

Dominic Proctor

Manifesto

There are many reasons why I think I would make an excellent and effective Dons Trust Board Member. The 3 main ones are:

1. I am a passionate believer in what the Club stands for
2. My experience and credentials are totally suited to what the Club needs
3. I love The Dons

To take those in turn...

1. Fan Ownership

I am writing this before the SGM on 28/10 and you are reading it after that meeting, but I am stating from the outset that I fully support the proposed changes as they give us the best chance of survival and sustained growth, whilst not jeopardising the ownership and related restrictions which most of us fans cherish.

With very few exceptions, it is clear that for a Club like ours to survive and prosper we require sustained growth in revenues, which must be reinvested back into the teams. It is a virtuous circle. In the wider world of professional sport there are very few examples of Clubs who “beat the system” in a sustained fashion, year after year. Of course in our own extraordinary history we have a clear example of cutting through with limited resources, but in the end it catches up with you. It is rarely sustainable.

So, **I believe that the twin ambitions of being a fan owned club who can also thrive and grow** are achievable and that supporting the resolutions proposed is the next big step. If I were lucky enough to be elected I would ensure that those ambitions were adhered to in the interest of the fans as I believe that we should always strive for both and never sacrifice either.

2. My experience

My career has given me excellent experience and credentials to help the Club grow. I spent 37 years working in, and running, Advertising and Media agencies around the world including agencies specialising in Sports Marketing. We advised sports federations and clubs including the FA, AELTC, IOC, NFL, EFL and worked with all key sponsors and broadcasters involved in bringing sports alive. Through this experience I have gained a clear understanding of the winning value propositions in sports marketing and the way individual clubs can be positioned in that marketplace. I know I could be of great help to our Exec team in helping them capitalise on our fabulous story.

I was also on the Board of the RFU from 2016-2022 where I worked in the grassroots of rugby as well as with professional Clubs and international projects. My role included being the Board's Senior Director, Chairing the Remuneration Committee, Nominations Committee, various Governance projects and the RFU charities as well as working closely with the CEO and Commercial team. There are lots of lessons transferable across sports!

Since retiring I am very active in the local community but certainly now have the time and commitment to join the DT Board if elected. Locally I Chair the well-loved and important Polka Theatre, a charity which seeks to bring the performing arts to all kids, regardless of their circumstances. Most of our fundraising and outreach is in Merton and the surrounding areas but just this month Polka won the prestigious ‘Most Welcoming Theatre in the UK’ award, beating venues from all over the country. I also Captain the Royal Wimbledon Golf Club where we have 1,200

members to look after and try to keep satisfied(!). This is a 1 year appointment where the Captain leads all aspects of the Club, supported by the exec team. Finally, I also work with the minority rights holder of The Wombles, another local institution and very much part of the AFC story and brand!

3. Dons supporter

I first watched the Dons in 1972 against Guildford City. Guildford was my hometown but February 2024 saw the 50th anniversary of the collapse of that Club, a salutary lesson in what can happen, even in a prosperous city. I moved to Balham in early 80's and started watching the Dons regularly before taking my son and his 2 friends to Selhurst Park for home matches throughout the 90'salways a big highlight of our week.

We put money in the bucket and bought the original shares in AFC in 2002 . We have continued to support them and their fundraising ever since and the kids still come with me to our seats in the excellent Cappagh Stand . It is still a big highlight of our week!

COYD!