



2017 Annual Report

Introduction and Thanks

The Spirit of Carlton Past and Present (SOC) Executive wishes to thank all our members for their support and participation in our events and activities during 2017.

The SOC focus in 2017 was to support the Carlton Football Club in its challenging reset, involving the major strategic plan and implementation of its on-field and off-field activities, established and driven by CEO, Steven Trigg and President, Mark Lo Giudice in 2015/16. The SOC is confident the club is still on track in setting up the club for sustainable success in the not too distant future.

We would like to thank to Steven Trigg for his great job in implementing the new direction at the CFC and wish him all the best in his future career. At the same time, we welcome the new CEO, Cain Liddle, to Carlton and wish him all the best in this challenging football leadership position.

Our thanks also go to Mark Lo Giudice and the current players, coaches, management, board members, staff and fans of the Carlton Football Club for their ongoing support of the SOC and its activities.

2017 Events

The SOC agenda for 2017/18 is to provide past players and officials with up to three complimentary or low-cost engagement events and to run two fundraising events to support both past player health and welfare and specific CFC current team and player improvement initiatives.

Fundraisers - 2016

2017 JLT Cup Game Dinner

Legends Lunch – CFC v St Kilda at Ikon Park– Feb 28, 2017

This was a successful fundraiser and engagement dinner prior to the JLT Cup game at Ikon Park. With around 120 in attendance house in the Carlton Café (George Harris Room), a profit of Around \$6K was a good outcome. A highlight for guests included high profile past players on each table mingling with corporates and passionate Blues supporters and Interview panel of club legends

2017 SOC Theme Lunch, Fri Aug 18- Etihad Stadium

The theme of the annual SOC lunch was set around a great celebration of the CFC the 30th anniversary of the wonderful 1987 premierships for both firsts and seconds. It was a very successful event with a large contingent of the 1987 playing list in attendance, enjoying the memories of a great year in Carlton's history.

Attendance – 600+ - Profit - Around \$50K

Engagement Events - 2017

AFLPA / AFLCPA MCG Match Day Function

Many SOC members and guests attended the 2017 Round 17, Game Day function for the Carlton v Bulldogs clash at the MCG. These MCG restricted events for all clubs past players and officials' groups provide a very good opportunity for members to attend a low-cost event in a quality MCG venue. The cost of a ticket which included a good AFL members' standard seat and quality finger food was \$25. Thanks to the AFLPA and the AFLCPA for putting on these match day events

CFC History Management Program

The SOC History Management Committee with Tony De Bolfo as chairman and chief club historian was active again in 2017 working to collect, preserve and display historical items and documents about the club's illustrious history. The current display cabinet in the Ikon Park facility was updated to include a history and display of the great CFC Club Guernsey.

SOC is also working with the Bluseum and Jamie Sanderson's Bluseum team to provide selected video footage on as many Carlton players as possible. The great advantage of this project is that past players who

may never have known there was vision of their playing days will rightly be honoured with an individual video. Around 100 former players are now captured on our website and the Bluseum

This will not only be a great thrill for many past players who may never have seen vision of their playing days but also for their families and the greater Carlton supporting community. A comprehensive set of these video highlights are now available for viewing on the SOC website www.spiritofcarlton.com.au

Allocation of SOC Funds to Support the Carlton Football Club since 2007

Since 2007 the SOC has been pleased to be able to provide more than a half a million dollars in support in funding the acquisition of new technology and equipment to provide on-going support to the development and performance of the team as well as the funding for CFC History management.

In late 2015 with the appointment of Brendan Bolton as CFC coach and his request for support to help fund his costly planning & training team strategy software, Piero, the SOC has made a commitment to provide a large proportion of its ongoing costs over the past 3 years. This 3D graphics and visual tool has been used very effectively by the Hawthorn Football Club over the past few years.

SOC's first two allocations towards the ongoing maintenance and upgrades of this special teaching product was \$13,000, approved by the SOC Exec in Dec 2015 and \$50,000 in both 2016 & 2017

A list of the items funded by the SOC since 2011 follows:

Piero Software (team strategies)	\$113,000
150th CFC Anniversary	\$50,000
History Management Funding	\$50,000
CFC Altitude Room Upgrade	\$50,000
Qatar Altitude Training Venture	\$50,000
Touch Screen Player Pro systems for gym x 2 @ \$6k ea.	\$12,000
Watt Bikes x 6 @ \$2,975ea.	\$17,000
Grinders x 2 @ \$4,000ea.	\$8,000

Versa Climbers x 2 @ \$4,500 each	\$9,000
Rowing Machines x 2 @ \$3,000 ea.	\$6,000
Total	\$365,000

Membership for 2017

In 2017 the SOC had around 80 paid up members. This is only a fraction of the number of past players and officials of the club and we urge you all to become financial members again in 2018 and to encourage your former team mates to join as well.

A membership application form is available at the end of this document and from our website at:

www.spiritofcarlton.com.au

Sponsors & Donors Thanks:

We would like to offer our special thanks and acknowledge our sponsors and raffle prize donators, who supported our various activities throughout 2015.

Harrison Hyundai – Nic Harrison
 Casama Wines – CFC & John Valmorbida
 Marcou Agencies – Alex Marcou
 David Nettlefold- Event Auction's Memorabilia
 Mill Hanna – Fitz Café
 Ray Gilbert – Custom Lighting
 Mark & Ralph Salvadori - Melbourne North Service Centre P/L

Mario Bortolotto and Ciccone's Restaurant - (Dinner Raffle Prize)

SOC Thanks

The SOC would like to thank several people provided invaluable support to us during 2017.

They Include:

Adrian Lloyd
 Jamie Sanderson (SOC Website)
 Tony De Bolfo
 Mark Maclure
 Ken Sheldon
 Ken Hands
 Anthony Pavlou
 Stephen Silvagni
 Andrew Mckay
 Brendan Bolton
 Shane O'Sullivan
 Vince Loccisano
 Jason Richardson (MC)
 Lou katsamis
 Ian Collins
 Andrew Startin (entertainer)
 Steven Trigg
 Cain Liddle
 Jess Manning
 Antonietta Makulski
 Andrew Dawson (Auctioneer)
 Brad Fisher & Ciaran Sheehan (AFLPA Alumni)
 Michael Green (Etihad Stadium)
 Elise Hogan CFC

Alison Beveridge CFC
Dan Eddy (Larrikins & Legends Book Author)

Obituaries:

Sadly, the following members of our alumni passed away in 2017.

Denis O'Sullivan

Tom Jones

Don Hall

Keith McKenzie

Ken Hands

Mac Wilson

Brian Henderson

Ken Hopper

Kevin Hamilton

Bruce McMaster-Smith

Alec Spencer

Harry Sullivan

SOC Website

The SOC website, www.spiritofcarlton.com.au is maintained and updated regularly by Jamie Sanderson, who along with Tony De Bolfo and a range of other contributors provide a great online forum that showcases the activities of the SOC. The website highlights SOC activities, events, past player footage, CFC History and comprehensive information on Past Players. The website is complemented by both Face book and Twitter communications.

Carlton past players are privileged to have access to an unprecedented collection of highlights videos. This collection is the result of a monumental task that has been gradually going chronologically through time collecting highlights for as many past players as possible. Currently we are up to 1990 and have video for nearly 250 past players and will progress further in 2016. To see the videos please visit the VIDEO page on the SOC website or access SpiritofCarltonTV on YouTube.

SOC Executive Members

The elected Office bearers and members of the SOC Executive for 2016 were:

David Rhys Jones – President
David McKay – Vice President
Geoff Southby – Secretary
Antonietta Makulski (CFC) - Treasurer
David Nettlefold – Member
Ken Sheldon - Member
Alex Marcou – Member

Brett Sholl - Member
Denis Munari – Member
Ian Collins – Member
Colin Kinnear - Member

SOC & AFLPA

To secure greater AFL past player membership and involvement, the AFLPA is very keen to support each AFL club past player groups in the development of more professional and effective operations. It is important that all CFC past players who have played in at least one AFL/VFL game, join the AFLPA as a past player member (\$50 for lifetime membership), so they can be entitled to the benefits supplied by this powerful AFL player group. The AFLPA provides benefits for members such as health & welfare support, financial planning, business networking golf day support educational workshops etc.

CFC past player members should be aware that membership of the AFLPA entitles them to have access to a bulk billing arrangement with all AFL club doctors and entitles them to supplementary payments to meet the private health coverage excess fees for hospital medical or surgical services that are required to maintain their ongoing health. In Nov 2017, the AFLPA launched its Past Player Injury and Hardship Fund

A one-off AFLPA Alumni life-time membership costs only \$50. Application forms can be obtained on the SOC and the AFLPA websites or contact the Geoff Southby 0411 440 543. Please note eligibility for AFLPA Alumni membership is conditional on playing at least one senior VFL/AFL game.

SOC Past Player Health & Welfare

The SOC endeavours to keep in touch with all CFC past players to monitor their health and welfare. In conjunction with the services provided with the AFLPA, we can are able to provide health and welfare support to past players. If you are aware of any former player that may require support, please contact a member of the executive.

Since 2008, the SOC has allocated considerable time and resources to individual past player health and welfare, including assisting past players to access past player health & welfare support from the AFLPA.

SOC Financial Compliance - 2017

The SOC in conjunction with the CFC, continues to engage professional auditors to provide our annual financial auditing and governance as an incorporated association in Victoria.



