

**BRISBANE BRONCOS LIMITED**  
**2017 ANNUAL GENERAL MEETING**  
**16 MAY 2017**







## ACKNOWLEDGEMENT OF COUNTRY

BRISBANE BRONCOS LIMITED  
2017 ANNUAL GENERAL MEETING – 16 MAY 2017





## AGENDA

BRISBANE BRONCOS LIMITED  
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### 2017 Annual General Meeting

- **Welcome & Introductions**
- **Chairman's Address**
- **General AGM Business:**
  - 2016 Annual General Meeting Minutes
  - Tabling 2016 Financial Statements & Reports
  - Announce Proxies
  - Remuneration Report
  - Election of Director – Mr Kevin Lawlor
  - Re-election of Director – Mr Darren Lockyer
- **Chief Executive Officer's Address**



## BOARD OF DIRECTORS

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**Dennis Watt**  
Chairman



**Kevin  
Lawlor**  
Director



**Katie  
Bickford**  
Director



**Tony  
Joseph**  
Director



**Darren  
Lockyer**  
Director



## KEY MANAGEMENT PERSONNEL

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**Paul White**  
Chief Executive  
Officer



**Louise Lanigan**  
Company Secretary  
& Salary Cap Manager



**Terry Reader**  
Chief Commercial  
Officer



**Christine Halliwell**  
General Manager –  
Community &  
Government Programs



**Shirley Moro**  
Chief Financial  
Officer



**Scot Czislawski**  
General Manager -  
Football Operations



**Tain Drinkwater**  
General Manager -  
HR, Risk & Governance



## CHAIRMAN'S ADDRESS



## CHAIRMAN'S ADDRESS

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At 31 December	2015 \$m	2016 \$m	Change
Revenue	40.4	42.3	4.6%
Expenses	36.7	38.2	4.0%
Net Profit before Tax	3.8	4.1	9.0%
Net Profit after Tax	2.6	2.8	9.0%
Net Assets	29.4	31.4	7.0%



## CEO'S ADDRESS





## CEO'S ADDRESS

BRISBANE BRONCOS LIMITED  
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### GROUP HIGHLIGHTS

#### ACHIEVEMENTS

- ✓ BBL highest net profit achieved
- ✓ Highest recorded sponsorship level in the Club's history
- ✓ Team performance deep into finals
- ✓ Membership numbers pass 35,000 for the first time

#### PROJECTS

- ✓ Training, Administration and Community Facility realisation
- ✓ Development of Fantribe Digital App
- ✓ Change to Archtics membership platform for enhanced efficiency and member satisfaction
- ✓ Key personnel involved in NRL whole of game committees

#### COMMUNITY

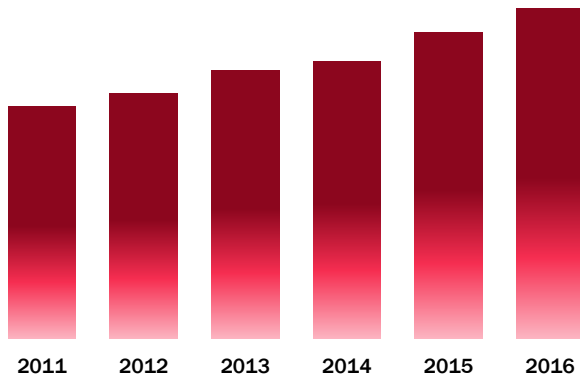
- ✓ Community program participants increases to 750
- ✓ Strategic partnerships established for Community programs
- ✓ Regional dinner series expands reach
- ✓ Current and retired players heavily involved in programs



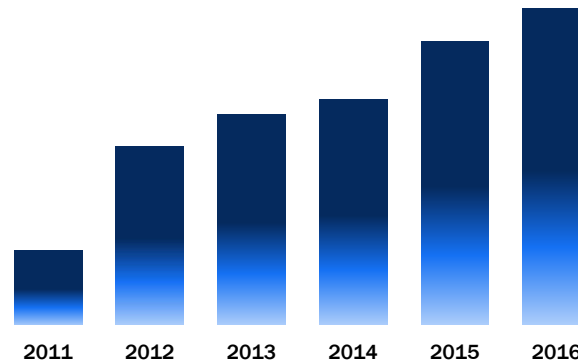
## KEY PERFORMANCE AREAS

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### Sponsorship

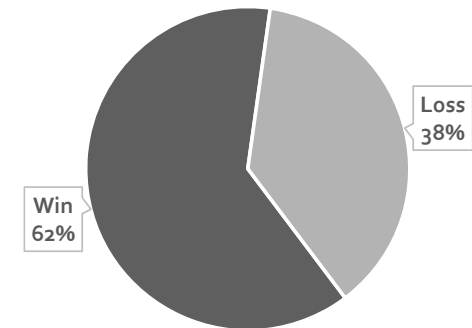


### Merchandise

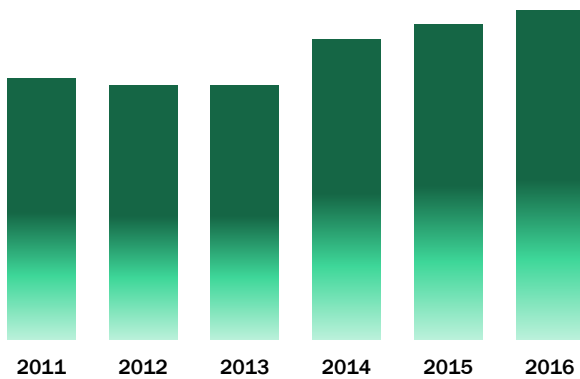


### Team Performance

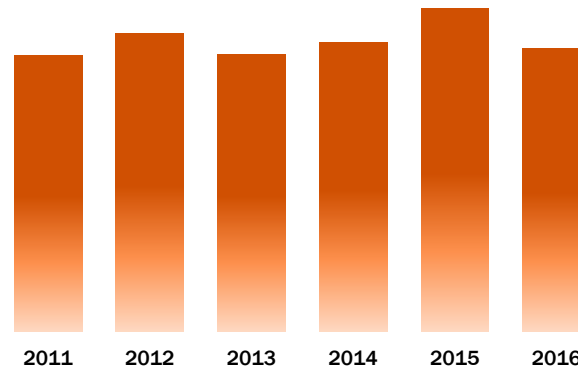
2016 Ladder Position - 5th



### Membership & Ticketing



### Corporate Sales



### Community



**750**  
Total Program Participants



## STRATEGIC FOCUS

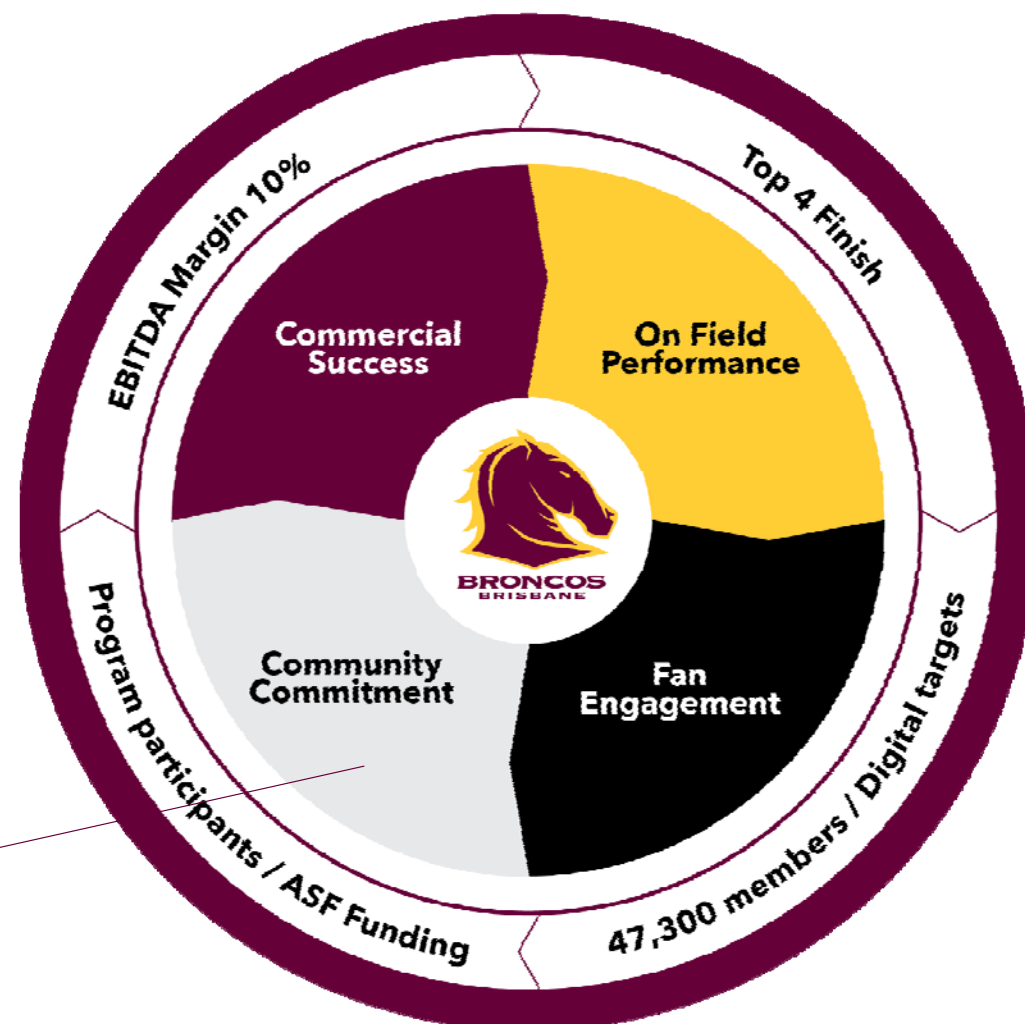
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- New strategic plan for 3 years 2017 – 2019  
Building on established strategic direction
- Focus on financial sustainability through growth measures, diversity and cost control
- Talent identification, realisation and retention
- Engagement of members, fans and wider community
- Ensuring compliance with corporate policies and managing risk

### New area of focus added:

- Corporate citizenship
- Community benefit
- Existing program delivery
- Genuine participation
- Total program participants
- Yearly fundraising targets
- ASF Funding





## COMMUNITY PROGRAMS

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BRONCOS COMMUNITY TEAM





## COMMUNITY REACH

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### Indigenous Programs

- Ballina
- Brisbane
- Caboolture
- Chinchilla
- Dalby
- Ipswich
- Lismore
- Miles
- Murwillumbah
- Redlands
- Roma
- Tara
- Tweed Heads
- Wollumbin

### Arrow Energy Tour

- Brigalow
- Cecil Plains
- Dalby
- Guluguba
- Miles

### Deadly Choices

- Charleville
- Cloncurry
- Gladstone
- Innisfail
- Mount Isa
- Rockhampton
- Woorabinda
- Yarrabah

### Try for 5

- Cooktown
- Cunnamulla
- Dunwich
- Garbutt
- Mount Isa
- Murgon
- Weipa
- Yarrabah

### Community Carnival

- Blackwater
- Bluff
- Bundaberg
- Capella
- Clermont
- Comet
- Dingo
- Dysart
- Emerald
- Middelmount

### Regional Dinners

- Cairns
- Gladstone
- Gympie
- Mount Isa
- Rockhampton

### Game Development

- Ballina
- Bundaberg
- Cairns
- Casino
- Charleville
- Coffs Harbour

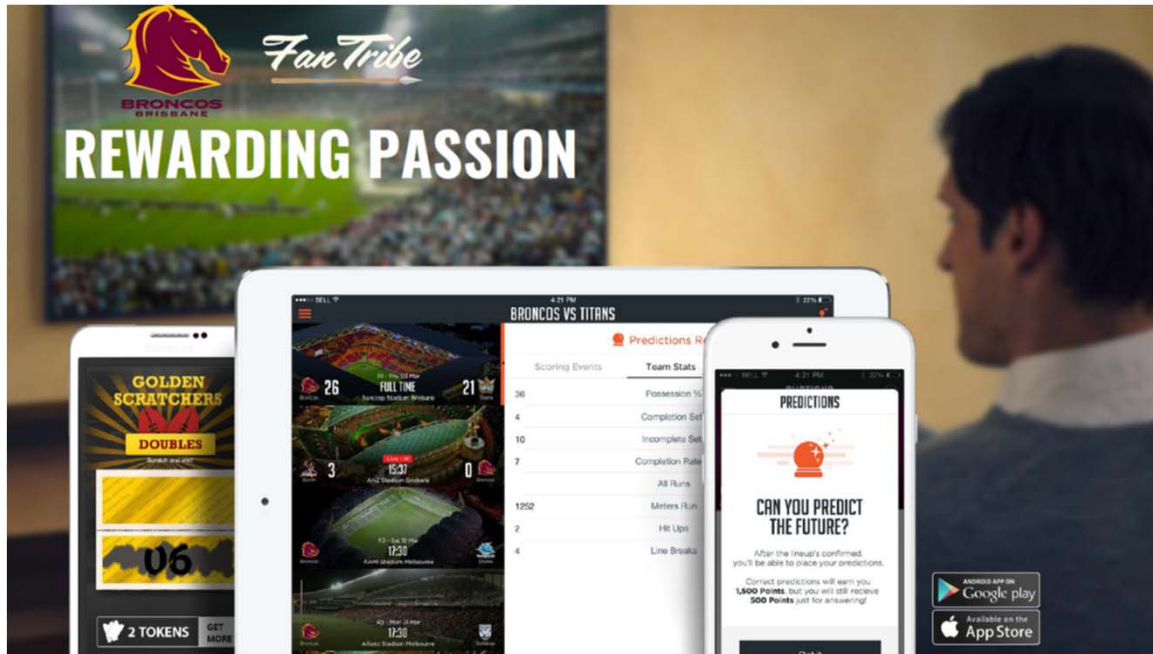
- Dalby
- Emerald
- Gladstone
- Hervey Bay
- Longreach
- Mackay
- Middelmount

- Moranbah
- Rockhampton
- Roma
- Stanthorpe
- Sunshine Coast
- Toowoomba
- Warwick



## INNOVATION

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### FANTRIBE APP

- Direct contact with members and fans
- Marketplace for Club & 3rd Party Products
- Product Catalogue Management & Merchandising
- Paid Subscriptions for Digital Content & Services
- Monetise with Sponsorship & In-App Advertising

### BRONCOS INSIDER

- Club TV program aired on Channel 9
- Behind the scenes look at the Broncos
- Average over 50,000 viewers in QLD per episode
- Episodes replayed nationally on FOX
- Also aired in UK, Asia & Africa







## DEVELOPMENT

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### COMMUNITY PROGRAMS

- Beyond the Broncos program expanded
- New partnership with Queensland Firebirds to dual-mentor Beyond the Broncos Girls Program
- Teachers and Club mentors delivering cultural, education and personal brand awareness sessions
- Working closely with Federal and State governments to deliver genuine outcomes

### GAME DAY

- Continual enhancement of product offering
- Quality live bands every game
- Focus on big game atmosphere
- Sponsor and crowd activations
- Themed rounds
- Stadium collaboration for game promotions





## THE YEAR AHEAD

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- Focus on completion of the Training, Administration and Community Facility (TACF)
- Achieving Strategic Plan key performance targets across all segments
- Revenue growth and cost control
- Player list management and retention
- NRL Pathways reform and changes to competition structures
- Player welfare and development of post career channels
- Delivery of projected measurable outcomes in Community programs





TACF

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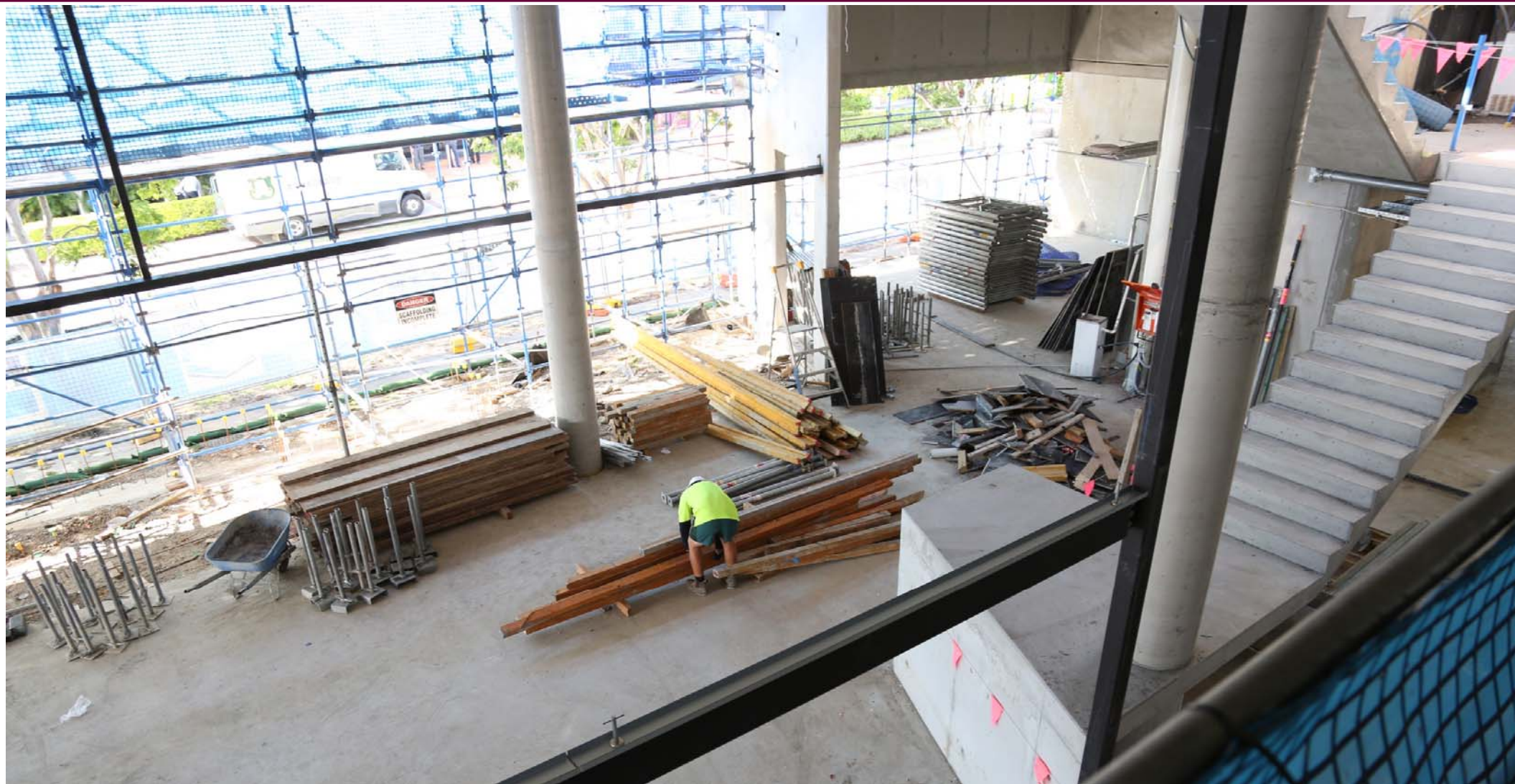






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TACF

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