**It’s make your mind up time Celtic fans**

You have a chance to define the next 20 or 30 years of where our club is heading, and where it is going to be, your time to make your mind up is now, not in 6 months time or next year but **NOW**.

**You have 3 choices, the status quo, walk, or rebel.**

When we were winning all those titles and cups over the past 9 years most Celtic fans quite naturally didn’t bother about what was going on off the field, only during a total shambles of a season like at present will some take any notice of any of that stuff, but during that time some of our fellow fans after many sleepless nights have walked away from their club, which as we know is one of the hardest decisions we could ever make because of what this club means to us and how it affects us on a daily basis.

Why would anyone walk away from that level of success, it must have been something morally unacceptable to them to make them give up on their club. What reasons could there have been to cause this, we will list just a couple, firstly Scottish football has been a rigged game since 2012 (we know before this as well) as evidence has been presented to prove this to our CEO, but because of the best interest of the PLC this has been ignored, instead our CEO has aided and abetted the reappearance of a brand that thrives on hatred and bigotry, he gave a casual nod of acceptance to all the crimes on the other side of the river, from tax dodging, to racism, to cheating, and the biggest crime of all, acknowledging that the liquidation in 2012 didn’t happen. Secondly but by no means the only other reason, our CEO acceptance of Referee’s not applying the rules of the game when it suits them without any repercussions.

**You have a choice; accept it, walk, or rebel.**

We have been told that since 2003/04 we have had one of the best CEO’s in the world, let’s look at just a couple of factors over that period shall we, in his first full year in 2005 he was paid £299,000, the clubs share price was £48.50, and the reported revenue was on average £64.03 million, using the bank of England inflation calculator the equivalent in today’s terms are as follows, the CEO’s pay would be £483,450, reported revenue would be £103.5 million, but if we look at today’s results the CEO’s pay is £1.1 million (+£616,550) and the reported revenue is £70.2 million (-£33.3million) and the share price is £95.

If we look at the only time the CEO was not in sole charge of everything at the club, we have to look at the hiring by someone else of Brendan Rodgers in 2016, In the 2 seasons before we had a CEO project as manager in Ronnie Deila, the CEO pay was just short of £1million, the reported revenue was on average £51.5 million and the share price was never above £79.50.

In the next 2 full seasons under Brendan Rodgers the CEO wage went up to £1.1million, the reported revenue averaged £96.1 million and the share price peaked at £166.50 and was one of the most successful periods in the club’s modern history. ***Remember the CEO was not in full charge during this period, has he actually cost us money when he has been in control.***

In 2019 the CEO pay was over £3.5 million, inclusive of a performance incentive plan bonus of £2.3million, so he must have done something right, the reported revenue was down to £70.2 million and the share price was on a downwards spiral to today’s £95.

In total our CEO has earned £15.8million in his time at our club and has a personal issue of £356,000 worth of shares in our club, but interestingly he failed to keep a updated Shareholders register which is a legal requirement, and when you compare this to the fans investing £750 million since the club became a PLC and having £0 worth of shares in return, it does make you think what the CEO and board really thinks about the fans annual investment.

**You have a choice; accept it, walk, or rebel**

We are all Celtic fans so there is no right or wrong choice, but you are free to make a choice.

If recent events have made you lose trust in the custodians, made you disillusioned and made you feel disconnected or even entitled then choosing the Status Quo probably won’t be for you but your absence will not help the club either.

We at Celts for Change 2021 are not special supporters, our views are no more valid than anyone else’s but we believe there are many thousands who feel like we do, we have an action plan already in place to follow. Your only weapon is to withdraw your financial support, withhold season ticket renewal, and boycott all commercial and marketing operations at the club and share this as far and wide as you can during the present pandemic.

Celtic cyberspace has to get together and use all the expert skills that they have in many walks of life, to help define the future of the club. We need all the supporters, supporter clubs, Green brigade, and blogs to come under one umbrella whatever that is for the next 6 months, this will have to be the first and the most important task.

With a bit of vision we can all look forward to and demand some of the following.

We get a share issue for our £40million season ticket investment each year, which can then be held by the Celtic Trust the fans union, which in time will lead to us having a voice on the board to help shape the direction of our club which was part of Fergus McCann’s original vision. This way there will never be a disconnection between the two again.

Where a Director of Football runs that department, and the board and CEO maximise revenue to invest in the football department.

There can no longer be allowed to be any dictatorships to form at the club, and for the club to be a football club over a business, where we also hire the best available professionals in all departments.

Where the CEO, board and DOF are not in post for 18 years or in the case of today’s board, where 4 out of 5 have been there for more than 9 years, the new board should be able to question everything and show some vision, while always remembering and following, when they can the ethos of Brother Wilfred.

With all this in place it gives the fans a vision to buy into, as seen by the response to the Rodgers years. The revenue will increase, the share price will increase, which will lead on to some of the projects that have been shelved during the downsizing to be realised, the Hotel, the indoor training centre at Barrowfield, the shopping centre, and a 80,000 seated Celtic Park to name but a few. These will in turn sustain the club for our Children and Grandchildren and many generations to come.

We will open a message page on our website for all fans to contribute to with their ideas on how to rally the fans, so that their voice can be heard as one, there has to be some sort of organised movement to take this forward instead of many smaller groups doing different things, but with the same aim.

Celts for Change 2021

<www.celtsforchange2021.com>