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FAITHFUL THREE TO LEAD NEXT GEN LION KINGS

THE LOYAL FAMILY



GABBA GANG: Mitch Robinson, Stefan Martin and Pearce Hanley have signed new deals with the Lions. Picture: Annette Dew

TRAVIS MEYN
@travismeyn

AS the AFL enters a new era of free agency where loyalty will slowly wilt away, the Brisbane Lions have made steps to ensure their club remains rich in tradition.

The Lions yesterday ensured star duo Stefan Martin and Pearce Hanley will finish their careers in Brisbane, and locked up Carlton discard Mitch Robinson until the end of 2018.

Hanley, one of the Lions'

best, was already contracted to the club until the end of 2018 but has extended that for a further year, while Martin will be their lead ruckman until 2019.

The Lions have watched emerging talents James Aish, Jack Redden and Jared Polac – among others – walk out the door but they are determined to secure a nucleus of key players to lead a premiership revival.

Martin, a joint winner of this year's Merrett-Murray Medal, said the club's senior

group knew of each other's desire to taste success at the Gabba after a terrible 2015, finishing second last. "We knew what was going on behind the scenes but it wasn't officially a pact or anything like that," he said.

"It's nice to know the core group of older players are going to be around. It gives you confidence to want to stick around."

"I can see enough improvement. We can hopefully aim for finals in the next few years, whether we're ready to

have a tilt at the premiership, it's too early to tell."

The Lions plucked Hanley from Ireland and have developed him into an outstanding AFL talent. The decision to extend his contract with three years to run shows just how highly they rate him and the 27-year-old said he wanted to play out his days in Brisbane.

"It clarifies I'm going to be a one-club player," he said.

"We're in a great spot. We've got a very young list but we've got the right people in the right places.

"I say we're in a good place but we finished second-last which is unacceptable."

"From the outside we might not look like the best club but we're building something special. We know that and that's all that matters."

"Our premiership window could be towards the end of my tenure at the club."

Robinson resurrected his career at the Lions last season after being delisted by Carlton. The tenacious 26-year-old tied for the Merrett-Murray Medal in his first

season at couldn't we paper.

"I want that show that I was delisted said."

"The boy coming with and the con- laxed. My

"As soon wanted to e I was hap where."

Marco settles on Lions turf

ANDREW HAMILTON
@andrewham72

MARCO Paganone will miss his family, but he no longer years from home. He is at home.

His girlfriend Emily has moved to Brisbane from Fremantle and the couple are in the market for a block of Queensland dirt. This week the 21-year-old signed a new deal that will keep him at the Lions until the end of 2018.

Paganone was in the high-risk category for the "go home factor" coming from a tight-knit Italian family, he has three siblings, and having recently lost his father Claude to lung cancer.

However, after three years at the club, the West Australian is at a point where he believes he would miss out on more by leaving than staying.

"It was definitely hard during my father's illness, there

wasn't a desire to go home but I did want to be closer to the family," he said.

"I am lucky to have Emily here and I am super happy. It is a great club, there is also so much young talent coming through. The future is exciting and you wouldn't want to miss it."

Paganone was selected as a tall forward with the 23rd pick in the 2012 draft but found a permanent home last season across half back and up on the wings.

He said last season, when he played every game and cemented himself in the side, also helped his decision to put down roots in the River City.

"It definitely helped me settle, I felt like I was meant to be here," he said.

Coach Justin Leppich is an admirer of Paganone's determination to be the best player he can and said the best way to judge him was to look at his progression.

"He has improved every year, he finished high in our best and fairest last year," Leppich said.

"And he has gone to another level with his voice, direction and leadership. We are just rapt to have him around."

Keeping occupied away from football is another key to avoiding homesickness and the artistically minded Paganone has plenty of outlets.

He is an avid photographer and has started a fashion label Scaly Mates which incorporates his love of drawing.

"As a young kid, Dad used to talk about me and my scaly mates, that is where the name came from," he said.

"Drawing has always been my thing. I love the beach and always like to sketch different marine creatures and things connected to the ocean."

"Just saw an opportunity to create a brand and it is going really well."



Picture: Jono Searle

can make a difference. "I guess for myself, it was knowing that I was ready - I think there are a lot of things that come with leadership some people may not think about," he said.

"It's not real good in a meeting situation where quick responses are thrown up. I'm more the type to get on field stuff sort of also my off field. I just feel like I'm ready next step and help see young guys to some success in the start future."

Merrett enticed into leadership role to mentor young guns DANIEL IN LIONS' DEN



MAKING A DIFFERENCE: Defender Daniel Merrett and midfielder Dayne Beams are new additions to the Brisbane Lions' leadership group. Picture: Jono Searle

ANDREW HAMILTON
@andrewham72

DANIEL Merrett remains in the Lions' backline, but he is no longer in the background.

Brisbane's oldest player is their newest leader, having been elevated to vice-captain in an expanded leadership group that includes first

Merrett's front door was also Lambert's doing.

Brisbane's future, and perhaps that of Leppich as head coach, hinges on their ability to stop the player exodus of recent years and retain their elite talent.

Nose are more critical than 1996 forward Schacht. Merrett had never played

For me not to be in some sort of leadership role ... it would have been wasting an asset

"For me not to be in some sort of leadership role with my experience and with such a young group, it would have been wasting an asset," he said.

"It's the same for Dayne. "It's not real good in a meeting situation where quick responses are thrown up. I'm more the type to get on field stuff sort of also my off field. I just feel like I'm ready next step and help see young guys to some success in the start future."



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2016 Fixture Release

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AFL: Brisbane Lions Fixture rating
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AUDIENCE STATS



Desktop	Total 2014	2015 YTD	2014/15 difference
Page Views	5,542,744	5,007,759	-9.65%
Monthly Avg. PV's	461,895	417,313	-9.65%
Unique Browsers	1,069,619	1,139,348	6.52%
Monthly Avg. UB's	89,135	94,946	6.52%
Video Views	369,236	414,853	12.35%
Monthly Avg. Vid Views	30,770	34,571	12.35%
Avg Time on Site	4.94	4.98	0.83%

Mobile	Total 2014	2015 YTD	2014/15 difference
Page Views	572,124	1,194,026	108.70%
Monthly Avg. PV's	57,212	99,502	73.92%
Unique Browsers	185,183	359,952	94.38%
Monthly Avg. UB's	18,518	29,996	61.98%
Video Views	57,823	309,066	434.50%
Monthly Avg. Vid Views	5,782	25,756	345.42%

App	Total 2014	2015 YTD	2014/15 difference
Page Views	4,074,477	5,365,923	31.70%
Unique Browsers	78,545	88,056	12.11%
Video Views	203,699	87,967	-56.82%
App Downloads	31,045	35555	

TOTALS			2014/15 difference
TOTAL PV'S	10,189,345	11,567,708	13.53%
TOTAL UB'S	1,333,347	1,587,356	19.05%
TOTAL VID VIEWS	630,758	811,886	28.72%



Jaden McGrath @jad... 6d
 Awesome to see @brisbanelions have 12,000 members signed up already! If you haven't yet, jump onboard and sign up today! #YourClubRepresent
 Open

Claye Beams @Claye... 2d
 Great night for the @brisbanelions bringing in some exciting talent bring on 2016 #YourClubRepresent
 Open

Daniel Rich @daniel_r... 2d
 Congratulations to @Schache23 @EricHipwood @benkeays Rhys Mathieson & Sam Skinner on joining our family! #YourClubRepresent @brisbanelions
 Open

Liam Dawson @ldaws6 2d
 You beauty! More academy boys to join us @benkeays @EricHipwood #BelieveBelong #YourClubRepresent
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Brisbane Lions @brisb... 3d
 Squiz is on the phones! Call 1800 216 885 to have a chat and organise your membership for 2016 #YourClubRepresent
 pic.twitter.com/IKBu7bsqRi
 Open

Daniel Merrett @Merrett21 3d
 Yeah I like it will talk to the team #YourClubRepresent

Bernie Watt @berniegerrm @brisbanelions @Merrett21
 Here's an idea, can you offer a membership for overseas peeps that is cheaper but includes access to AFL live app?

Daniel Merrett @Merr... 3d
 Calling up our members to say thank you! #GoLions #YourClubRepresent
 pic.twitter.com/wam4vKq3Re



Dayne Zorko @Dayne... 2h
 Hey Lions fans
 pic.twitter.com/9thGWqrHdX
 Open



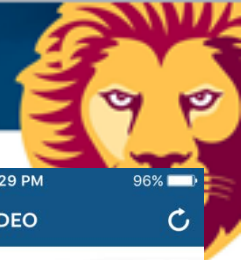
Daniel Merrett @Merr... 3h
 Come say hey
 pic.twitter.com/M63L1scU4N
 Open



11:01 AM MOST RECENT
 #YOURCLUBREPRESENT




eric.hipwood The big man teaching me how to kick straight #yourclubrepresent
 Open



Luke Curran @LukeyC5 3h
 @LionsAcademy graduate
 @ArchieSmith_ on fire over
 summer working with Huddo
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[twitter.com/brisbanelions/...](https://twitter.com/brisbanelions/)

Brisbane Lions @brisba...
 He turned his back on a
 promising basketball
 career... Now he's here,
 with no regrets. More:
bit.ly/1SlxGOn
pic.twitter.com/CONyiQJGY
 Z



Murray Davis
 @MADavis_11

Titanic battle between
 @tcutler26 &
 @GaryODonnell10
 #LionsFamilyDay
 #YourClubRepresent
pic.twitter.com/pltkOgAqol



5:13pm · 6 Feb 2016 · Twitter for iOS

7 LIKES

12:42 PM 100%

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ashleytdrake 3d



♥ 39 likes
 ashleytdrake Frankie's all set for 2016
 #yourclubrepresent @brisbanelions

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12:29 PM 96%


← VIDEO ↻

jleppitsch
 Sherwood AFL Club 2d



♥ 64 likes
 jleppitsch @lambose18 just got the crowd in
 the palm of his hand.. @beama_9
 @tomrockliff38

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Mitchell Hahn @mitchellhahn
 Lions family day great to see the boys giving back to the supporters.
 #YourClubRepresent pic.twitter.com/ntrH9KVC68

Gary O'Donnell
 @GaryODonnell10

Snags in bread
 #mustbehappywiththerigmate
 #YourClubRepresent

Leigh Harding @lharding39
 All those tweets make you
 hungry! @lambose4 #yourclubrepresent
 @brisbanelions @GaryODonnell10
pic.twitter.com/Fzkb2SjCc



12:55am · 7 Feb 2016 · Twitter for iPhone

2 LIKES

12:30 PM 95%

← PHOTO ↻

mellielamb
 The Gabba 4d




♥ 60 likes
 mellielamb Cooking classes have started !!
 What a great job the boys have done !
 @samskinner41 @rhys.mathieson
 @eric.hipwood @benkeays @reub_en
 @brisbanelions #yourclubrepresent
 #cookingclass #spagbol #ceasarsalad
 #gabbakitchen #mobc

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Brisbane Lions @brisb... 3d
Squiz is on the phones! Call 1800 216 885 to have a chat and organise your membership for 2016 #YourClubRepresent pic.twitter.com/lKBu7bsqRi




Open

Daniel Merrett @Merrett21 3d
Yeah I like it will talk to the team #YourClubRepresent

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Here's an idea, can you offer a membership for overseas peeps that is cheaper but includes access to AFL live app?

Open

Daniel Merrett @Merr... 3d
Calling up our members to say thankyou! #GoLions #YourClubRepresent pic.twitter.com/wam4vKq3R e



Open



Dianne Collins @LionsDi 2d
Welcome @Schache23 Looking forward to watching you in a long and successful career with @brisbanelions #YourClubRepresent #GoLions



Bret Salinger @BretS... 2d
Great community outreach @brisbanelions. Got a call from @MitchRobinson05 thanking me for membership renewal. Go Lions! #YourClubRepresent



Open

charlie @CharlieHeyfron 2d
@pearcehanley cheers for the phone call today mate pleasure to renew my @brisbanelions membership for another season #YourClubRepresent



Open

Bobbie Evans @Bobbi... 2d
@Schache23 good luck 2nite. Livin the dream of many. @brisbanelions lookin fwd 2 seein u in this #YourClubRepresent pic.twitter.com/xSjmarwjto



Tweet


Trendsmap Brisbane @TrendsBrisbane

#yourclubrepresent is now trending in #Brisbane trendsmap.com/au/brisbane

24/11/2015, 10:40 PM from Brisbane, Queensland


1 RETWEET 2 LIKES

Claye Beams @Claye... 2d
Great night for the @brisbanelions bringing in some exciting talent bring on 2016 #YourClubRepresent




Open

Daniel Rich @daniel_r... 2d
Congratulations to @Schache23 @EricHipwood @benkeays Rhys Mathieson & Sam Skinner on joining our family! #YourClubRepresent @brisbanelions



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Liam Dawson @ldaws6 2d
You beauty! More academy boys to join us @benkeays @EricHipwood #BelieveBelong #YourClubRepresent



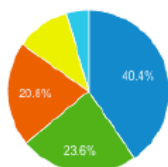
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Social Media YOY Comparison

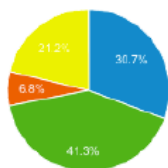
Top Channels

Sep 22, 2015 - Nov 30, 2015



- Referral
- Direct
- Social
- Organic Search
- (Other)
- Email

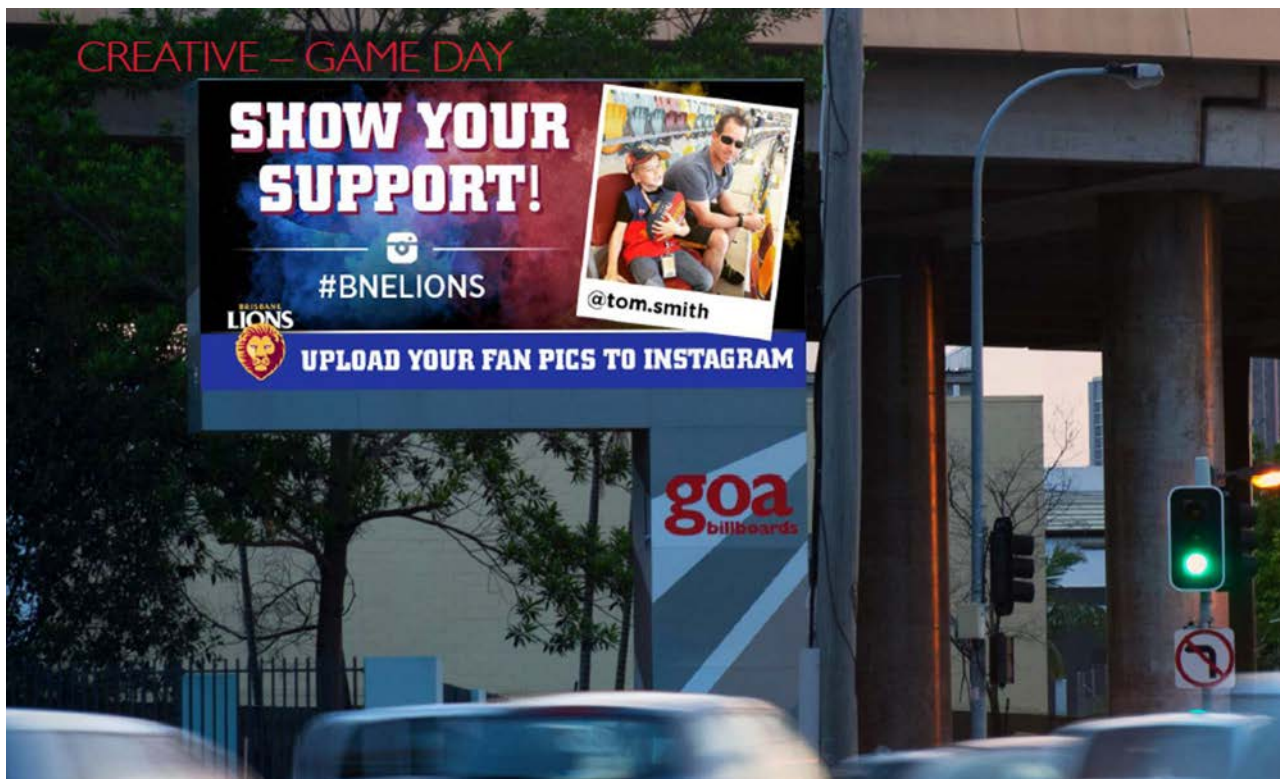
Sep 28, 2014 - Dec 6, 2014



- Referral
- Direct
- Social
- Organic Search
- (Other)
- Email

	Acquisition		
	Sessions ↓	% New Sessions ↓	New Users ↓
	66.27% ↑	4.59% ↓	58.64% ↑
1 ■ Referral	119.06% ↑		
2 ■ Direct	5.13% ↓		
3 ■ Social	408.70% ↑		
4 ■ Organic Search	15.11% ↓		
5 ■ (Other)	100.00% ↑		
6 ■ Email	100.00% ↓		

During the trade period of 2014 6.8% of our website traffic came from social media. In 2015, we can assign 20.8% of our website traffic to social media.



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4,086 likes

42m

td58 This post is not about me, or how tough I am. It's not to shine any light on me or my injuries. Our team doctors and trainers did an amazing job giving me an opportunity to get back on the field. This post is strictly to show how much love I have for my brothers and #PantherNation. Thank you all for your support and we will #KeepPounding.-TD





Social Media Challenge - Coffee For A Week

- ✓ #YourClubRepresent
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