



MEDIA RELEASE

18/12/2024
For Immediate Release

NoPE thanks Essendon members for strong result

No Pokies at Essendon (NoPE) acknowledges the result of the vote of Essendon Football Club members on NoPE's Special Resolution, which was [announced by the club](#) last night.

The option of amending the Essendon Constitution to address the social harm being caused by Essendon's pokies operations was an imperfect one and was always going to be a monumental ask. When this was combined with Essendon advising members to vote against the resolution, receiving 36.2% of the vote was a strong outcome.

NoPE wishes to thank all Essendon members who first helped get the resolution onto the ballot and those who voted in favour of the resolution. We also thank anyone who approached it with an open mind, as well as the Essendon Football Club for their engagement on the issue. We received much support during this campaign, including from Essendon Members who support our goal of an exit from gaming but were uncertain about changing the club's constitution.

Knowing that 75% of the vote was required, this was always about much more than the headline result; with the increased awareness and engagement by Essendon members on the matter of Essendon's financial reliance on problem gamblers adding to the pressure on the club to make a move away from their venues.

Our impression from the campaign was that the number of Essendon Members who believe that Essendon Football Club should exit from the pokies industry is increasing. We hope that the Essendon Football Club will listen to this growing voice of opposition.

We thank all those who supported the resolution and will build on the strong showing to continue the fight in 2025.

—END—

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.

info@nope.org.au
Nope.org.au