



# BRISBANE BRONCOS LIMITED 2025 ANNUAL GENERAL MEETING

20 May 2025



**ACKNOWLEDGEMENT  
OF COUNTRY**

# DIRECTORS



**KARL MORRIS AO**  
Chairman



**DARREN LOCKYER**  
Director



**NEIL MONAGHAN**  
Director



**VICKI WILSON OAM**  
Director



**ANDREW FRASER**  
Director



**DAVID ASPLIN**  
Director



**DAVE DONAGHY**  
Chief Executive Officer

# 2025 AGM



➤ **CHAIRMAN'S ADDRESS**

➤ **CEO'S ADDRESS**

➤ **FORMAL BUSINESS OF MEETING**

- 2024 Financial Statements and Reports
- 2024 Remuneration Report
- Re-election of Director – Mr David Asplin
- Re-election of Director – Mr Andrew Fraser



# CHAIRMAN'S ADDRESS

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# CEO'S ADDRESS

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# 2024 HIGHLIGHTS

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## FINANCIAL PERFORMANCE & POSITION - 31 DECEMBER 2024

- Gross revenue \$81.6m
- EBITDA \$8.4m
- NPAT \$5.7m
- Cash balance \$26.7m
- Net assets \$47.8m

## OPERATIONAL

- The 2024 season brought both historic moments and significant decisions for the Broncos.
- We took our brand, NRL program and valued partners to the United States for the first time, taking part in the inaugural Rugby League round in Las Vegas.
- The NRL team finished with a 10-14 win-loss record.
- The NRLW team won the Minor Premiership and reached the Semi-Final in 2024.
- Largest membership base in the NRL, with record corporates and merchandise sales.
- More than 20 million people tuned in to watch Broncos games on television.
- Community footprint remains a proud cornerstone through the Beyond the Broncos programs, Game Development programs, and Brisbane Broncos Sports Business Institute, in partnership with TAFE Queensland.



# FOOTBALL OPERATIONS



## NRL PROGRAM

- While the NRL team started the year positively, we did not finish well.
- Academy and pathways graduation into the NRL squad continues to remain a focus.
- Key personnel changes made in Q4.

## NRLW

- NRLW team claimed fifth minor premiership and some individual accolades for players and staff, including Scott Prince being named NRLW Coach of the Year.
- Strong retention and recruitment focus in the off-season, competitive 2025 squad.
- The Broncos continue to invest in female academy and pathways, as well as grass roots school and junior club-based initiatives.

# BUSINESS OPERATIONS

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## CONSUMER & COMMERCIAL PROGRAMS

- Sponsorship revenue increased 5.6%, reflecting new and extended partnerships.
- Total 2024 membership number of 61,280 (29.4% growth from 2023).
- Average 2024 home crowd of 39,873 (18.0% growth from 2023).
- Merchandise revenue increased 17.9% due to investment in marketing automation and improved supply chain conditions.

## OPERATIONS

- Investments were made across marketing, brand and data and technology in 2024.
- Continued expansion of the NRL's first Brisbane Broncos Sports Business Institute in conjunction with TAFE Queensland.
- Cost management across consumer, commercial and game day operations remains a key focus.
- Facilities investment at the Clive Berghofer Centre and Cyril Connell Performance Centre.

## COMMUNITY

- Continued involvement of the Beyond the Broncos Girls Academy and Careers Club programs.
- More than 3,500 students benefited from the Broncos First Nations programs and almost 10,000 students have participated in the program since 2016.
- Over the course of 2024, 78 young people in Broncos Community programs held leadership positions within 34 schools.



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THANK  
YOU



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