



**BRISBANE BRONCOS LIMITED**  
**2015 ANNUAL GENERAL MEETING - 30 APRIL 2015**

## 2015 ANNUAL GENERAL MEETING

- Welcome & Introductions
- **Chairman's Address**
- 2014 Annual General Meeting Minutes
- Tabling 2014 Financial Statements & Reports
- Announce Proxies
- Remuneration Report
- Re-election of Director – *Mrs Katie Bickford*
- **Chief Executive Officer's Address**





**Dennis  
Watt**  
Chairman



**Jeff  
Harvie**  
Director



**Katie  
Bickford**  
Director



**Tony  
Joseph**  
Director



**Darren  
Lockyer**  
Director





**Paul White**  
Chief  
Executive  
Officer



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



**Terry Reader**  
General  
Manager -  
Marketing &  
Commercial  
Operations



**Shirley Moro**  
Chief Financial  
Officer



**Jeff Van  
Groningen**  
General  
Manager -  
External  
Relations &  
Corporate  
Strategy



**Scot  
Czislawski**  
Football  
Operations  
Manager



# CHAIRMAN'S ADDRESS

**CAPTURE  
THE FEELING**







# CEO'S ADDRESS

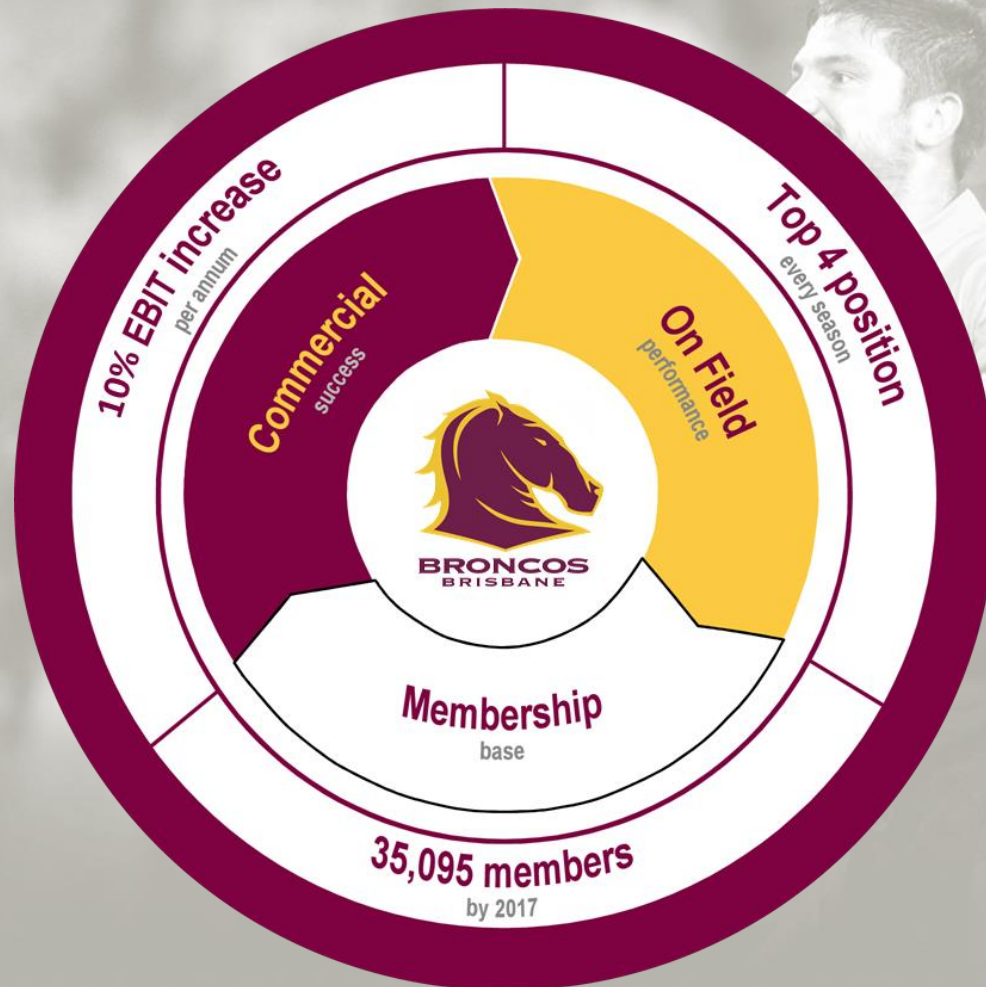
**CAPTURE  
THE FEELING**



## *Strategic Plan 2012 - 2016*

### *To become Australia's premier sporting franchise*

- In 2011 Strategic Plan was developed around 3 core areas
- Targets underpinned by performance measures which drive strategy
- \$1.3M pre-tax profit for 2014 was a positive outcome considering significant restructuring costs
- Underlying strength of the business is robust



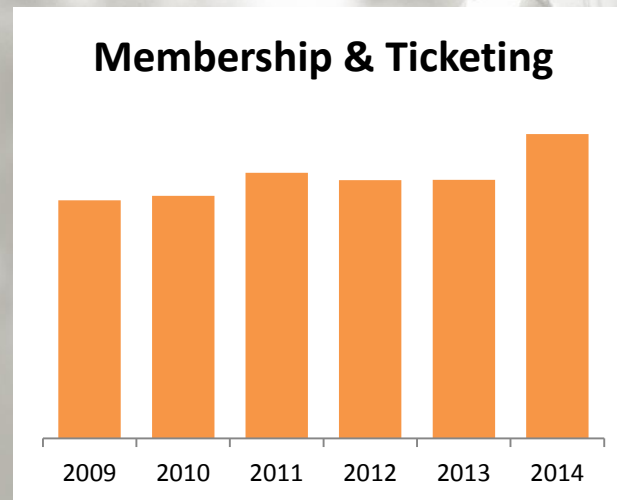
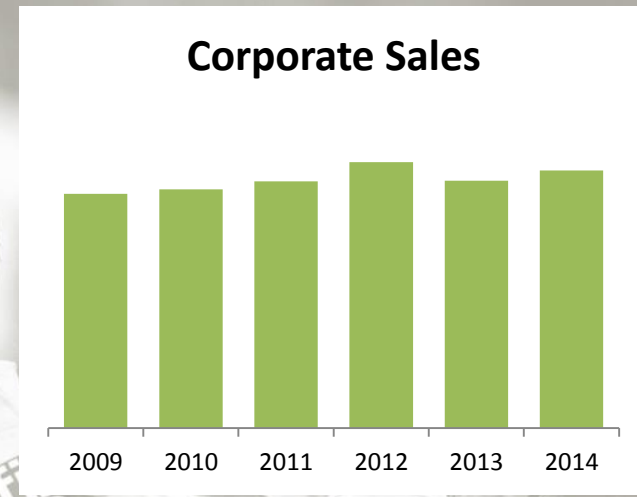
Values &  
Culture

Community  
Engagement

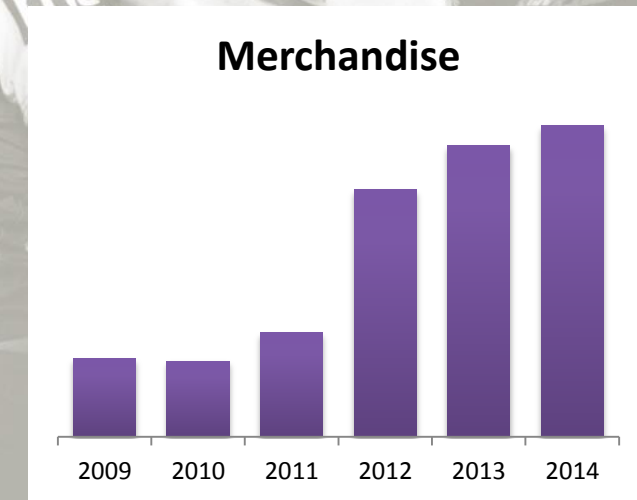
Global  
Brand

Career  
Development

Finishing Position	
2009	5th
2010	10th
2011	3rd
2012	8th
2013	12th
2014	8th



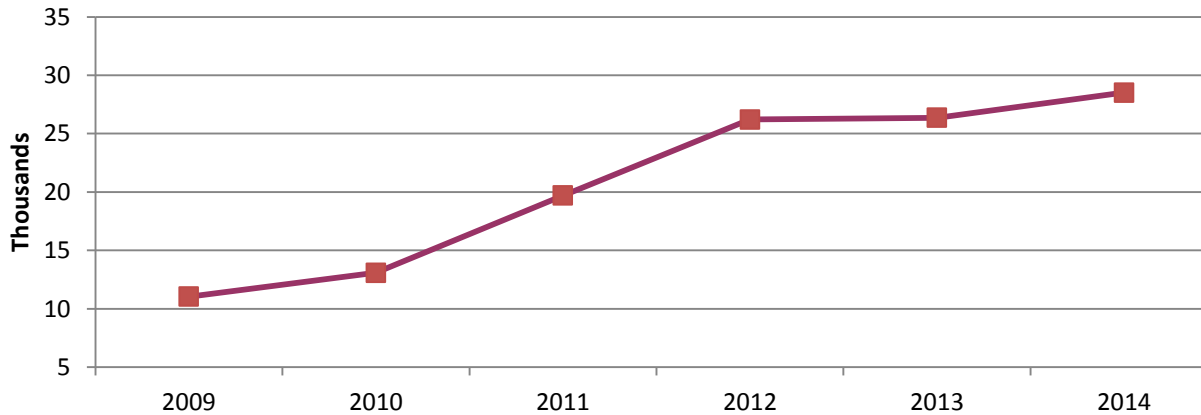
In-house membership commenced July 2012



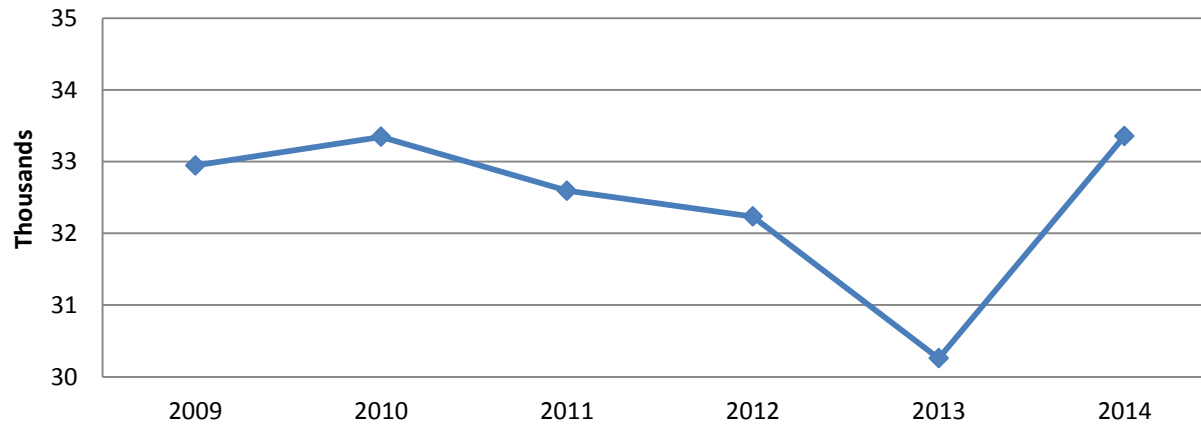
In-house merchandise commenced Nov 2011  
Inclusive of NRL Merchandise royalty



### Membership Numbers



### Average Home Crowd Attendance



2013 impacted by 2 Monday night games + 1 Thursday night game

### 2016 SEASON TARGET



## PRINCIPAL PARTNER



*Partner Since 2004*

## PREMIER SPONSORS



*Since 1995*



*Since 1997*



*Since 2012*



*Since 2009*



*Since 2012*



*Since 2014*



*Since 2013*



*Since 1988*

- Global brands
- Majority of premier partners committed for multiple years
- Diversification of partnerships and industries
- Community-based models incorporating health and education programs
- University of QLD new in 2015



## KEY MILESTONES ACHIEVED

- Sponsorship commitments
- 8 year stadium deal – review date at 4 years
- DA Approval – Training, Administration & Community Facility (TACF)







- TACF has reached the development application approval stage
- Working with State and Federal governments to achieve further outcomes
- Training facilities will be modern and professional with best practice features and design concepts
- For shareholders the facility means we will build on tangible balance sheet asset growth





# KEY MILESTONES - TACF

**CAPTURE  
THE FEELING**







# KEY MILESTONES - TACF

**CAPTURE  
THE FEELING**





## *Moving forward:*

- There is no end point to our strategy
- The Club is operating within the framework of competitive sport in Australia
- The industry will always bring challenges but we are equipped to handle these
- The environment is constantly changing – requiring continual recalibration and willingness to diversify
- Investments made in 2014 will ensure foundations for the future are secure
- Our focus is firmly on core business revenue growth
- As a game, Rugby League is extremely well positioned to capitalise on the results of a future broadcast agreement

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