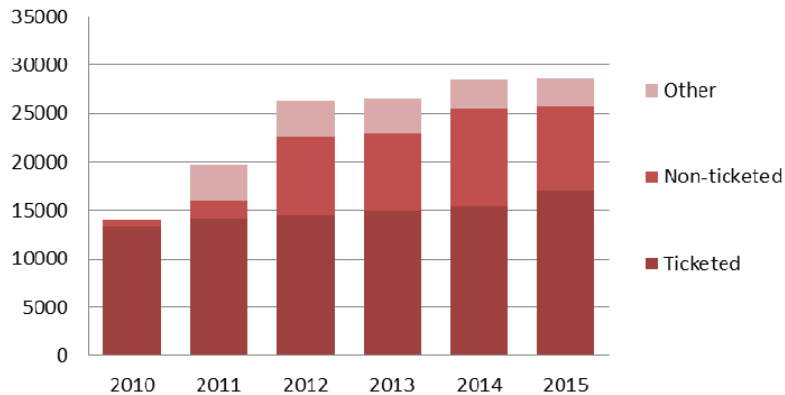




MEMBERSHIP BASE

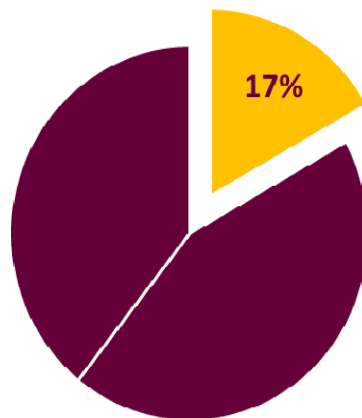
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Membership Dissection



- Deliberate strategies were developed and implemented to grow ticketed and non-ticketed memberships across three states QLD, NSW, VIC
- 19 regional membership dinners were held over the last three years engaging regional supporters and junior rugby league clubs
- Non-ticketed memberships provide an important entry point for fans to become ticketed members
- Four game membership offering
 - Greater flexibility on game choice
 - Future purchasing trend of consumers – i.e. less time, more choice

Ticketed Membership Churn





COMMUNITY LEADER

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Broncos
Community
Programme

Focus on indigenous youth in the
SE QLD region
Completion of secondary studies
and school-to-work transition
Working with Federal and State
governments to deliver real
outcomes

Charity
Partner
Programme

12 charities assisted per year
Cash Donation
Allocated home game to promote
and fundraise
Merchandise, tickets, raffle
assistance and player visits

Beyond the
Broncos
Mentoring
Programme

Brisbane
Broncos
Charities Fund

Game
Development
Clinics

Australian
Sports
Foundation
(ASF)

ASF provides the platform
through which tax deductible
donations can be made to our
not-for-profit entity to assist with
the funding of our community
programmes, to future-proof
resourcing and delivery of
outcomes

2015 Community Awards received



Queensland Reconciliation Awards – Business Category

Recognises businesses, community
organisations, educational
institutions and partnerships
fostering reconciliation in
Queensland.



Lord Mayor's Business Awards - Corporate Citizen

Recognises companies which
demonstrate leadership and
excellence across triple bottom
line criteria – economic, social
and environmental performance,
as well as demonstrating
leadership in the development of
their people including staff
development, incentives and
work/life balance.



THE YEAR AHEAD

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2016 ANNUAL GENERAL MEETING – 10 MAY 2016

- **NRL team has had a strong start to the year**
- **Year to date crowd attendances are trending well and we remain well-positioned to deal with any uncertainties which the draw may present in later rounds**
- **Seeking new business opportunities to realise the commercial values of our digital assets in alignment with the new NRL broadcast rights agreement:**
 - Digital platform and marketing
 - Unique content
 - Fan engagement
- **Focus on further enhancement of our game day experience:**
 - Targeted new game day initiatives in our early rounds
 - Crowd numbers reflect the work in this area
 - Remains a continuing focus throughout the season
- **Ongoing discussions continue with the State Government and Suncorp Stadium management on highlighting the need for further investment in stadium facilities**
- **Working with partners to grow and deliver community programmes**
- **Project focus continues for the new Training, Administration and Community Facility**









STRENGTH | COURAGE | ENDURANCE
BRONCOS
BRISBANE

★ 1992 ★ 1994 ★ 1996 ★ 1998 ★ 2000 ★ 2002 ★ 2004





OUR VALUES

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HONESTY

We are committed to honestly dealing with each other at all times. We will take the tough decisions and we will always take responsibility for our actions.

WORK ETHIC

We are committed to working hard and exceeding each other's expectations and we recognise and encourage each other's contributions.

EXCELLENCE

We are determined to achieve excellence in everything we do. We are committed to continuous improvement. We will take no shortcuts and we will seek out and embrace new ideas that challenge our thinking.

UNITY

We are one team. Each part of our organisation plays a critical role and we believe that it is only through working together that we will fully achieve our goals.

ENJOYMENT

We will create an environment that people enjoy being a part of. We will identify what success looks like in all parts of our organisation and we will celebrate success when we achieve it.

RESPECT

Respecting our club is the heart of our values and the way we act. We will demonstrate this respect in every interaction that we have with each other, our sponsors, our fans and the community. We are committed to creating an enduring legacy that we are all proud of.



DISCLAIMER

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