



Essendon Members Trigger Historic Vote

Members of the Essendon Football Club will be called to vote for a resolution putting the spotlight on the social harm being caused by Essendon's Electronic Gaming Machines (EGMs).

Under section 249N of the *Corporations Act*, members can force a vote on a resolution providing they first secure the backing of at least 100 other members.

Having obtained the required support, No Pokies at Essendon (NoPE) today delivered a letter to the Essendon Football Club, to force a vote on a members' resolution at the Club's upcoming Annual General Meeting.

The Special Resolution would amend Essendon's Constitution, making it a requirement for the Club to publish a statement in future annual reports acknowledging that the operation of its 191 EGMs is causing social harm.

Since 2006, over \$235 million has been lost by players across Essendon's two venues in Essendon and Melton, including \$14.4 million in the last financial year alone.

While the resolution does not stop the Club from operating EGMs, NoPE believes that it would act as an important step toward divestment, by reminding the Club each year that their financial reliance on pokies comes at a social and reputational cost.

NoPE President Mike Read thanked all the Essendon members who answered the call to trigger this historic vote. "Forcing a vote on a social issue is an event which rarely, if ever, happens at AFL Clubs. The support we've received just to reach this stage highlights the real concern that many Essendon members have about this issue. We are a fanbase who just want to be able to be proud of our club again."

Under the Essendon Constitution, a special resolution needs to secure at least 75% of the votes cast to pass. While this will be a difficult challenge, NoPE believes that the Essendon Football Club should support a vote in favour of the change.

"This resolution essentially asks the club to acknowledge two things. One, the expert research on the far-reaching damage caused by problem gambling linked to EGMs. And two, the role of gambling providers in contributing to that harm – a position outlined by the state gaming regulator, the VGCCC in their [Position on Gambling Harm](#)."

"We call on the Essendon Football Club to support its members, to acknowledge the evidence, and to accept the position of the regulator, by backing this resolution."

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About NoPE:

No Pokies At Essendon (NoPE) is a grassroots group of Essendon fans actively advocating for the Essendon Football Club to make a meaningful and public commitment to exit the poker machine business.



PLAYER LOSSES AT ESSENDON'S POKIES VENUES SINCE 2006			
FY	MELTON COUNTRY CLUB	WINDY HILL	TOTAL
2006	\$6,836,737.00	\$7,705,095.00	\$14,541,832.00
2007	\$6,943,417.00	\$8,143,792.00	\$15,087,209.00
2008	\$7,151,400.00	\$8,017,109.00	\$15,168,509.00
2009	\$7,045,499.30	\$7,614,543.69	\$14,660,042.99
2010	\$6,064,015.98	\$6,766,098.04	\$12,830,114.02
2011	\$5,913,714.12	\$6,452,954.76	\$12,366,668.88
2012	\$6,210,836.69	\$6,818,137.54	\$13,028,974.23
2013	\$5,673,587.67	\$6,283,215.45	\$11,956,803.12
2014	\$5,752,072.59	\$6,150,471.66	\$11,902,544.25
2015	\$5,698,878.17	\$6,651,426.13	\$12,350,304.30
2016	\$5,747,188.77	\$6,337,864.14	\$12,085,052.91
2017	\$5,688,281.10	\$6,174,090.46	\$11,862,371.56
2018	\$5,685,208.49	\$5,869,768.67	\$11,554,977.16
2019	\$5,874,897.58	\$5,295,945.16	\$11,170,842.74
2020	\$4,362,669.59	\$3,882,059.13	\$8,244,728.72
2021	\$3,853,775.00	\$3,217,910.09	\$7,071,685.09
2022	\$5,778,578.56	\$4,380,935.64	\$10,159,514.20
2023	\$8,453,362.77	\$6,267,845.37	\$14,721,208.14
2024	\$8,057,702.65	\$6,360,599.04	\$14,418,301.69
TOTAL	\$116,791,823.03	\$118,389,860.97	\$235,181,684.00

Source: Victorian Gambling & Casino Control Commission expenditure data

NB: Essendon's pokies operations date back to 1993, venue level data does not go back this far

See [here](#) for collated player loss data from all AFL club owned venues since 2009.

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