

09/02/24

ANNUAL GENERAL MEETING



PORT ADELAIDE
FOOTBALL CLUB





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FOOTBALL CLUB

WELCOME



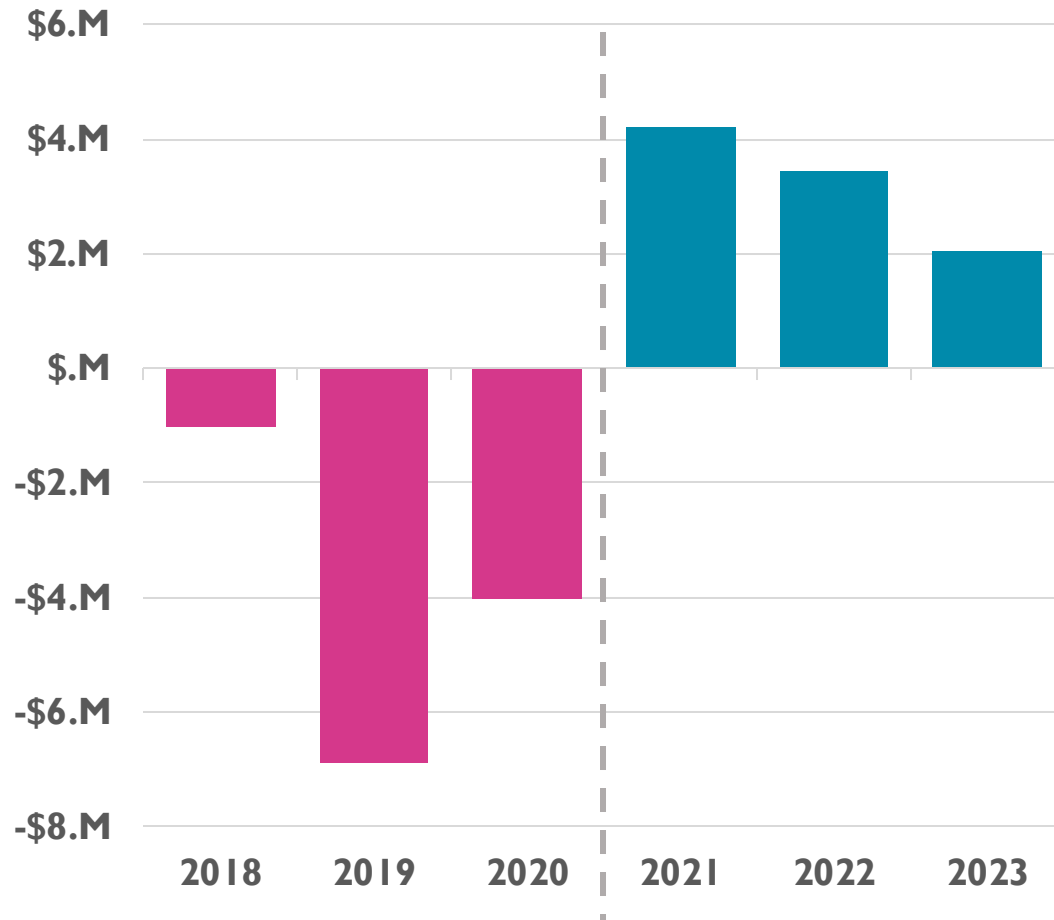
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DAVID KOCH AM

PRESIDENT

PROFIT RESULT

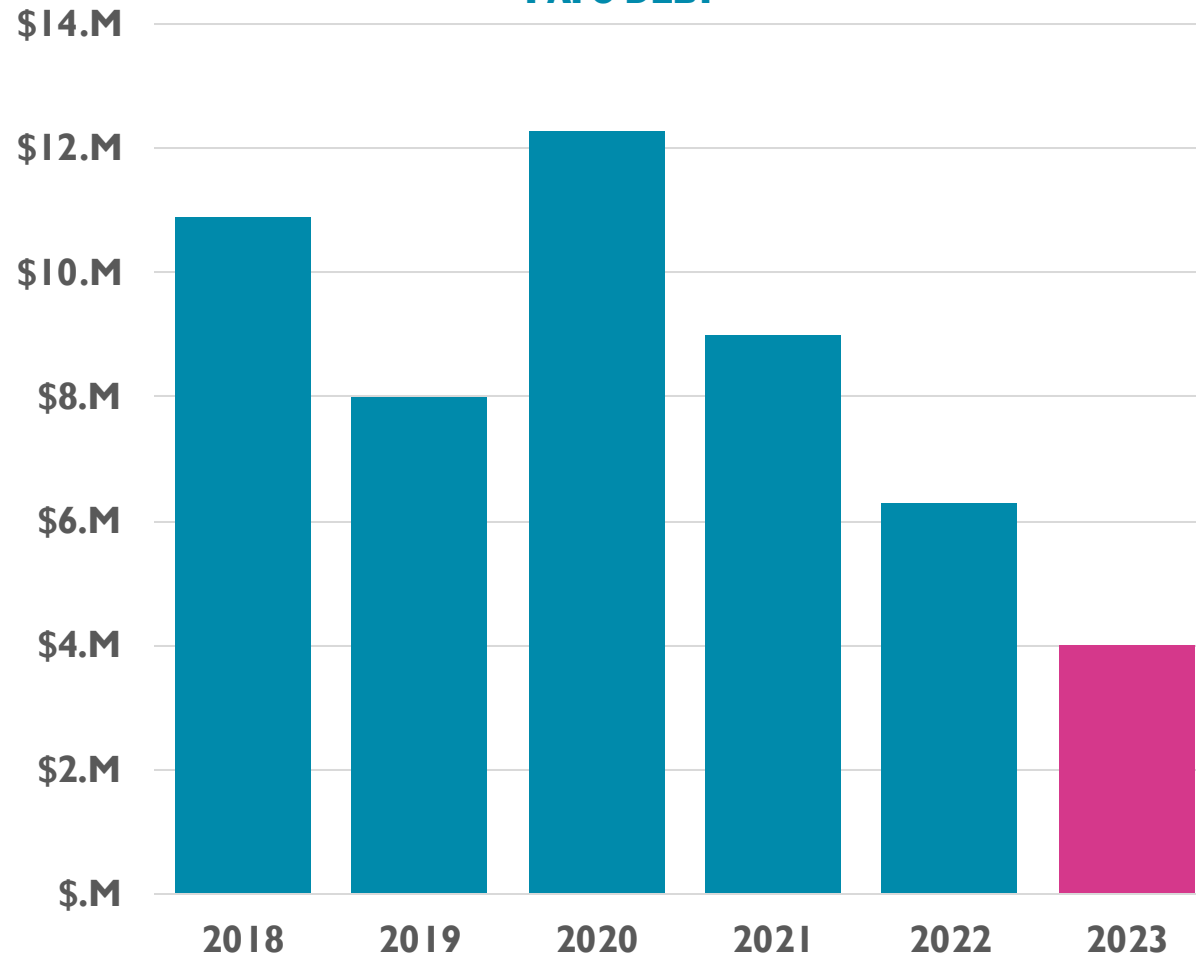
NET PROFIT



- FY23 - Operating profit of **\$2.06m**
- FY21 - **\$4.2m** in 2021 and
- FY22 - **\$3.4m** in 2022
- Plus **\$7.0m** in facilities investment
- Accumulative profits of **\$9.6m** in the 3 years since COVID
- Capital grant revenue of **\$15.6m** resulting in a consolidated profit of **\$15.574m.**

DEBT REDUCTION

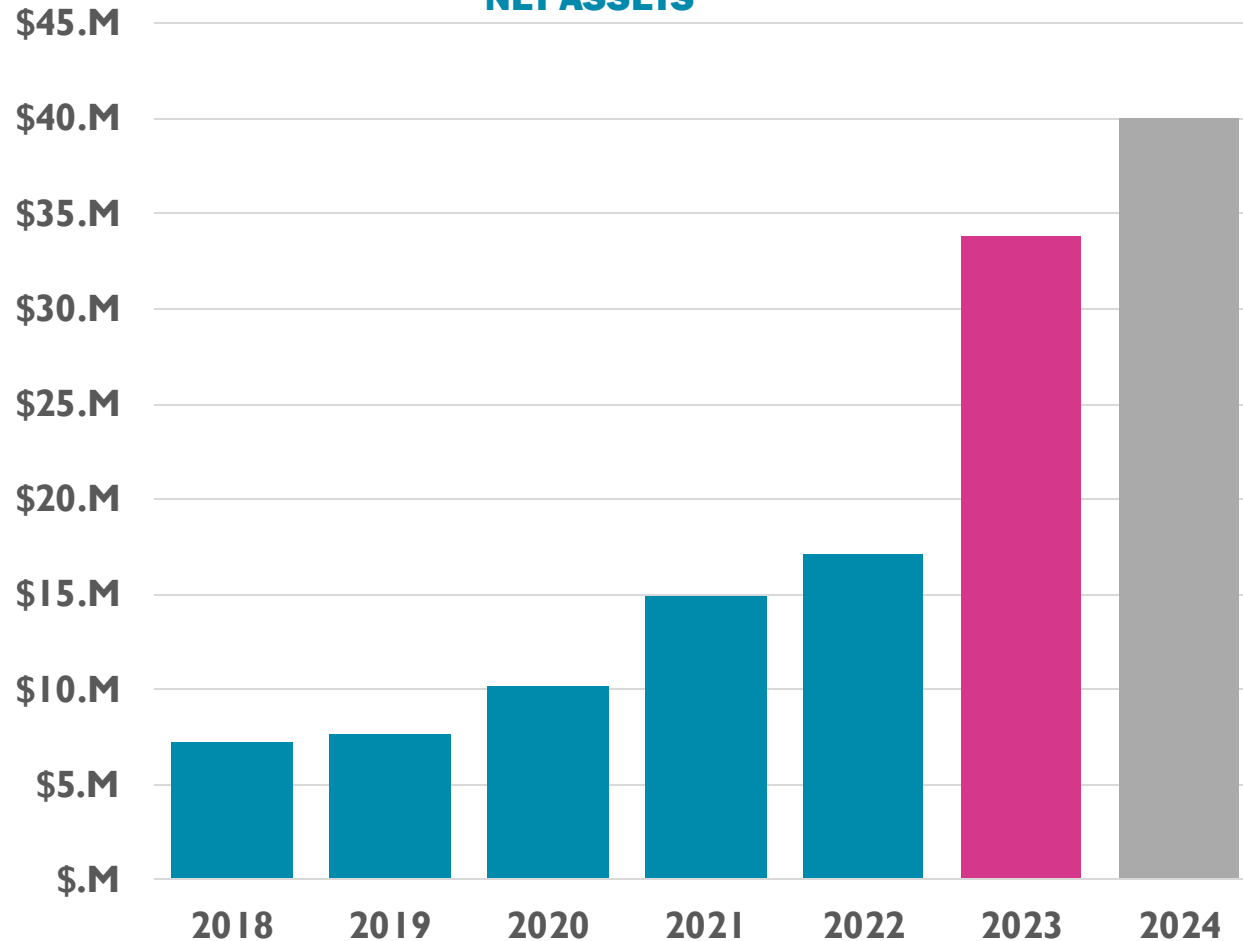
PAFC DEBT



- Debt repayment of **\$2.5m in FY23**
- This has allowed the club to reduce total debt from a peak of **\$12.3m** in 2020, to **\$3.8m in 2023.**
- No AFL Debt
- No SANFL Debt

ASSET GROWTH

NET ASSETS



- Net assets at the end of the 2023 financial year of **\$32.7m**.
- Increased by \$15.6m YOY
- Combination of debt reduction and facilities development.

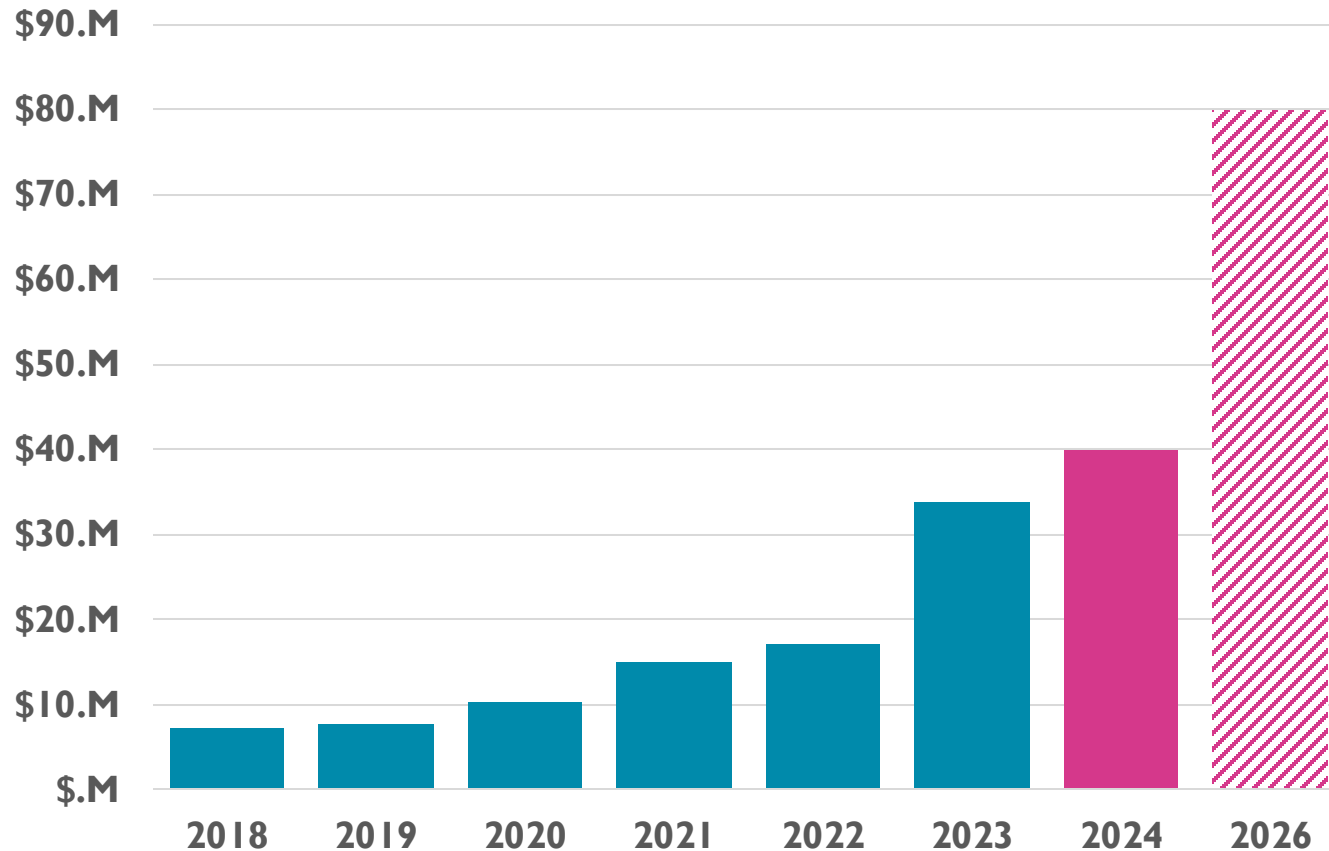






COMMERCIAL STRATEGY

NET ASSETS



- Aged debt cleared by end 2025
- Alberton Oval Facility Development Projects completed by end 2024 FY –increases Net Assets to \$40m.
- Future Stage 2025/2026 (+\$40m)
- Net Assets end FY2026 circa \$80m

STRATEGIC FOCUS

LEVERAGE THE STRENGTH OF PAFC
BALANCE SHEET TO BUILD LEGACY
COMMERCIAL ASSETS AND REVENUE

TRANSFORMING ALBERTON OVAL



PORT ADELAIDE
FOOTBALL CLUB

JUNE 2022



THE PRECINCT AT ALBERTON (Social Club)

AUGUST 2022



FOS WILLIAMS FAMILY STAND

JUNE 2023



OVAL SPORTS LIGHTING

DECEMBER 2023



ALLAN SCOTT HQ/MG HIGH PERFORMANCE CENTRE



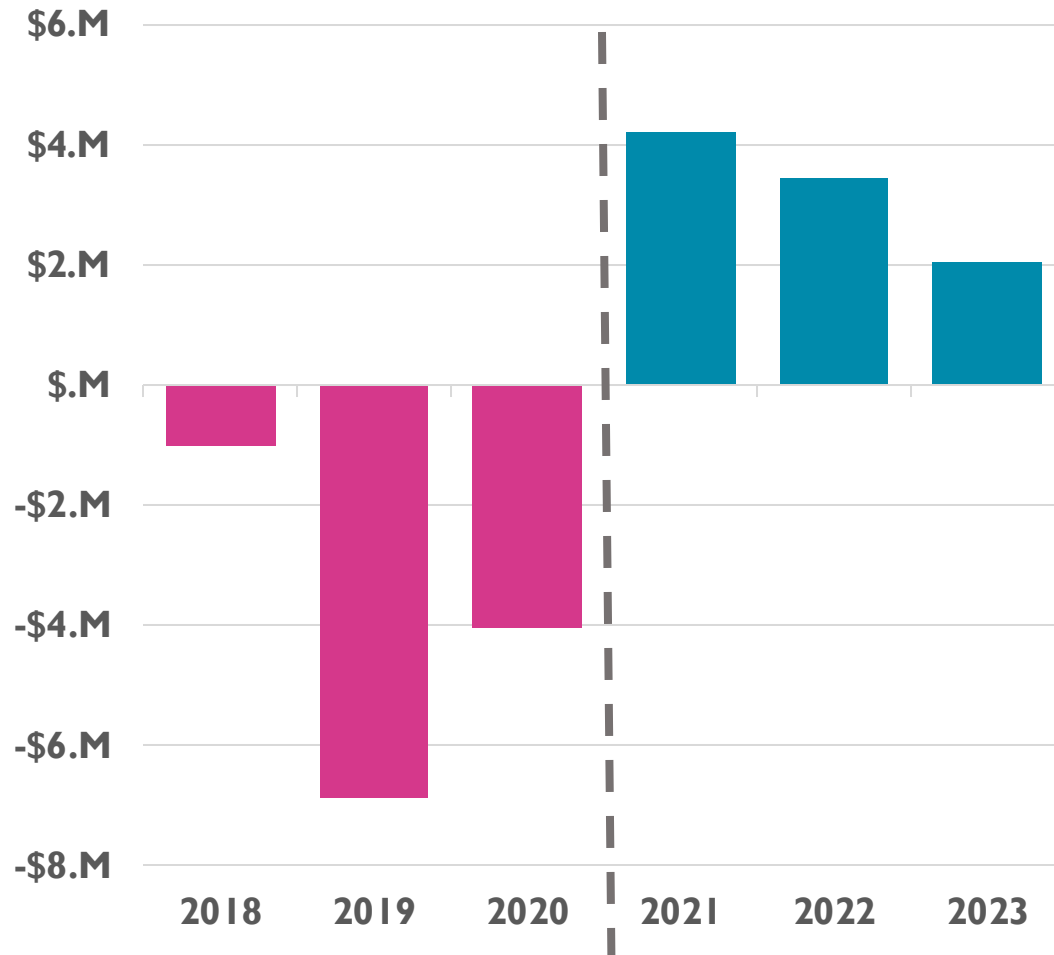
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MATTHEW RICHARDSON

CHIEF EXECUTIVE OFFICER

PROFIT FROM GROWTH

NET PROFIT



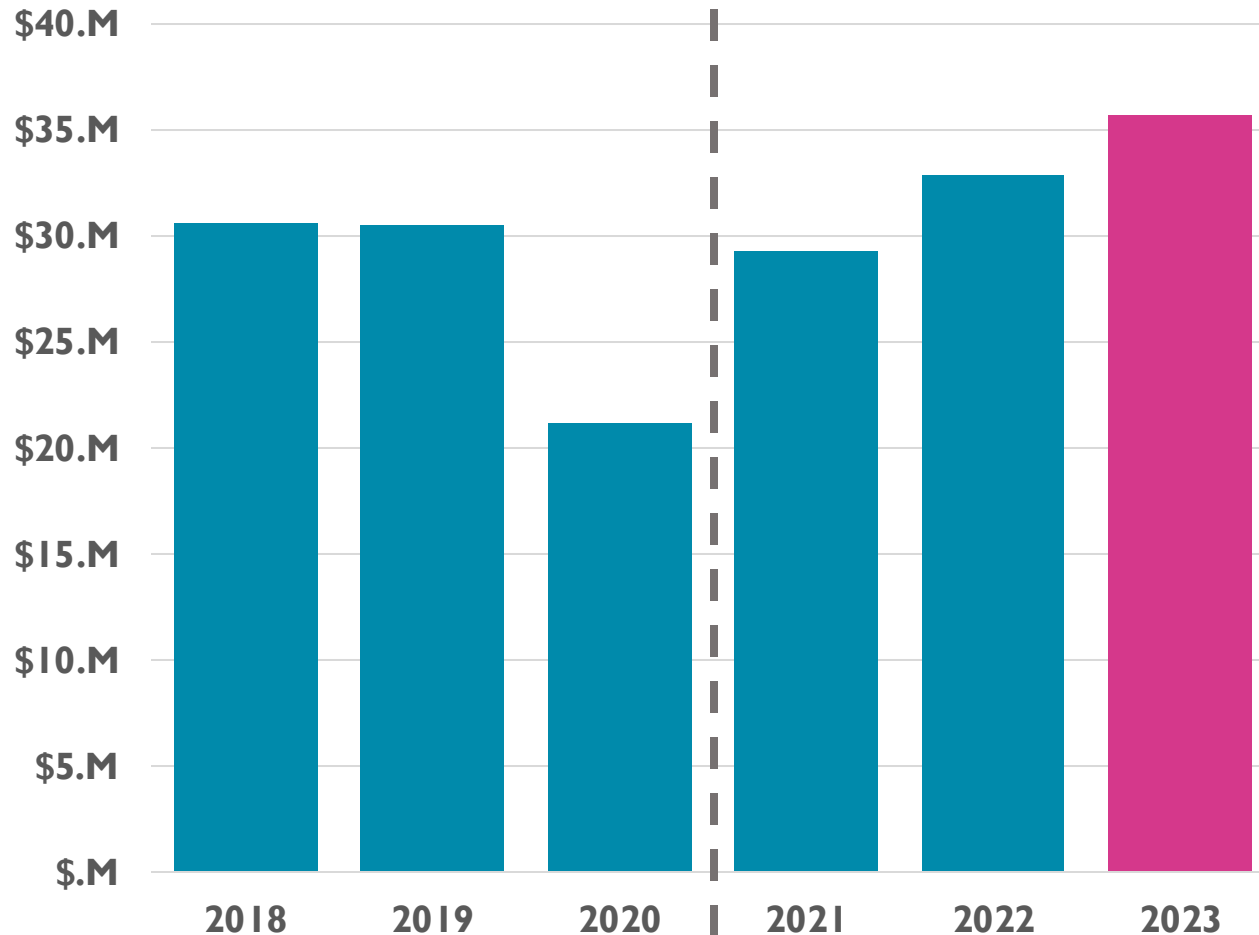
- Operating Profit **\$2.06m** FY23

- **GROWTH**

- Members
- Attendances
- Retail & Merchandise

CORE REVENUE (NON-AFL)

CORE REVENUE



- Increased to **\$35.5m** in FY23
- **+\$2.8m** from 2022
- **+\$7.2m** from 2021 (25%)

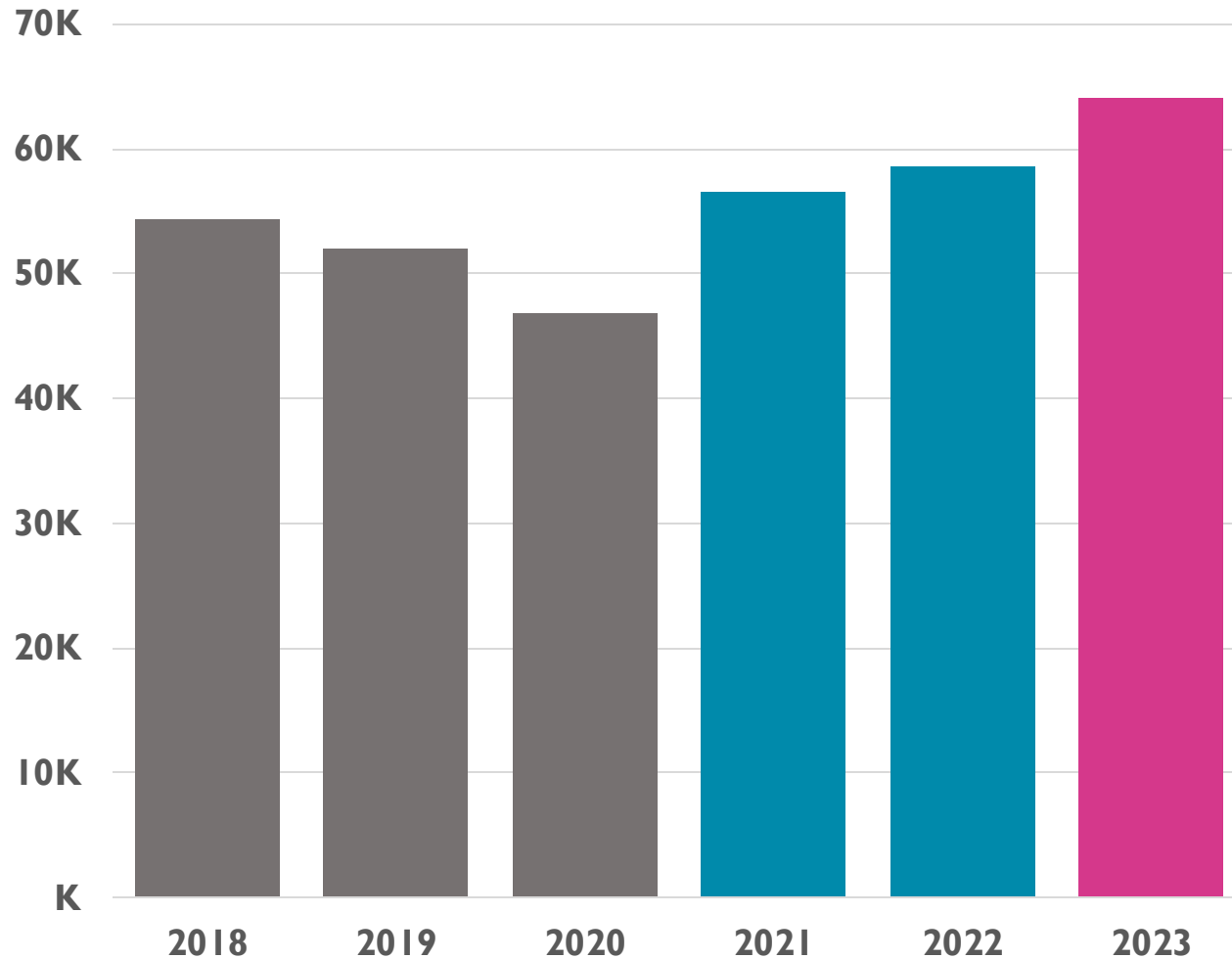
- Mship. & Ticket Sales **+\$1.3** to \$16.5m
- Partnerships & Hosp. **+\$1.7m** to \$15.4m
- Retail & Merch. **+600k** to \$2.65m

MEMBERSHIP & ATTENDANCE



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FOOTBALL CLUB

MEMBERSHIP VOLUME



Club record
64,041
(AFL Audited)



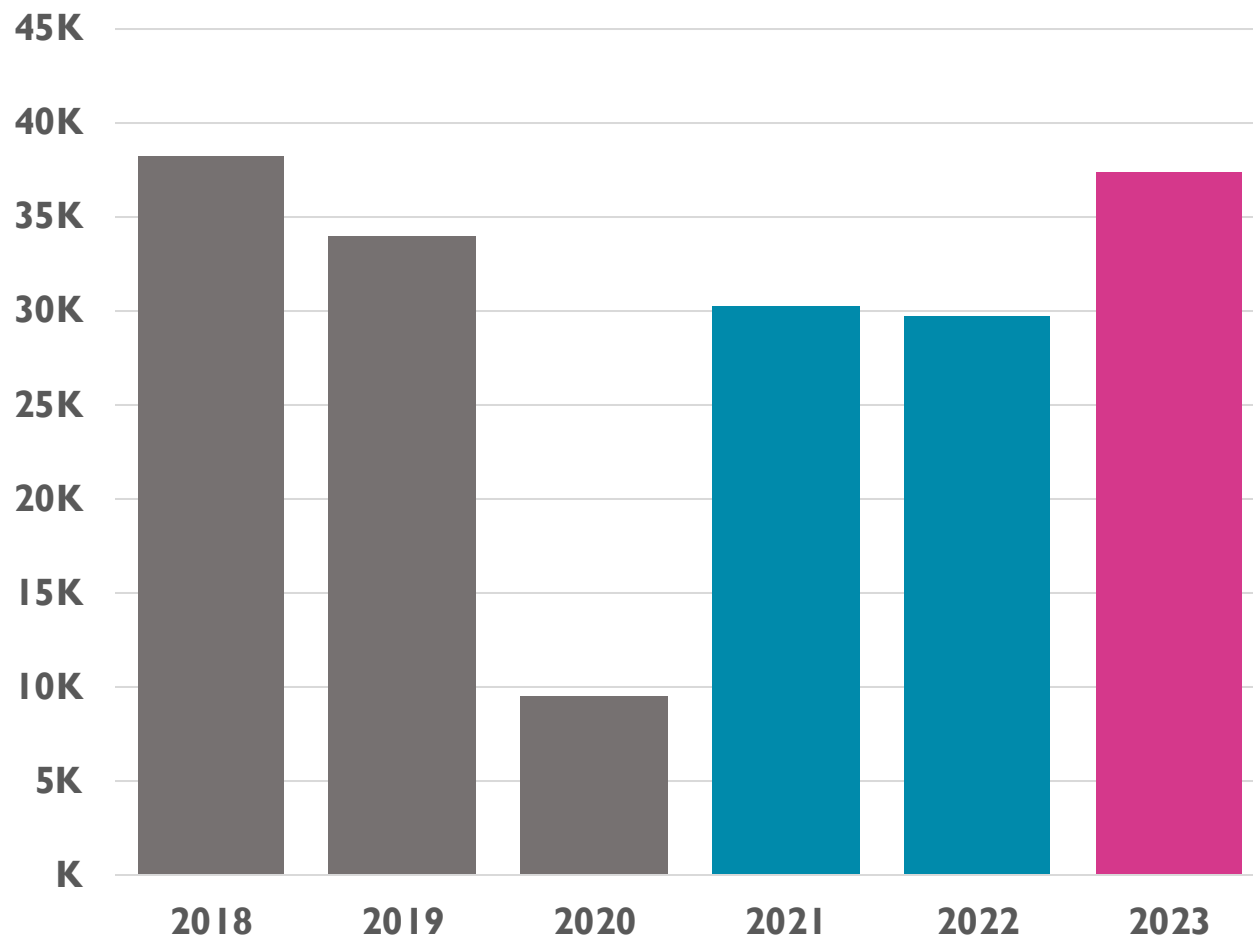
Up
9.2%
YoY

PAFC AVG HOME ATTENDANCE



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ATTENDANCES



37.3k

Ave 2023 home
attendance



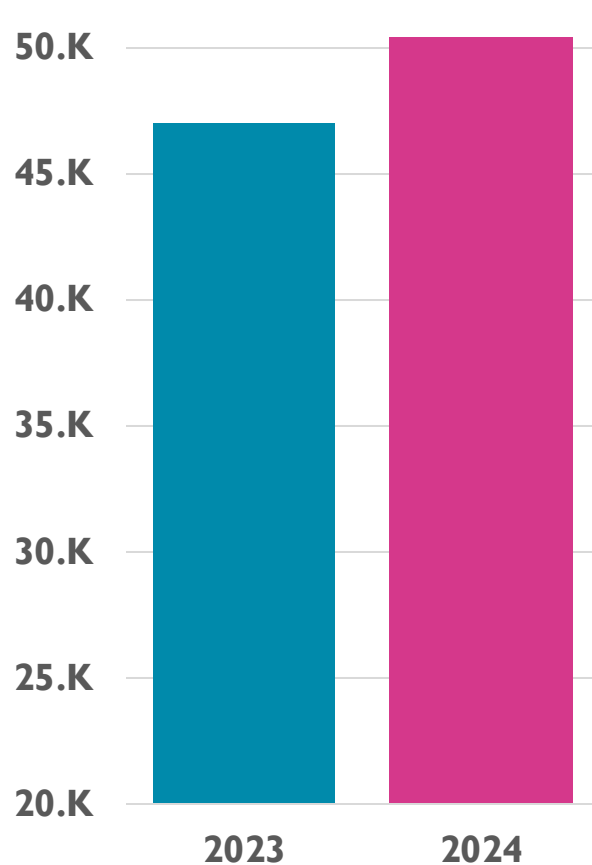
Up
25%
YoY



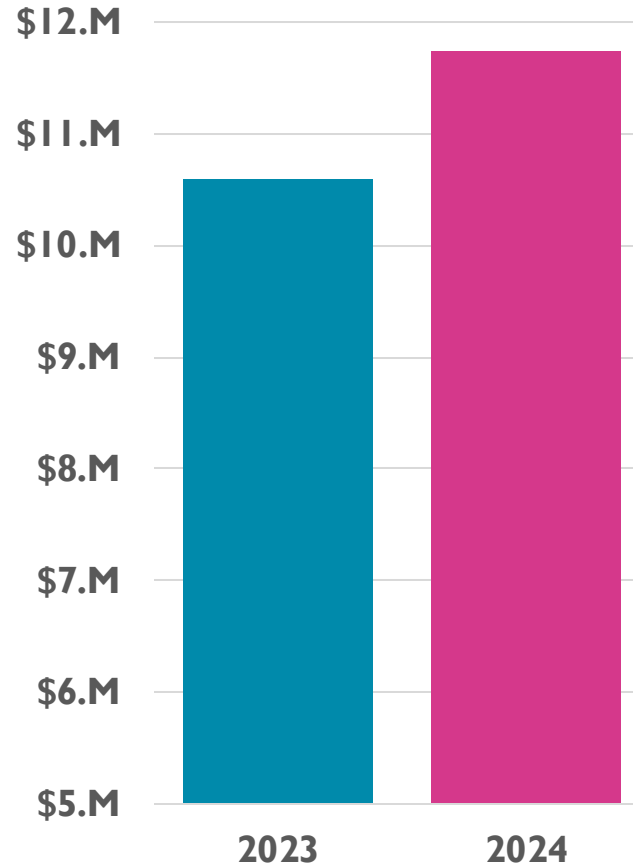
Sold
+100,000
Daily Tickets

MEMBERSHIP YTD

MEMBERSHIP NUMBER



MEMBERSHIP REVENUE



- YTD **50,450** Members (+3,000 FY23)
- Revenue **\$11.75m** YTD (+\$1.1m FY23)
- High member renewal
- Demand for Reserved Seating
- Strong new member growth

PCL PROGRAMS



PORT ADELAIDE
FOOTBALL CLUB



SOCIAL IMPACT REPORT



PORT ADELAIDE
FOOTBALL CLUB



41,316

People Engaged



264

Schools



20,126

Students



55,983

Kilometres
Travelled



315

Workshops
Delivered



826

Enrolled in
Leadership Events









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THANK YOU



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