

THE EFC NETWORK

Business growth through meaningful connections.

A curated business community.
Real Opportunities. Lasting Impact.

MAJOR PARTNER

FUJITSU | GENERAL

PLATINUM PARTNERS

NEC PRIME PROJECTS CONSTRUCTION

PEOPLE
OPPORTUNITY
GROWTH

More than a Network

A community built to create opportunity

The EFC Network is a curated business community that brings together ambitious organisations and influential leaders, creating meaningful relationships that drive growth and opportunity.

Recognised as one of Australia's most influential corporate networks in sport, the EFC Network is designed to help like-minded businesses build valuable connections and achieve tangible commercial outcomes. Supported by a dedicated team, we proactively identify opportunities, facilitate strategic introductions, and foster relationships that generate real business results.

THE NETWORK IN NUMBERS

$87M+
In business generated
*over the past five years

1,250+
Introductions facilitated by EFC Network Account Managers
*over the past 12 months

75+
Member organisations

17
Industries represented

2,500
Business professionals



Creating meaningful business outcomes

We understand that each business is unique, which is why we tailor our approach to its specific requirements. Every member works through the same four steps.

1. Understand your business

We take time to understand your goals, industry, target market and growth opportunities.

2. Identify opportunities

We leverage our networks to identify relevant organisations and decision makers.

3. Facilitate introductions

Our team makes curated, personal introductions to help establish valuable connections.

4. Generates outcomes

We foster ongoing relationships that lead to meaningful partnerships and measurable commercial results.

Why organisations join the EFC Network.

Access. Relationships. Opportunity. Growth.

Curated Introductions:

We connect members to relevant people and potential opportunities.

Access:

Engagement with senior decision makers across diverse industries.

Community:

Trusted relationships built over time within a high-quality business network.

Commercial outcomes:

Connections that support tangible business growth.





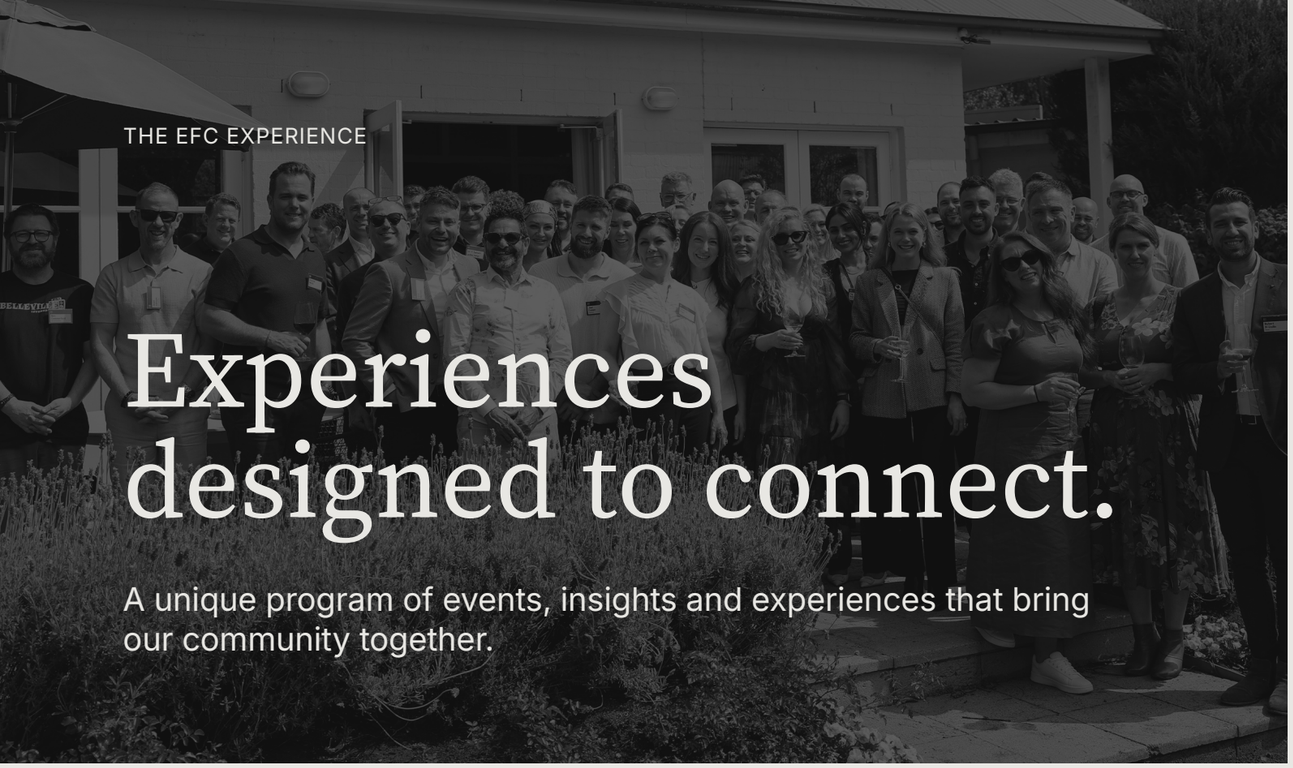
NEC is a proud partner of the EFC Business Network. The range of networking opportunities that our company can engage with really drives the ability to enable new sales opportunities. From the varied types of networking events arranged by the EFC Network, to the personal introductions to other members, NEC's membership with the EFC Network is highly valued. To date, NEC has secured genuine business outcomes through the Essendon Network, and we look forward to the future opportunities.

Kylie Smith, Vice President - Marketing and Communications at NEC Australia



At General Australia, we value building meaningful partnerships with organisations that share our vision and values. Our collaboration with Essendon and the EFC Network has been incredibly rewarding, allowing us to build valuable connections, strengthen our brand within a respected business community and unlock new opportunities. The EFC Network's personalised approach to partner engagement is second to none, going above and beyond to support our growth, broaden our reach and help us achieve our business objectives.

Alex Turner, Head of Strategic Partnerships at General Australia



THE EFC EXPERIENCE

Experiences designed to connect.

A unique program of events, insights and experiences that bring our community together.

CONNECT

- Business Speed Dating
- Coffee Connects
- Season Launch

LEARN

- Leaders In Business
- Dinner with Directors

EXPERIENCE

- Perth Dreamtime Interstate Trip
- Fine Food & Wine Experience
- The December Soirée

INDUSTRY

- Guns In Property
- Executive Leadership Luncheon
- Sydney Executive Dinner

THE PEOPLE BEHIND THE NETWORK

Dedicated to driving outcomes and creating connections.

Our team works closely with each member to understand their business, services, products and target market. Our team will proactively support each business in facilitating quality introductions to key business prospects that lead to genuine commercial outcomes.

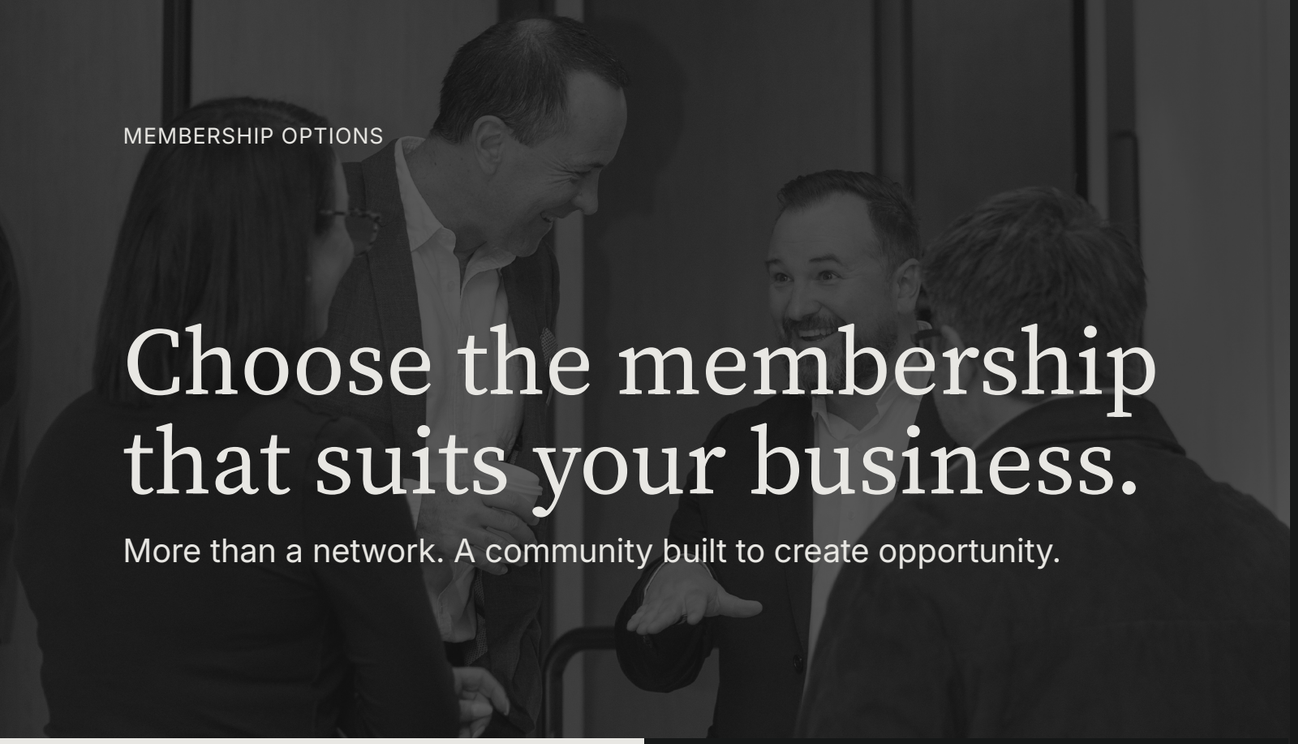
We understand that each business is unique, which is why we prioritise tailoring our approach to meet each businesses specific requirements.



“

At its heart, the EFC Network is about creating opportunity. By connecting ambitious organisations with trusted leaders and decision-makers, we help our members build relationships that deliver genuine commercial impact.

Carli Cook, Head of Fundraising & EFC Network at Essendon Football Club



MEMBERSHIP OPTIONS

Choose the membership that suits your business.

More than a network. A community built to create opportunity.

STANDARD

Access and opportunity.

$11,495 ex GST

- Dedicated Account Manager
- Access to events:
- Business Speed Dating (1)
- Season Launch (4)
- Guns In Property (2)
- Leaders In Business (2)
- 2x Coffee Connects (2)
- Fine Food & Wine Experience (2)
- Dinner with Directors (1)
- The December Soirée (2)
- Guest pricing on EFC hospitality

PREMIUM

Deeper engagement.
Greater opportunity.

$16,995 ex GST

- All benefits in standard, plus:
- Guns In Property (4)
- Sydney Executive Dinner (1)
- Perth Dreamtime Interstate Trip (2)
- Executive Leadership Luncheon (1)
- Enhanced brand recognition
- Priority Introductions

BUSINESS SPEED DATING

Sharpen your elevator pitch and start the year with our Business Speed Dating Session. Meet fellow business members, in a fast pace session, where you showcase your product or service offering, establish connections and identify immediate business opportunities from the get-go.

SEASON LAUNCH

The first major event of the year, our Season Launch brings together our corporate network alongside key EFC talent to preview the season ahead.

GUNS IN PROPERTY, SUPPORTED BY THE BAND OF BOMBERS

Guns in Property brings together business leaders from the property and construction sectors for an afternoon of networking and connection. Held on the eve of the highly anticipated Essendon v Collingwood Anzac Day clash, the event provides a great opportunity to connect with like-minded industry professionals ahead of one of the biggest games on the AFL calendar.

LEADERS IN BUSINESS

Exclusive to EFC Network members, Leaders in Business provides the opportunity for senior executives to engage in intimate roundtable discussions led by EFC Directors and executive team leaders. Sharing career experiences, leadership insights and current business challenges, the session encourages meaningful discussion, knowledge-sharing and connections between senior decision-makers across the network.

PERTH DREAMTIME INTERSTATE TRIP

Exclusive to EFC Network Premium Members, join us for the inaugural DREAMTIME AT MAALI as Essendon takes on Richmond in Perth during NAIDOC Week. Enjoy a three-day interstate experience, including return flights, two nights accommodation, corporate hospitality on game day and access to a major networking event, providing a unique opportunity to connect with the WA business community.

*This is for two people in shared accommodation, additional cost applies if you wish to have a second room.

COFFEE CONNECTION SESSIONS

Held twice throughout the year, our Coffee Connection Sessions provide an informal setting for EFC Network members to continue conversations and further explore potential business opportunities. They offer a dedicated time and space to strengthen existing relationships and keep valuable business conversations moving.

FINE FOOD & WINE EXPERIENCE

Indulge in a curated dining experience, complemented by fine wine as you deepen your connections with fellow EFC Network members.

DINNER WITH DIRECTORS

Enjoy a unique rotating dining experience alongside Essendon Football Club Directors, with each hosting an intimate table discussion over entrée, main and dessert. Move between tables throughout the evening to connect with different Club Directors and fellow EFC Network members.

SYDNEY EXECUTIVE DINNER

Exclusive to EFC Network Premium Members, this event provides the opportunity to connect with leaders from the Club's Sydney corporate network in an intimate dining experience.

EXECUTIVE LEADERSHIP LUNCHEON

Exclusive to EFC Network Premium Members, this luncheon brings together senior leaders from across Essendon's broader corporate network for an afternoon of insights and knowledge-sharing through an engaging roundtable format.

THE DECEMBER SOIRÉE

Cap off the year with The December Soirée, bringing together business members on one final occasion.

BUSINESS MEMBERS

A diverse and influential community

EFC NETWORK MAJOR PARTNER

FUJITSU | GENERAL

EFC NETWORK PLATINUM PARTNERS

NEC

PRIME PROJECTS CONSTRUCTION

EFC NETWORK PREMIUM BUSINESS MEMBERS

agl
Airwallex
Autex Acoustics
AutoGrab
Defibrillators Australia
Equion Capital
FleetCard
McArthur Commercial Recoveries
Microflite Aviation
Office Supplies
Rydges Hotels · Resorts
Scott Pickett
Securecorp
Sofin
stow we rock the world.
Stowe
Truckr

EFC NETWORK BUSINESS MEMBERS

Aitken Legal partners for life
AMH Civil
Binks & Associates
Blackgate Consulting
BLUEfit Health Club
Bourke Group
Brandscent
Broadscope Facility Services
CABL Electrical
CHG
compnow IT built for you
Dutton One Powered by sojitz
FTS resolve
GM Pest Solutions
Green by Nature
Harris HMC
HeartBeat Digital Marketing
Heritage
Jellis Craig
Lancemore E. 1986
Liberty Loans for free thinkers
Lynch's Window Fashions
Marnong Estate
Marsh
Matthews Steer Stories in Numbers
Melbourne Airport
Moonee Valley Racing Club
Mova
MPE Group
on group
OTS
paloalto Networks
PreciseAir
Premier Fresh Australia
savills
Shoda Panel Service Keeping You On The Road
Sports Entertainment Network
Shaw Insurance
SMAART Recruitment
S1 SoloSigns
The [Drinks] Edit
The Wellbeing Curators
Toyota Forklifts
TRADIE
UNOX
URBN SURF
VA Sciences
VooDu marketing
Wel.Co
Whiskymofo
WPA. Whiteman
WT



Get in touch

CARLI COOK | HEAD OF FUNDRAISING & EFC NETWORK
0421 523 944 | CCook@essendonfc.com.au

CAROLINE CULLEN | SENIOR EFC NETWORK ACCOUNT MANAGER
0439 686 538 | CCullen@essendonfc.com.au

CLICK HERE TO SECURE YOUR PLACE