

28 September 2006

Dear Ben

As all Geelong Football Club members and supporters would know, everyone associated with the Club was disappointed with the 2006 season. We did not meet our expectations on the field and in a season that we entered with such high hopes, we have been seeking answers as to why this occurred.

The Club's Chief Executive, Brian Cook was asked to head a review of our entire football operations and make recommendations that will enable the Club to move forward and have the success that we all crave.

The review took over five weeks and was concluded on Sunday 24 September when the Club's Board met and determined the path we need to take. It would be fair to say that the review that Brian undertook was the most comprehensive process that any AFL Club has completed.

This is not just our view. David Parkin believes that this review will be seen as a blueprint for Clubs in the future. Some people have raised the fact that it would be difficult for Brian to complete this review in an impartial manner given that he has close relationships with the many people working in and associated with our Club.

Brian's background in the game has seen him work as a CEO with both West Coast and Geelong for the past 17 seasons, and there is nobody more equipped or qualified to lead this process than him. He should be commended for the manner in which this review has been completed and the recommendations that have come from it.

The review incorporated interviews with around 50 people. This included all coaches, the Club's player leadership group, players at various stages of their careers with the Club - i.e. first year, third year etc, football and medical staff and some people from outside the Club such as David Parkin, Andrew Bews and player managers.

We have been transparent in this process, in some ways to our detriment and the discomfort of people directly involved in the process. We felt it was important that our supporters knew how we were going about this review.

There was one fundamental question that we asked in this process - what do we need to do to make our football operations better to allow the Club to have greater success? To do this we looked back at how the Club went about all elements of its football operations. We have not looked to provide lip-service or window dressing.

Many people saw this review as being only about whether or not our senior coach Mark Thompson remained in that position. This is an over simplistic view of the reason we undertook this review. We looked at all areas of our football department in determining what we needed to do.