



MEDIA RELEASE

For Release
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Essendon Supporters say NoPE to Essendon FC Pokies Investment

Essendon Supporters have created a new organisation, No Pokies at Essendon (NoPE) Inc to voice their opposition to Essendon Football Club's Poker Licence investment.

Mike Read, the new President of NoPE, said 'Essendon Supporters have come together to say it's time to get rid of Essendon's 190 Pokies Licences. This new organisation will work towards driving this change.'

One of Essendon Football Club's objects is '*to preserve, foster and promote the ideals and traditions of the Club.*' NoPE says that owning Pokies Licences is not consistent with this object.

Across the 190 poker machines at Essendon's Melton Country Club and Windy Hill venues gamblers have lost on average just over \$11 million per year, or a whopping \$154 million since 2010. This represents an increasingly significant social harm that the Club is causing to two local communities. Put simply, the revenue Essendon is raising from Pokies is coming from the social and financial misery of disadvantaged people.

As community expectations have changed, six of the 10 Melbourne-based AFL clubs have gotten rid of their poker licence investments. Essendon have a choice to make; their gaming licences, or their social licence.

Mike Read said he believed that the majority of Essendon supporters opposed the Club's investment in Poker Machine Licences. He had also heard repeated stories from Essendon supporters who had written to the club calling for change, and who had received no response. NoPE has been created to stop the Club ignoring the views of its members on this issue.

NoPE officially launched its website on 22 May 2023. The website invites supporters to sign an Open Letter calling on Essendon FC to publicly commit to exiting the Poker Licence industry. Supporters can now take action by visiting our website and signing our Open Letter to the Club, as well as joining NoPE as a member.

Email: Info@Nope.org.au
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