

**Resolution 16 (which was to have been moved by the Chair of the Trust, Tommy Brannigan)**

This resolution is really simple but nonetheless very important. It is calling for something which should be no more than what any competent Board would do without being asked. In fact, the most remarkable thing about this resolution is that it had to be submitted at all. This speaks to the failings of this Board in recent years; its contempt for its shareholders and for the supporters of Celtic football club.

In thinking about moving this resolution I struggled to think of anything to say other than, this is bloody common sense, can you not just do it? But I suppose the key issue is why you haven't done it in the past. However, there is another motion on the agenda which will necessitate answering just that question and I am sure my colleague will spell out the answer in detail.

The Board has asked you to vote against this motion because, to paraphrase,

- a) they are already doing it and
- b) even if they are not there is a good reason for that.

So what is it they are doing which they claim meets the terms of this motion. Well, it is true to say that there is a section in the Annual Report which is called 'The Strategic Report' - so far so good.

It begins with a potted history of the Club in case any of the shareholders were unaware that we were founded in 1888 by a Marist brother called Brother Walfrid. It then goes on to tell us that

'Celtic Football Club is a professional Scottish football organisation with proud Irish heritage. The Club operates on a commercial basis, free from political affiliation, and faces the same competitive pressures as other entities in the professional sports sector.'

A bit short on strategy so far but.....

But then it gets better, we are told that the clubs 'strategic response' to its environment (which is apparently really challenging) is to maintain operational stability, invest to secure domestic dominance, and to pursue qualification to the Champion's League. Well, they call that a strategic response, I would call that a set of aims. Even as a set of aims I have my doubts because, in fact, their own Nominated Adviser has stated that Celtic PLC budgets for the Europa League. They don't spend even modestly in order to attempt progress in the Champions League. So it sounds as though they are telling us one thing and telling their friends in the City something else.

For what it is worth, and to be fair to them, this is what they do say. They say they will achieve this through their strategy and business model for growth and football success focusing on three key areas

**Core Business – football operations with a self-sustaining financial model, relying upon: player trading, player recruitment, creation of Champions League players, women’s football, technical functions and development of training facilities.**

Player trading and player recruitment? Seriously? When was your last successful transfer window? Who paid the price for messing that up?

Women’s football? You have starved those players of any funding but you claim that they form part of your core business?

**Off the pitch: (ii) Development of the Celtic Brand – incorporating international development, digital strategy, supporter engagement, Celtic Park development and Celtic FC Foundation.**

So they are claiming that part of your strategy involves supporter engagement? I am sure that will come as a massive surprise to those who have been subjected to Collective punishment this week.

**The next pitch: (iii) Improvement in the football environment in which Celtic plays – representation within football governance and administration at domestic and European level.**

Yes I am sure you are very good at this – it creates sinecures for you after all.

You go on to refer to your revenue streams which you say are

(i) Football and Stadium Operations; (ii) Merchandising; and (iii) Multimedia and Other Commercial Activities.

So basically your money comes from us then? How is your merchandising working out for you by the way?

To cut to the chase though, we know, because you keep telling us that you aim to be a world class football club. But we are not world class are we? We are not even European class. What you don’t tell us in anything other than the most general terms is how you intend to achieve those aims and, importantly, what the timescale is and how you have measured your success so far. Without that, you can just keep telling us this stuff, padding it out with more verbiage, year after year.

In your response to this motion you do say that you are reviewing your approach to communications and have noted the importance of communicating the strategy to the wider support. So if what you plan to do, is what you always do, and what you did with the Standing section, with the Fans Forum, with the Living Wage and with the Disabled

Supporters' review, is to vote down the ideas from the Trust and then introduce them, then fine, I think we can live with that. But do something because what you are doing now is simply not good enough.

In the meantime I call on all shareholders to support Resolution 16.