

# Brunswick Junior Football Club

2019

## Annual Report



**BRUNSWICK**  
• JUNIOR •  
FOOTBALL CLUB

*Respect & Inclusiveness – Striving for Excellence – Family and Community focus –  
Leadership – Honesty, integrity & openness – With these values the clubs aim to provide a  
positive learning environment for all players, parents and supporters.*

# **BRUNSWICK JUNIOR FOOTBALL CLUB**

## **10th ANNUAL REPORT - SEASON 2019**

On behalf of the President and Committee, I present for the consideration and approval of the members, the Annual Report, including the Financial Report, for the year ended 30 September 2019, of the Brunswick Junior Football Club Incorporated.

**Lisa Geerlings**

**HON. SECRETARY**

## Table of Contents

### Contents

1. President's Message – Beth Scott .....	4
2. Sponsorship – Beth Scott.....	7
3. Strategy – Beth Scott .....	8
4. Child Safety .....	9
5. Stakeholder Relations & Community Development – Beth Scott.....	10
6. Secretary's Report – Lisa Geerlings.....	11
6.1. Compliance and Record Keeping .....	11
6.2. First Aid.....	12
6.3. Communications & Website.....	13
6.4. Key Volunteer Feedback .....	13
6.5. Other .....	15
7. Treasurer's Report – Nicole Minihan .....	15
7.1. Overview .....	15
7.2. Profit & Loss.....	15
7.3. Balance Sheet.....	18
8. Football Operations Report – Cullen Gunn/Domenic Perrone .....	21
8.1. Player Development .....	21
8.2. Girls' Football Development.....	22
8.3. Coaching.....	23
8.4. Football Operations Recommendations for 2020.....	23
8.5. Outstanding team and individual performances .....	24
9.1. Coaching Recommendations for 2020.....	24
10. Registrations – Kon Athanasopoulos.....	25
11. Apparel – Jaci Blumhagen.....	26
12. Grants – Eddie Petrovic.....	27
13. Diversity .....	27
14. Umpiring – Ray McKenzie .....	28
14.1. Umpire Program 2019.....	29
14.2. Outlook for Season 2020 .....	30
15. Club Community Engagement.....	31
15.1. Canteen .....	31
15.2. Bar.....	31
15.3. Coffee Cart .....	32
16. Facilities .....	32
17. Team Reports.....	33
17.1. U8 Mixed (Purple and White) .....	33
17.2. U9 Mixed (Purple).....	33
17.3. U9 Mixed (White) .....	34
17.4. U10 Mixed (Purple and White) & U10 Girls .....	34
17.5. U11 Mixed (Purple) .....	34
17.6. U11 Mixed (White) .....	34
17.7. U12 Girls.....	35
17.8. U12 Mixed .....	36

17.9.	U13 Girls.....	36
17.10.	U13 Boys (White) -.....	36
17.11.	U13 Boys (Purple) – Duncan and Brendan .....	37
17.12.	U14 Boys .....	37
17.13.	U15 Girls.....	37
17.14.	U15 Boys .....	37
17.15.	Colts .....	39

## 1. President's Message – Beth Scott

This annual report provides an overview of the achievements and challenges of the Brunswick Junior Football Club in 2019. It's been a huge year for the Dragons and we can't possibly capture every achievement, challenge, learning or reflection but I am going to give it a red hot go. In our 9<sup>th</sup> year as a club, we have again experienced significant growth, welcoming 3 additional teams to our club this year and fielding some teams with significant sized playing groups. We are growing in size, diversity, talent and complexity.

### **Our growth has been significant**

This season we reached 395 registrations, from 340 last year and the growth has made a significant impact in many ways. The need for more systems and processes, more volunteers and continued governance, planning and adapting to the changes as we face them has been immense. Being static has not been an option for the Dragons. The committee and it's volunteers have worked through many challenges and implemented many new things to assist with the growth of the club and the development of our players and volunteer base.

Our players, the primary reason we are all involved in the club, have kept us motivated and inspired by their sportsmanship, determination, skill development, comradery and sense of humour along the way. Every time it got tough this season I would get down to the oval, talk to some players and coaches or hear a story about an achievement by one of the teams or individual players and it would give me the fuel to continue working to support this great club.

Our values really say it all **Respect & Inclusiveness – Striving for Excellence – Family and Community focus – Leadership – Honesty, Integrity & Openness** – With these values the clubs aim to provide a positive learning environment for all players, parents and supporters. This year I saw all of our values at play regularly assisting us on and off field to lead the direction of the club.

Like all clubs we are run by volunteers juggling club life with everything else in our lives, it is about having the structure to support good governance and decision making to make sure the club meets its responsibilities. Supporting those working directly with our players is vital to develop and nurture a safe and happy learning environment. When kids are safe and happy, they thrive.

We have enjoyed a year of much fortune due to a lot of hard work by some very busy and passionate people. Governance and Compliance has been ramped up, with new volunteers and systems to assist, our Football Operations teams dedication resulted in a myriad of things including equipment, support and advice to coaches, our financial accountability remains healthy, registrations and apparel moved to new systems to manage the increasing volume at the club, our umpiring program increased in number of umpires and ran like clockwork again this year, girls football development, fundraising, sponsorship, social events, canteen and child safety were all featured highly when parents provided feedback about the club. This report provides details on all these elements of our club's activities.

## **Another solid year of Contribution from the Committee and volunteers**

With a significant turn-over of committee members at the end of 2019 we welcomed fresh approaches and ideas to the committee and also for those who had been on the committee for a while, it was a chance to influence change further in some areas. I would like to acknowledge the passion and dedication of this years committee, I would also like to thank all volunteers and particularly those behind the scenes that have a huge amount of knowledge and heart for our great club. Each and every person who volunteered made a difference to our players experiences and continue to contribute to the rich fabric of our Dragons community. Our volunteers make the club a club for all. Whether you are a kid who just wants to be with their friends or try a new sport, to a kid who has aspirations and drive for the big league our club offers development opportunities for players on and off the field. Committee members take a bow, it has been an enormous season in terms of growing pains and achievements.

In particular, I would like to acknowledge the excellent contributions of our committee members:

- Mel Seto, Vice President and leader on strategy, internal club operations and a connector across the club. Mel also led a huge amount of logistics in terms of storage and equipment management. In addition to this role she championed girls football development and coached a team too.
- Lisa Geerlings, Secretary and diligent in matters of club governance and compliance, team photo coordination, finals coordination, communications, support to Football Operations and the list goes on.
- Nicole Minihan, Treasurer managing finances, club projections, coordinating the Presentation Day and a general level-headed operator always willing to share advice, support and a sportspersons perspective.
- Kon Anthanasopoulos, registrations extraordinaire, reviewing and evolving our processes and practices in registration and team allocation in partnership with local legend Kylie Moreland.
- Cullen Gunn – Director of Footy Operations – supported by Dom Perrone, Michael Simon and Lucy Jenkins, Cullen led a new approach to operations this year which as well as working closely with Coaching Director Luke O’Connell and coaches.
- Lucy Jenkins – Team Manager Coordinator, footy ops and across the club contributor.
- Eddie Petrovic – Grants, diversity and inclusion were taken to a new level this year thanks to Eddie telling our story, shaping up submissions and being persistent.
- Sallie Ann Boyle – Committee member and cross club volunteer, Sallie Anne has been with the Dragons for a long time and we wish her and her family the best in their transition to the senior club.
- Lisa Croft – oversight and coordination of the canteen and bar.
- Kim Tully - bar operations and social events management.
- Paul Jones ho did a cracking job at Apparel and the website until his children sadly chose other pursuits, the work achieved by Paul and his family was remarkable and set us in good stead for the 2019 season

Our terrific volunteer support continues to grow, additional to Coaches, Team Managers and Trainers some of the other significant roles this year include;

- Ray McKenzie - manager of our junior umpires' program and club legend, it simply ticks along, with good standard of umpires being delivered through his training and support. We have a successful group of umpires that the club is very proud of.
- Kylie Moreland – Registrations, Team Manager Coordinator for the junior teams, Trophies and a who raft of other club functions that simply tick along in the background. Kylie was nominated for Club Volunteer of the year with the YJFL and also Community volunteer for Moreland City Council this year.
- Brendan Geary – club strategy and development – facilities
- James Parker and Penny Harrison – Child Safety Officers, they have developed and shaped a great framework for the club. They have led change in awareness and language about what player safety and wellbeing means to our club. This will continue to build in seasons to come.
- Anna Small – Communications, Anna has introduced the Weekly Wrap up as well as overall clubs and has taken it to a new level for our club. This communications work includes internal and external comms
- Dee Bryant – Website
- Nicola Frau – Sponsorship team. Nicola joined us later in the season but has built great rapport and relationships with our sponsors and added a great amount of value to our sponsors

Our terrific volunteer support continues to grow and we welcome all families to talk with us about what they can contribute to the volunteer effort.

### **Some of our key achievements this year**

There's too many to list, but here are some of our clubs achievements this season. Our football program provided a broad range of program to develop players at all levels of the club, this was done by support and resources available to our coaches from our Director of Coaching and Director of football operations as well as some external expertise which the club engaged, including Malcolm Bangs and some other opportunities we trialed during the season. Trialing optional training at the end of the season was a success and great to have our players exposed to some of our other coaching talent at the club to give them a different experience and to refine some of their skills.

We are confident that the club is on track to produce excellent junior footballers who have been developed with a rounded view of what it takes to be your best as a footy player – skills, respect and aspiration. We are seeing that as the club grows and our approach evolves that more of our players are standouts in their age group. We also had our very first Dragons player. Krstel Petrevski, drafted to the AFLW. Krstel will be playing for Melbourne next year and it all started at the Dragons, this is so exciting for our club.

Friday nights after Under 8-11 training continue to be a hit and continues to scale up in terms of food production and activity, it is a great start for new families to the club to get to know others and to relax after a hectic week. Brunswicks got talent, Breast Cancer fundraiser and other events also build on this community club atmosphere. Welcome Day and Presentation Day have become big events and quite the production to make sure that each team gets to celebrate in their own unique way as a team but also as part of the bigger picture – as a member of our Club.

Our volunteer roles evolved this year, we put in place a few new roles but we also gained some new faces to the regular volunteering opportunities which was great. We continue to

be challenged by the need for volunteers and spreading the workload across the club. The requirements of running a football club have become more regulatory and legislative but also more “professional” in some aspects and this takes a lot of volunteer hours to deliver in this. A lot of this work happens behind the scenes.

Ground allocation was a challenge this year, it is difficult to get access to ovals for preseason training and games, it is also challenging operating with substandard facilities at Clifton Park West and we will continue to work on this. It was great to turn the lights on at Clifton, they are of higher quality than the Gillon lights, but more importantly we have more training options and this was vital to this seasons activities.

Facilities developments include the refurbishment/upgrade work at Gillon. We have secured some of the funds however the club needs to work diligently to secure more funds to complete the work needed across the precinct. We also managed to secure some storage at Gillon this year which will reduce our storage bill, this was a significant achievement led by Lisa, Mel and Brendan in collaboration with the Seniors and the Cricket club.

We continue to access Fleming Park oval and Ransford and McAllister on game day but the allocation of grounds will continue to get more challenging for Brunswick and other thriving clubs. Future predicted growth means that we cannot be apathetic about our facilities, we need to continue to strongly advocate for our needs and the benefits that our club brings to the Moreland community.

Finally I would like to thank the families that support and encourage their players each and every week to get out there, give it their best shot and enjoy what junior sport has to offer. We are unique as a club and a community, we value participation, respect and strive for success but not at all costs. There have been many instances this season where we can be so proud to be part of the Brunswick Dragons community and one of those is when another club tells me what a great club we are, how reasonable we are to deal with and that they are really glad that there are clubs like us in the competition. It’s all about the kids, and this is what drives our decisions and our actions and Brunswick Junior Football Club

## 2. Sponsorship – Beth Scott

We have continued to build on our Sponsorship this year, working closely with the Senior Club for some of this work. We retained our 2018 sponsors, with new agreements formed for season 2019 and we gained new sponsors for season 2019. With the increased sponsorship revenue, comes increased commitment to our sponsors in terms of brand exposure and promotion. We need to increase our volunteer team to adequately meet the needs of increased sponsorship for 2020.

I would like to acknowledge and thank our generous sponsors for 2019

- Back in Motion (now rebranded and known as Reload Physio)
- BlueRock
- Bridgestone Tyre Select
- Green Apple Dental
- Green Refectory
- La Manna Fresh
- Monash Storage
- Nelson Alexander



- Priceline West Brunswick
- RPD – Richardson Plumbing and Drainage
- The Victoria Hotel
- Welcome to Group

The club wishes to thank the following businesses, additional to our regular sponsors, for generously supporting our club's events in 2019

- The Grandview Hotel
- Post Mistress
- Melba Foodhall
- Armature Pilates

This year we launched our first jumper sponsor with Green Apple Dental being displayed on our two Under 8 teams and also visiting the club on the Under 8 under lights night to join in the fun. Our sponsorship expenses increased slightly but it was in line with the size of the sponsors packages. Some of our sponsors joined us at the Coterie event and the Seniors Ball. It was great to see our local sponsors joining in club life and getting to have a chat with them away from their business, we hope they enjoyed it as much as we did. Our brand is becoming more impressive and we hope that we add value to our sponsors. We will continue to talk with them and build relationships with our sponsors. Next season we will be aiming to gain more jumper sponsors. We as all club members who have any sponsorship leads or would like to offer their time to strengthen our sponsorship efforts to contact Beth Scott for a discussion.

### 3. Strategy – Beth Scott

Referring to the current strategic plan I believe that we have successfully remained on target. We have strong club governance, evolving systems supporting our direction and our growth and our community engagement efforts have managed variety and support. Strategically the focus has been on strengthening key stakeholder relationships, this includes with local Council and other groups in the community who can assist with promoting and advocating the club and it's future direction, the YJFL, the AFL, development pathways, sponsors, other clubs and other mutually beneficial partnerships.

Most of this is driven by the Office Bearers at the club and they have invited along key volunteers to different opportunities throughout the year to assist with building relationships and club profile further. We've represented our club at many events at the YJFL, assisted with the promotion of the sport, attended Moreland Council events, attended Government House to promote our commitment to female participation and we have made visits and invitations to our local members to assist us with advocating for our club. We need to keep building on this for the betterment of our club.

Our goal isn't to be the biggest but we are growing at a rate that other clubs simply aren't experiencing so we need to plan as best we can and be strategic in our efforts. As a volunteer run club we can only do our best and each year the game changes as we grow, we simply want an optimal football experience for the range of athletes at our club – from the first time club sports player to players who aspire to the big league.

At a local level we continue to build and develop our relationship with the Senior Football Club. Mostly of our work is focused around cross club opportunities such as the Coterie, support of our juniors from our seniors at training and events, our shared sponsorship efforts, "running with the seniors" and generally advocating for footy together in our local community. Both the Juniors and Seniors the gain from working together and we hope to continue working together where we can. We would encourage players and their families to come along and support some of these joint opportunities throughout the season to further build on our ONE CLUB efforts.

Brendan Geary has been involved in assisting with our strategy, including working with the other members of the Brunswick Community Sporting Club to improve the facilities, to gain equitable access to storage within the facilities and working with other parents within the club to identify grants and other opportunities for the club as we grow. Additionally we have gained some critical friends and partners along the way to keep on top of ideas and innovations across clubs and codes with the view of learning and growing as a club.

#### 4. Child Safety

We relaunched our ChildSafe and player wellbeing efforts this year at the Dragons, in part to meet with our obligations as a club but more broadly to create a new framework and to change the discussions around player wellbeing and safety. As a club we want to promote a culture of safety, participation and nurturing players to be their best and ramping up our work in this space this year assisted us to have conversations with players and volunteers around feeling safe and the appropriate language and behaviour of adults towards children.

James Parker and Penny Harrison have been very generous with their time and knowledge this year, talking about Childsafe to teams and their role at the club at the start of the season and visiting teams throughout the season. What we have learnt is that opening up the conversation about child safety and wellbeing has reinforced our focus on putting the player first. We also displayed more prominent information about Child safety and a picture of James on the poster so that kids got to know him and could talk to him should they have any concerns that they didn't feel comfortable talking to their Parents, Coaches or Team Managers about.

We hosted Sharon Rooney, an expert in Childsafe Standards but also an athlete who understands community sport and the volunteer club environment. Sharon ran scenario based training with coaches and club officials which was really insightful and thought provoking. The feedback about this session from those who attended was that it was a positive move from the club, that it really reinforced the responsibility of all adults around our players to "call people" on their behaviour around children but also that the Childsafe Standards can be overwhelming and a bit scary as a volunteer. It was very clear from the training that all adults at the club are responsible for keeping children safe and optimising the learning environment - if somethings not quite right we need to talk about it. The new child safety and wellbeing code of conduct and policy on our website is there to help the whole club continue to be a great place for kids and families.

James and Penny are both great resources to our club and we encourage all members of our club to communicate with them if there are any concerns about the safety and wellbeing of players at our club.

## 5. Stakeholder Relations & Community Development – Beth Scott

As part of our strategic plan, but also as part of our everyday club business we have actively worked to further build our stakeholder relationships this year. We have attended Local and State Government events, engaged more with the YJFL, actively advocated for our players and our club with the AFL, the Calder Cannons, the Northern Knights, Carlton Football Club and other football avenues. We have been invited to the table at a number of important opportunities such as local Council, Department of Land Water and Planning and other local events. At a local level we have been building relationships with local people committed to junior sport, this includes the Netball and Cricket Clubs whom which we share facilities. As we all change and grow as clubs our needs and requirements continue to change and we need to work together to achieve the best for our players.

We will continue to build relationships and advocate for our club, opening up conversations and seeking the opportunities as we go. This is all the work that happens behind the scenes and away from training and game days but vital to a successful club.

Internally our Community Engagement role was unfilled for half of the season which was a huge challenge for the club, as it gets bigger we need dedicated efforts to keep momentum on engagement, this includes our Fuss free Fridays and the other events we run through the season but also our external community engagement efforts. We have linked in with local schools and community groups with the view of strengthening our club and creating a more diverse playing group. This year we ran football skills drills at Brunswick Secondary College this year, led by Luke O'Connell and we will be delivering this again in 2020. It's already in the diary! We also attended school assemblies and some of our players talked about playing for Brunswick and what they like about it. We attended an event at North Brunswick Football club with the view to assist them in fielding their first girls team and to increase and strengthen girls football in the area. We have attended local government events promoting our club and networking with the YMCA, Merrihealth and other organisations that share the goal of keeping kids active and engaged in team sports within their local community. We also invited other clubs to our Female Umpiring day, which was delivered through a grant obtained through Moreland Council. We invited other local community clubs and AFL staff to our Childsafe session to share our approach and to reduce the barriers to getting expert support.

On a ONE CLUB level we ran 3 "Run with the Seniors" events. Off the back of our successful "Run with the Renos" last year, we back it up for a second year with a good attendance of girls from across the club, followed by an afternoon tea hosted by our Senior women's group. Players and families attended, as well as the days opponents RMIT. It was an impressive event, with many parents and players seeing that the club has a lot to offer girls and woman of all ages. The Men's teams followed suit this year and delivered their first "Run with the Under 19s" event for all of the Under 8 players, this event coincided with the TAC round and we jointly used this game to promote our support of the TAC Zero campaign.

Finally, a mixed group of players from across the junior club ran with the Senior Men's playing group and we had our second year of running.

We delivered our very own Brunswick/Carlton Respects campaign, in partnership with Carlton Football Club. This ran in the middle of the season and identified payers who were displaying respectful qualities on and off the field towards teammates, the opposition, club and game day officials and volunteers. Our judging panel had the pleasure of gaining some really great insights into what our players think about being a respectful football player and it made us very proud as a club. Our finalists got to take their family to a game and run out with the players, we also gave some beanies to the runners up who had done such a great job that we couldn't let it be unnoticed. The Green Refectory also provided two rounds of coach awarded prizes which really lifted the spirits of our players.

We ran a few night games, including the Under 8s under lights which was sponsored by Green Apple dental and an interstate friendly. Two interstate friendlies were hosted this season with both visiting clubs really enjoy their brief visit in between visiting AFL facilities and games. Dynamic Sports were organized to run a School Holiday football day, tickets were booked fast and Dynamic Footy Skills are keen to offer this again at Brunswick much to the delight of our playing group.

## 6. Secretary's Report – Lisa Geerlings

### 6.1. Compliance and Record Keeping

A significant part of the Secretary role is to be the main communication channel for the club, to the YJFL and other Clubs (this is the YJFL's process). In general this went smoothly this year. In particular we took a much more proactive and assertive position in the grading period, supported by Football Ops and the Coaches. This was evident in the on field success this season. A couple of teams were in too high a grade despite every effort by the Club. We are committed to all our teams playing in grades where they can enjoy their football, stay motivated and grow and we will have a particular focus on those teams who had a very tough 2019 season.

New YJFL processes for Coach accreditation, Representative Team Selection (with the new Yarra Magpies Academy) and the development of the girls' competition posed challenges with changes to rules, or tightening up of rules, short notice and teething problems. We have been proactive in providing feedback and suggestions for improvement and we are already seeing continuous improvement in these areas from the YJFL.

Challenges have also arisen when the YJFL makes a determination in respect to the rules that individuals or teams are unhappy with, however our Committee continue to advocate strongly for our Club and generally are given a good hearing. We are well positioned for this, having a good reputation as a Club who is collaborative, reasonable and fair. We encourage all our members to understand that occasionally the YJFL will make decisions we don't fully agree with.

We had a couple of instances of non-compliance with the rules that received a warning from the YJFL in lieu of a fine as they were first offences. Mostly these were administrative errors or oversights within teams, and the Team Manager Coordinators are working on further support documents to prevent future issues. As a club, it's important that each volunteer understands the risks and consequences relating to their role particularly when issues are repeated rather than corrected.

Proof of Age – Thanks to the efforts of Kon and Kylie in registrations getting copies of Player Proof of Age stored on each player record in the SportsTG system. Building on the ground-work laid last year we went from 60% compliance in 2019 to 100% compliance in 2020. This has been a very big team effort across two years' worth of Committee and volunteers. Moving forward it will be a requirement of registration to provide a copy of proof of age, so maintaining it will be relatively easy.

Support and ownership of Coach compliance by Footy Operations worked well this year. The requirements from the YJFL are onerous and the systems can be difficult to navigate. We have provided feedback to the YJFL about the need to improve this. I'd like to thank the Coaches for their patience with this, and their persistence in getting it done.

A new volunteer (Emily Myer) was recruited in the second half of the season to manage Training and Compliance. Emily has been getting familiar with the Everproof system and the requirements of the YJFL ready to take the reins in 2020. This role will take a significant workload off the Secretary role and make both roles more manageable and effective.

## 6.2. First Aid

In 2019 for the first year, the YJFL required all clubs to fund Colbrow Medics at every match. As it was the first year, our team managers were encouraged to provide feedback that could be passed on to the YJFL in real time. The feedback from teams was generally very positive, apart from one or two instances where a medic was not pro-actively engaged in a match.

Transition of First Aid Training to Colbrow significantly streamlined the process for coordinating this training this year and provided a much wider range of dates for people to attend, although it did mean our volunteers had to travel to Bulleen. The biggest challenge was the timing of the training which seemed to run too late in the season and meant that teams didn't have trainers when they needed them.

We have advocated strongly as a club that YJFL review the first aid training now that Colbrow Medics attend every match and we will monitor this space closely for any changes that impact our operations.

### 6.3. Communications & Website

During the last off-season, the Secretary undertook a complete rebuild of the website with the primary aim of building a platform for One Club alignment through;

- Moving to Wordpress, the same website platform as the seniors
- Branding, new logo, general look and feel to match the seniors

This was also an opportunity to build E-commerce and online shopping capability to streamline and automate the apparel and merchandise sales, and to better manage our stock levels.

Once built, the management of the website transitioned to Paul Jones and subsequently to Dee Bryant after Paul's departure.

In the Communications role, we were very grateful to Anna Small for volunteering to take this on. It was a challenging and at times frustrating role with much higher demand than previous years with so much happening across the club, and continued growth. This year saw Team App become the club's primary source of communication, which has been a steep learning curve that will lead to further improvements in 2020.

There was some feedback that there were too many messages sent out, and on the flip side that people didn't have enough information or they couldn't find the information they were looking for. In 2020 we will introduce a structured schedule to address some of these issues e.g. Monday – What's happening this week? Tuesday – Weekly Wrap Up, Friday – Sponsor Feature etc. We will also publish the entire calendar at the beginning of the year and communicate more targeted messages to more specific groups.

Anna created and trialed the Weekly Wrap Up to share team results after each round, and this proved popular, but it was hard to get information from teams. It may work better to have a parent from each team nominated to send news for their team each week.

There is opportunity in 2020, to offer more impactful promotional opportunities to our sponsors. Anna's work this year means we have information about what gets more reach, and is therefore more effective. We may need additional volunteers to assist with specific sub-tasks of the Communications portfolio, eg facebook or Team App.

### 6.4. Key Volunteer Feedback

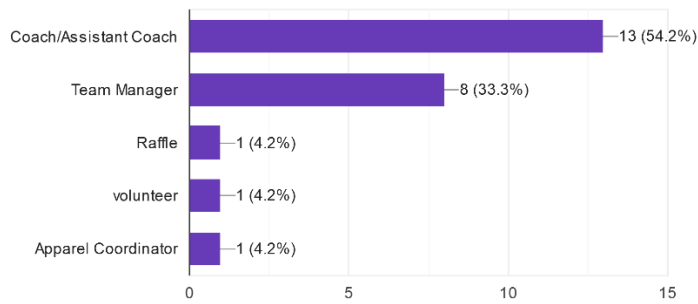
In 2019 we again surveyed Key Volunteers, who are central to getting teams on the field. Team Managers, Coaches, and club-wide roles were surveyed to determine their satisfaction in their roles and the with the support provided by the club.

Given the vital importance of these Key Volunteers in running the club, it has been a specific strategic focus to respond to the feedback from 2019 and increase the support provided by the Club. This has resulted in a significant increase in satisfaction in these key roles from last year. The results are summarised in the graphs below.

As a Committee we will continue to engage with these key roles and take on feedback wherever we can to make sure that our volunteer experience is a positive and productive one.

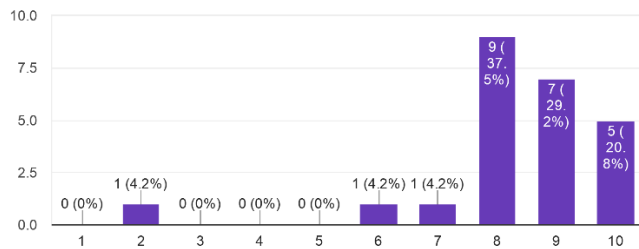
### What was your role this season?

24 responses



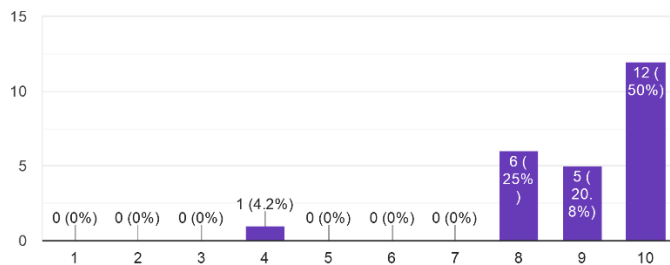
### How would you rate your enjoyment of the role?

24 responses



### How supported did you feel in your role?

24 responses



## 6.5. Other

**Mouthguards:** The Mouthguard Man visit has been a long tradition at the club, and this year we included his service as part of the Season Kick-Off. This presented some challenges. It wasn't possible to have access to the clubrooms they were working outdoors which is slower and most people arrived around the middle of the day resulting in long waits. In 2020 we are likely to be precluded from having the Mouthguard Man attend the club due to a sponsorship agreement with Green Apple Dentist.

**Photos:** Based on feedback in 2018, we trialed a new photo provider in 2019. This was only a partial success and will need to be reviewed again for 2020. On the positive side, there was significantly less work for Team managers and the process of taking photos on Game day was better than teams having to come to Gillon on nights when they aren't training and have other commitments. The quality of the photos and ease of ordering was patchy.

**Hosting Finals:** This is an obligation for the club, and pleasingly resulted in a small amount of money being raised, despite terrible weather conditions. We had around 40 volunteers take a shift in the canteen, BBQ, setting up and packing down. Sign-up worked well for coordinating volunteers and the feedback was generally positive from those who participated.

## 7. Treasurer's Report – Nicole Minihan

### 7.1. Overview

The basis for the Club's financial activities was the budget determined at start of the season. A Committee decision was made prior to my commencement as Treasurer not to increase registration fees and continue to have a tiered fee system based on age group specific expenditure. Due to YJFL fee structure change a minimal adjustment was made to ensure a set membership cost of \$210 for all members.

A budget was then constructed based on expected income & prior years expenditure adjusted for team number increase & CPI.

In 2019 the Club achieved a net profit of \$42,073 which is an increase of \$10,992 from 2018 which is attributable to outstanding results in gaining sponsor funding.

#### **Recommendations:**

- Recommend a budget be struck for 2020.
- Recommend that no increase is required for registration fees based on profit however will need to review anticipated YJFL fee increase & factor into cost structure.

### 7.2. Profit & Loss

Income Streams are as follows:

- Major Income is Membership Fees - \$67,683 up \$1,840 after adjustments for YJFL fee structure changes.
- Sponsorship - \$17,186 (less \$2,300 costs, ball tickets, coterie dinner reimbursement, jumper printing, toothbrushes etc) so net \$14,886. Up \$13,604 on 2018.
- Canteen/Bar/Coffee – Net Profit of \$14,232 up \$3,152 on 2019
- Grants Received - \$7,304 of which \$3,401 has been acquitted. Balance to be spent 2020.



- Apparel & Merchandise – Net Profit of \$3,307. Note this is a \$4,000 increase on LY. Largely due to jumper rental profit & would be higher however decision made to clear obsolete stock to make way for new design stock.
- AFL Raffle - \$2,120 which is similar to last year.
- Club Events - \$1,811. Down \$5,575. Due to no Community Engagement Officer no Ball profit (\$2,400), Trivia Night (\$2,400)

Expenditure is as follows:

- All expenditure has been incurred in the course of ordinary club operations, within the budget limits and under committee approval guidelines.
- Major expenses within budget include equipment (\$9,868), Trophies (\$6,097), Coaching Director (\$5,000), Ground Hire (\$4,559), Utilities (\$3,545), Storage (\$3,083 includes purchase of shelving units), Cleaning (\$3,060), General Training (\$3,031)
- Clifton Light Commitment of \$10,000 was required to be paid to Moreland Council. An amount of \$2,878 from previous fundraising had been set aside so 2019 expense was \$7,122

**Recommendations:**

- General Expenditure for 2020 be established. All areas requiring monies submit anticipated expenditure for review against expected income
- 2020 budget to include team jumper kit costs (expected to be \$13,000)
- 2020 budget to include Clifton Coaches Boxes (maximum without grant \$20,000)

# Profit and Loss

Brunswick Junior Football Club

For the year ended 30 September 2019

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<b>Income</b>		
AFL Raffle Income		2,120
Apparel and Merchandise Sales	24,902	
Apparel and Merchandise:Opening Stock	(13,258)	
Apparel and Merchandise Purchases	(17,757)	
Apparel and Merchandise:Closing Stock	9,420	3,307
Bar Sales	5,656	
Bar Purchases	(2,902)	2,754
Canteen Sales	31,145	
Canteen Manager Expense	(6,160)	
Canteen Purchases	(13,813)	11,172
Coffee Kickback		306
Club Event Income		1,811
Donations Received		50
Grants Received		7,304
Membership Fees		67,683
Sponsorship Income		17,186
Training Sessions		993
<b>Gross Profit</b>		<b>114,686</b>
<b>Operating Expenses</b>		
Advertising		328
Audit Fees		650
Bank Charges		944
Cleaning		3,060
Clifton Lights Expense		7,122
Depreciation		1,324
Equipment		9,868
Gifts/Thankyou Expenses		2,861
Grant Acquittal Costs		3,401
Grant Success Fee		150
Ground Hire		4,559
Insurance		1,618
IT Expenditure		1,691
Memberships/Subscriptions		250
Printing and Stationery		404

Repairs and Maintenance	1,122
Sponsorship Costs	2,300
Sporting Pulse Fees	2,705
Storage Expenses	3,083
Team Allowances	137
Training - Coaching Director	5,000
Training - General	3,031
Trophies & Medals	6,097
Umpire Costs - Finals	1,941
Umpire Costs - General	2,610
Utilities	3,545
YJFL Player Fee Adjustment	2,812
<b>Total Operating Expenses</b>	<b>72,613</b>
<b>Net Profit</b>	<b>42,073</b>

### 7.3. Balance Sheet

- Assets at 30 September 2019 total \$147,441 including: NAB Bank Balance - \$128,397, Apparel & Merchandise Stock Balance - \$9,420, Sundry Debtor (2019 AFL Raffle proceeds) - \$2,120, Plant & Equipment - \$7,503 (note no asset purchases this year).
- Liabilities at 30 September 2019 total \$16,490 including: Sundry Creditors (\$14,843 being \$10,000 to BFC for cost reimbursements, \$4,843 other suppliers), GST - \$414.
- Extraordinary Item - \$1,234 being cash on hand for u13G fundraising event held to raise funds for u13G only footy development. Club was to hold on their behalf & acquit future costs. Monies were released by BJFC in early Oct due to change in circumstances.
- The Club achieved a very healthy profit of \$42,073 and is in a sound financial position to commence 2020 with Net Assets of \$130,951

#### Recommendations:

- Absorb new jumper team kit purchases for 2020.
- Absorb Clifton Boxes Installation in 2020 (although chase grant if applicable)
- Look at increasing footy operations expenditure to generate more training opportunities & upgrade equipment.
- Committee Discussions around utilisation of excess funds available.

# Balance Sheet

Brunswick Junior Football Club

As at 30 September 2019

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## Assets

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### Current Assets

NAB Bank Account	128,397
Apparel & Merchandise	9,420
Sundry Debtors	2,120
<b>Total Current Assets</b>	<b>139,938</b>

### Fixed Assets

Plant and Equipment	7,503
<b>Total Fixed Assets</b>	<b>7,503</b>

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<b>Total Assets</b>	<b>147,441</b>
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## Liabilities

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### Current Liabilities

GST	414
Sundry creditors	14,843
u13G Fundraising Cash	1,234
<b>Total Current Liabilities</b>	<b>16,490</b>

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<b>Total Liabilities</b>	<b>16,490</b>
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<b>Net Assets</b>	<b>130,951</b>
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## Equity

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Current Year Earnings	42,073
Retained Earnings	88,877

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<b>Total Equity</b>	<b>130,951</b>
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## 7.4. Auditor's Review



Kearney & Co

Suite 8 | 651 Victoria Street | Abbotsford VIC 3067  
+61 3 9428 8822 | info@kearneygroup.com.au

6 November 2019

Nicole Minihan  
Treasurer  
Brunswick Junior Football Club Inc  
PO Box 120  
Brunswick West VIC 3055

Brunswick Junior Football Club Inc  
Independent Assurance Practitioner's Review Report

Dear Nicole,

We have reviewed the accompanying financial reports of Brunswick Junior Football Club Inc for the year ended 30 September 2019.

### The Committee's Responsibility for the Financial Reports

The Committee is responsible for the preparation and fair presentation of these financial reports in accordance with the Australian Accounting Standards, and for such internal control as the Committee determines is necessary to enable the preparation of financial reports that are free from material misstatement, whether due to fraud or error.

### Our Responsibility

Our responsibility is to express a conclusion on the accompanying financial reports. We conducted our review in accordance with Standard on Review Engagements ASRE 2400, *Review of a Financial Report Performed by an Assurance Practitioner Who is not the Auditor of the Entity*. ASRE 2400 requires us to conclude whether anything has come to our attention that causes us to believe that the financial reports, taken as a whole, are not prepared in all material respects in accordance with the applicable financial reporting framework. This Standard also requires us to comply with relevant ethical requirements.

All professional fees are subject to annual inflation and the rates above apply for the current financial year. Please contact our office to request information about rate changes in subsequent years.

Any additional fee for an additional service not covered in the scope of this engagement will be the subject of a separate engagement letter under separate fee arrangements.

### Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these financial reports do not give a true and fair view of, in all material respects, the financial position of Brunswick Junior Football Club Inc as at 30 September 2019 and its financial performance flows for the year then ended in accordance with the Australian Accounting Standards.

Should you have any queries, please contact our office.

Yours sincerely,

A handwritten signature in cursive script that reads 'Harjot Sahni'.

Harjot Sahni  
Senior Manager (Accounting)

## 8. Football Operations Report – Cullen Gunn/Domenic Perrone

Thanks to Michael Simon and Dom Perrone for helping so fantastically throughout the year. A big thanks also to Lucy Jenkins for taking on the role of managing the Team Managers. Delivery of the Ops role would have been more difficult without the considered and unrelenting support of President Beth, Mel and Lisa. In addition to their own roles they often had to fill gaps in Footy Ops that could not be serviced.

Issues of spending the whole of summer dealing with team coach and manager equipment have been partially resolved for 2020 with new person in the equipment manager role already.

Were lots of visiting AFL/AFLW engagements, visitors etc which players enjoyed.

### 8.1. Player Development

It is an ongoing challenge balancing the diverse needs within a team e.g. 'participation' with competitiveness. We need to develop a fast track program for interested / skilled kids. Balancing different expectations of parents and club.

It is a priority for Football Ops to develop a more consistent approach to developing players – streaming, getting into league teams etc. It was a bit ad hoc this year, mainly as few in footy ops had time to follow this up. The Monday night training trialed in 2019 was well received and should continue, particularly for those players who are super keen and/or very talented.

Develop a timeline and process for communicating events and try outs for comms to coaches during the season.

Grading discussion this year was more structured and led to overall better outcomes, with a couple of teams unfortunately still graded too high. This process takes time to pull together and need to ensure all coaches engage proactively and understand the impact on their players if they leave it to chance.

Malcolm Bangs tackling sessions were terrific and should continue.

We have an old manual of drills and skills by age group – created by Trevor Ludeman which Luke is reviewing and updating for coaches to use in 2020.

Created a coaches communication space through the web site. Need to determine who is responsible for updating it and encourage coaches to use the materials provided.

Develop club guidelines re engaging parents/players re expected behaviours by team, training expectation, rotation and selection rules etc etc.

## 8.2. Girls' Football Development

Female football is growing! For the Dragons, 4 female teams were fielded (double the team numbers of last year) U10, U12, U13, & U15 and with other female players in 4 different mixed teams.

On field presence also increased with 6 female coaches this season, from 1 last season.

- U10G Jo Devenish
- U10G Caroline Duffield
- U12G Melissa Seto
- U15G Ellia Caligiuri (left for Collingwood)
- U15G Georgie Simon
- U8W Jen Wishart (mixed team)

The female players had many opportunities to participate in many different club hosted events this year

- Girls Get around Footy Day - with Malcolm Bangs, Tackle Coach, and Lauren Spark, Western Bulldogs AFLW player
- Girls Footy Gala Day run in conjunction with Moreland City Council
- Run with the Renos- where Dragons got to warm up, sit in on the coach's address, and run onto the ground
- Female Umpiring session
- Jess Trend, North Melbourne AFLW player, visits to Monday night trainings
- Carlton Club AFLW visit – where they got to hear how players need to do a full day's work and then stay at the club until after 10 pm at night
- Carlton AFLW player Gab Pound visit to Gillon

Also, to keep abreast of trends in Female Football Vice-President, Melissa Seto represented the club at;

- YJFL Female Football sub-committee – including rule reviews
- Additional YJFL training (Girls Teams & Junior)
- ACL Injury Information Session  
(Brooke Paterson, Melbourne AFLW player, La Trobe Uni PhD candidate)
- Change Our Game – run by Victorian Office for Women in Sport
  - Advancing Women in Coaching
  - International Women's Day Lunch – focus on Women in media
  - Creating Change Through Policy – hosted by Moreland Council
- Introduction to High Performance Through Diversity (Chelsea Roffey – AFL Goal Umpire)
- Essendon Female Coach Master Class – conducted by Brendan Major, Essendon VFLW coach
- Female Football Coaches Experiences (Jules Hay, Monash Uni)
- Moreland Junior Female Football Network – includes EDFL as well as YJFL teams in the local area

Recommendations/suggestions for 2020:

- Book specialist coaches, including umpiring, and AFLW players in advance

- Encourage more female coaches in both Female teams and Mixed teams
- Liaise with league on how to manage blended older age groups when players tend to drop out
- Keep abreast of female football trends

### 8.3. Coaching

There was a good and early roll-up of volunteers to coach teams in 2019. The biggest challenge was in seeking a female coach for the U15 Girls. This took six months and then the applicant only stayed for a month and a half before going to Collingwood.

Malcom Bangs ran two or three sessions which were highly attended and enormously engaging – would recommend booking him in again for next year. A specific session with girls and another for younger boys and mixed teams – absolutely great on player safety and protection.

Coaching accreditation was complex, frustrating and time consuming, with significant change in 2019. The AFL online process for accreditation had a series of early challenges to navigate. But this settled with time and additional how-to instruction to coaches. On the whole all coaches endeavored to be properly accredited, registered and with all appropriate certificates before the season started. It was an improvement on previous years but with further scope for 2020. Watch Out For: the AFL and league getting carried away and pushing the accreditation process into the too-hard basket for volunteers.

Rule changes: Given the difficulty getting consensus on changes the club responded to league offer of changes for consideration by submitting some thoughts from coaches/parents. These were NOT a club position but ideas to consider.

### 8.4. Football Operations Recommendations for 2020

As per last year, clear direction on improving the club's football and making the club competitive.

- Provide some greater specificity of drill and expected skills by age group. A coaching curriculum from 8's to Colts with specific support relevant to each age group & gender. Luke has suggested he can develop this.
- Specific injury prevention warm-up for all teams.
- Make sure grounds suitably watered in early part of the season
- Develop training session two nights a week for teams past U12. Could be the optional Monday idea if run by suitably skilled coaches
- As has happened – give solid and due consideration to grading of teams.
- No external practice matches below U11's
- Better engagement on training nights and venues – with coaches. Not sure how club services this one
- Target female coaches for all girls teams at least and get females coaching boys and mixed as possible
- Get coach accreditation and certification process sorted and communicated ASAP in 2020
- Get any outstanding coaches in position by end of November 2019 if possible



- Ensure each Coach team engages players and parent before season to discuss approach to behaviour, training, selection, finals and player rotations. Sort out in pre season.

## 8.5. Outstanding team and individual performances

Some great team results for the year. Six teams participated in finals and the Colts took out the Premiership. There were some terrific individual results in league best and fairest awards, with 16 BJFC players in the top ten of their competitions and 5 players placing in the top 3.

Congratulations to all, but especially those who came first in the YJFL Best and Fairest awards;

- Cristian Athanasopoulos (U11Mixed Purple)
- Gabriel Banova (U15 boys) and
- Aaron Tsarouhas (Colts).

Aaron was also selected in the YJFL Colts team of the Year.

We have three players this year identified by scouts and selected to try out at the Calder Cannons NAB development league; Gabriel Banova, David Marchione, Aaron Tsarouhas. Significant effort was put in by the club to engage with the Calder Cannons and get their attention on our players.

## 9. Director of Coaching – Luke O’Connell

- The three coaches’ meetings were well attended by coaches and there seemed to be better awareness of Luke and his role.
- Luke observed and/or trained with every team at least once and most of them twice, with good feedback from coaches
- Very good feedback on Luke’s contribution, although the club could always do more to support and develop coaches.
- There is a mix of solid football knowledge in the coaching pool (including those coming through from the U8s and U9s that will hopefully carry through) and those that have less football experience but are able to bring other qualities to the coaching table while developing their football knowledge.
- All coaches will face challenges from parents and players and the club will need to keep helping them in this area both with coaching skills and general support
- Getting grading right is important. Club did its best but one or two teams had a very long season.

### 9.1. Coaching Recommendations for 2020

- Develop an agreement that sets out the goals of the club and coach for the season and how that will be reflected in rotations, selection etc. and get the parents (and players) to sign it. This clearly establishes guidelines for all involved and will help manage future conflicts should they arise.
- Build a culture of parents taking part in training and games. This will help the coaches immensely, but it also builds a deeper team environment and ‘trains’ parents.

Differentiate how Luke and Football Ops works with the coaches based on relevant age groupings;

- U8s-U10s - The least engaged with the meetings over the last two years. Potentially due to challenges at home with younger kids, but they also have a different focus for their sessions/players.
- U11s-U14s - The most engaged with meetings and with questions etc. These coaches are looking for the next level in training drills, systems and game plans, while also managing more issues with player personalities etc.
- U15 and Colts - Starting to prepare for Senior Football while managing talent gaps that are more obvious as the overall game standard goes up. This year's (2019) U15 group has some challenging personalities and attitudes, which may not be there every year. The Colts have been in good hands with Dave and Dom but we also need to start preparing a succession plan for 2021.
- Should a player development program (or pilot) be put in place we should look at ways to integrate coach development in it, which will increase the practical component.

## 10. Registrations – Kon Athanasopoulos

2019 was a strong year in registrations. There were three main areas that provided this year's growth of player numbers.

- Player retention was strong across all the age groups. Player transfers out was minimal and was cancelled by an equivalent number of players coming the club.
- The increase in female players joining the club was particularly strong. Especially in the U10 and U12 age group. The increased popularity of the AFLW and strong friendship groups aided this growth. This was reflected in the club being able to create new teams in these age groups as well as provide players for the U13's
- This year also saw enough players to enable an additional U8's mixed team to be created.
- Significantly, the age groups between U13's mixed to U15 where player numbers have typically dropped, this year saw not only retention but players either return to the club after spending some time elsewhere, or brought new players to the club. As such many teams had a significant buffer of players on their lists.

The growth of the club is represented in the following;

### **Total Players:**

Registered players for 2018 – 353

Registered players for 2019 – 399

This represents growth of 13%

### **Male Players:**

Registered players for 2018 – 290

Registered players for 2019 – 311

This represents growth of 7%

### **Female Players:**

Registered players for 2018 – 70

Registered players for 2019 – 88

This represents growth of 26%

Looking forward to 2020.

**Girls teams:**

The ongoing interest in Women's football should see a continued growth of female players in the younger age groups of U10-13. The success of the U15s should also see many of the players return to form an U16 team.

**Mixed and Boys teams:**

Numbers should remain constant however there may be some factors that contribute to a different configuration of teams across the age groups. Influencing factors are:

- The U14's have recognised the need to stream for 2020. This will require a total reallocation of players as decided by the coaches of each of the teams.
- There are a number of players across all age groups that are playing out of age. The club will make contact with the parents of these players to inform them of the advantages of playing back in their appropriate age group. At this stage the club will not forcefully seek to move players unless the players welfare is considered to be at risk.
- All new players to the club will be allocated to their correct age group. Exceptions will be considered on an individual basis by the club Registrar.
- A review of team caps will be made. The current team cap is 26 but that could be reduced to 24. Coaches and Team Managers that had full team lists found it difficult to track rotations between games and also managing player rotations during games.
- As registrations progress for the 2020 season, exceptions to the team cap will be made in consultation with the relevant coaches where player numbers are affected by representative football, injuries etc.

**BJFC is a destination club:**

In the general Brunswick area the BJFC is now seen as a destination club. Many teams played in finals and the Colts Premiership is sure to attract the attention of many potential new players. Although we are not at capacity, the club needs to start considering the impact of increased numbers and the measures outlined above are steps in that direction.

## 11. Apparel – Jaci Blumhagen

It was a significant change in Apparel this year with phase 1 of our move to team sets of jumpers. Led by Paul Jones, who pulled out every stop to avoid the club having to buy more old style jumpers in the lead up to 2020 when we launch our new player jumpers, in team kits, with the updated logo. We want to thank parents for their patience with this transition and their creativity in making things work when numbers clashed or sizes weren't available.

With Jaci being at the club every Friday it was possible to provide parents with a regular collection time every Friday night, for apparel orders. This worked very well.

We experimented with having apparel on sale at Presentation Day this year, which was a great success and enabled us to further reduce our stock holdings as we ended the season. There were some challenges and opportunities:

- late registrations that needed jumpers/full kits (e.g. there was one girl who signed up to start when there were two games left on the season) – this made getting jumper numbers that didn't clash very problematic. Team kits will make this much easier.
- having a storage area that many, many people had access to and was often left wide open. This caused to have to do a full inventory multiple times this year to keep track of

stock. Shifting to the Monash Storage was good in that regard. Having stuff in the room under the stands next year seems better, but being as it isn't IN the clubrooms, means transporting stuff back and forth. But the key that opens the room is also the key that opens the gym door, so anyone with access to the gym has access to all our gear.

- Some parents (and odd player) who were overly concerned with their jumper number. I'm still hearing random comments about that.

#### Recommendations:

- Monitor late registrations to see if they are still an issue after team kits are implemented.
- Need to have a separate lock for the storage room with restricted access.
- Continue with implementation of team sets of jumpers. Need to clearly communicate about jumper numbers again.

## 12. Grants – Eddie Petrovic

### Grants Secured this year included:

- Vic Health Grant Tier 1 for Girls for equipment & jumpers \$2.3 k. (Note: Because we were successful, we are not eligible to apply again for 2 years).
- Australia Post for equipment \$500.
- TAC Towards Zero \$1000 for jumpers.

### Other unsuccessful grants submitted include:

- Energy Safe Victoria Canteen for 50% of project costs up to \$1000.
- Moreland Council's Capital Works Partnership for 75% of project cost up to \$40k.

The Energy Safe Victoria grant was intended to purchase a pie warmer and sandwich press for the kitchen, which unfortunately could not be achieved. The Moreland CWP was for the installation of coaches' boxes on Clifton Park west.

The following grants were also submitted, but the outcome was unknown by year end.

- Harvey Norman Junior Girls for \$5k.
- Stronger Communities Grants for up to 50% of total project cost up to \$20k.
- The Stronger Communities grant is Federal grant that was submitted via Peter Khalil's office for the coaches boxes at Clifton Park west again. The outcome will be known in late January 2020.

#### Recommendation:

It is recommended that a calendar and description of grants is established early in the year to help plan, choose and co-ordinate which grants that the club should go for. It is also recommended that an extra parental volunteer is recruited to an 'Events Coordinator' type role to work together with the grants role to strategise and facilitate holding events such as recruiting girls to footy, or other programs that grants are available for.

## 13. Diversity

The club celebrated Indigenous Round this year on the 26th May 2019 by:

- Posting a series of social media post describing the background, history and importance leading up to the official weekend,
- Flying the aboriginal flag on the day (using a temporary flag pole under supervision as it was not fit for purpose),
- Every Dragons player wearing a temporary Aboriginal Flag tattoo on the day, and
- Reading out an acknowledgement by the Dragons Captains before the start of each home game.

#### Recommendations

It is recommended that the Diversity role is carried by a volunteer who has no other club accountabilities or priorities so that the focus is not diluted. The club should develop a diversity strategy, starting by defining what diversity means for the club.

## 14. Umpiring – Ray McKenzie

The BJFC Junior Umpire Program provides central umpires for U8-U10 home games and is a great way for players to improve their fitness, their understanding of the game and their appreciation of the difficult job umpires do for them when they are playing in their own games. It is also a great way for them to contribute to the football club.

The main features of the program are:

- Expressions of interest to join the program are issued early in the pre-season. Applicants must be turning 14 or older during the season but there are no other requirements, although priority is given to those who have umpired in previous seasons and to those who are also players at the club. However, each year non-playing umpires have also contributed to the umpiring group. If sufficient numbers are obtained from returning umpires, applications may be closed as it is necessary to manage umpire numbers to be commensurate with the numbers of games to be officiated each weekend during the home and away season.
- Prospective umpires attend a training session at the YJFL Headquarters at Bulleen Park at the beginning of the season. Other online accreditation endorsed by the YJFL is also required to be completed for new umpires.
- New umpires shadow experienced umpires during practice matches at the start of the season and also during the grading games in the first four home and away rounds. Shadowing for 4 matches is normally considered the minimum to obtain sufficient experience and confidence before officiating a full game on their own.
- Supplementary training is provided as required throughout the season. One avenue for this is umpiring the scratch matches for the U8-U10 teams at Friday night training.
- YJFL Umpires Manual, Supplementary Rules and guidelines, updated each year, are provided via the Umpire Manager including updates throughout the season.
- The Umpire Manager regularly attends U8-U10 matches to observe umpires and provide feedback throughout the season.
- Junior Umpires may also express interest in participating the YJFL umpiring program either directly or via the Junior Umpire Manager. In this case they will umpire higher age division games which may or may not involve a Brunswick team. For 2019, three umpires participated in the YJFL program via the Junior Umpire Manager, receiving excellent feedback from players, officials and the YJFL.

## 14.1. Umpire Program 2019

### Umpire Numbers

In season 2019 there were 10 umpires for the junior program, made up of 4 returning umpires and 6 new umpires resulting from an EoI issued early in the pre-season. This was considered an ample number of umpires to ensure all games (2x U8, 2x U9, 2xU10 and 1x U10 Girls, home games only), were covered each weekend while only having a few umpires who missed each weekend. For the first time the program had a female participant, with one other girl commencing shadow training late in the season in preparation for next season.

### Umpire Rostering

As noted, there were one or two spare umpires every week who did not get a game to umpire. Overall, all umpires managed at least 12 or so games unless impacted by their own availability due to illness, playing or other commitments. Additional opportunities arose with the YJFL and a friendly match played against a touring WA side during the July school holidays. Due to the high number of new umpires who did not commence shadow training until the grading matches, the early rounds were highly concentrated amongst the experienced umpires, giving them a larger number of games totalled by season end. To balance, one returning umpire stepped out for the last few rounds while others were 'borrowed' by the YJFL to cover older age group games. Overall, the number of umpires was about right for Season 2019

### Umpire Performance

All games were attended in a timely and organised fashion, occasionally a replacement was required to fill a vacancy due to illness or unforeseen circumstance and this was always organised with sufficient notice to all concerned.

Feedback from parents and coaches (especially for those umpires attending Friday night training with U8-U10) has been very good, and excellent for our umpires officiating for the YJFL in higher age games both at and away from Gillon oval. Additionally, feedback from the umpires has also been good, they seem to have enjoyed the opportunity and used it to develop their own skills. Some umpires who graduated late in the season for various reasons are still honing their skill and will be better for it next season. All the umpires can be pleased with their achievements this year.

Occasionally, crowd comments have been made. This mostly arises from parents being unaware of the modified rules in the YJFL at this age level. Umpires have been instructed to convey some of the rule specifics at the team huddles prior to the game, and also during the game while making the calls, which has assisted parents understand how the junior game is officiated. Club communications to the parent body were issued to reinforce the importance of good parent behaviour and the need to support our junior umpires. On one occasion, opposition parent/coach behaviour was sufficient to initiate correspondence with the opposition club from our Club President. The umpire's response (conveyed via team manager) was appropriate in all respects.

## 14.2. Outlook for Season 2020

Overall, the program for 2019 has been quite successful and so will continue in a similar vein in 2020. However, feedback or any ideas about the way the program could be improved is always welcome.

There were several expressions of interest, especially from female players, to join the program in season 2020, although some applicants will need to wait another season to meet age qualification (turning 14 in the season). The increasing interest in the program is very welcome but accommodating all requests is subject to the program requirements.

The actual number of new umpires required for the program is determined by a number of factors including:

- Number of U8-U10 teams fielded by BJFC (and hence the number of games requiring to be officiated each week)
- Number of returning umpires in the program (priority is given to returning umpires)
- Number of umpires going onto officiate for YJFL each week (there were three umpires from the BJFC program who rotated through the YJFL. Another 2 players officiated directly for the YJFL and were not part of the BJFC program)
- Umpires' playing commitments (generally, the younger the umpire, the closer in time their own match is in relation to the match they might umpire – this can make them unavailable and requires that at least a few older umpires are available to officiate in any U9 or U10 games in the 11:30 timeslot). Older umpires often have other availability issues, including the physically demanding nature of Colts level football

Subject to all these considerations, if there is room in the program in 2020, a general call to the whole BJFC playing community will be issued early in 2020.

**BJFC Junior Umpire Manager Role Transition.**

The current incumbent's involvement with BJFC will conclude at the end of Season 2020. It would be valuable to have a replacement nominee for the role identified, if possible prior to the commencement of Season 2020 and definitely before the end of Season 2020.

If a replacement can be secured prior to the commencement of next season, the proposal would be to transition the role during the pre-season, handover at the commencement of the grading rounds but remain available to assist throughout the season.

If a replacement is not identified before the regular season commencement, the incumbent will complete next season but will be seeking a replacement to undertake a transition at the end of the season (as opposed to the beginning of the next, i.e. Season 2021).

Some thought has been given to possible replacements, with a couple of potential candidates identified but have not yet been approached.

**Recommendation:** The Junior Umpire Manager and the BJFC Committee undertake concerted efforts to identify a successor to this role, if possible no later than early in 2020.

## 15. Club Community Engagement

### 15.1. Canteen

The Canteen is open every Friday night and Sunday throughout the home and away season. It is a major asset and provides the club with a great opportunity to generate additional income.

Fuss Free Friday nights are continuing to grow and is a fun place for junior players and their family to have a light, healthy meal after training. With the addition of some AFL & AFLW player appearances, intra club games, Auskicker nights (and together with the Bar being open) it is becoming increasingly popular and generating regular income for the Club.

Sunday sees the canteen open for all games and offers both breakfast and lunch options. It has a steady flow of customers throughout the day and is the busier and more profitable day.

Due to minimal options for volunteers to co-ordinate the canteen the Club has continued with a paid Canteen Manager. Libby Heywood commenced in 2019, replacing Ali who graduated from his teaching degree and left us to pursue his career. Libby continued to oversee the volunteers and provide homemade food for both days which is definitely a great investment choice as the canteen made a very healthy net profit of \$11,172 this financial year.

The canteen relies heavily on volunteers to assist Libby with the food and cash handling which is too big of a job for one person. It is important to ensure that all teams pull their weight and help out on their dedicated days.

It is a great environment to meet new friends and contribute to the club's success.

#### **Recommendations:**

- Increase in the number of volunteers who assist with serving/cash handling - in particular Friday nights which can see large volumes of hungry mouths needing to be feed after the end of each training session.
- Additional volunteers to assist with the clean up at the end of the night.
- Continue with a paid Canteen Manager who has also taken responsibility for the food purchasing and collection.

### 15.2. Bar

The Bar is open every Fri night and for some Club functions (including Registration, Welcome and Presentation Day).

The Bar is run by a group of volunteers who arrange the purchasing of required stock and the serving of alcohol. They are also responsible for tallying the takings and banking when required. These volunteers are required to have an RSA qualification.

This year the Club set up an arrangement with a local business to supply and deliver stock at competiive rates as and when required. This has been very successful and reduced workload for the co-ordinators. In 2019 the Club also provided for an additional 10 volunteers to attend



training for the RSA qualification which has increased the number of helpers that we can now utilise. Overall the bar made a modest profit of \$2,754.

### **Recommendations**

- Continue with the arrangement with West Brunswick Cellars to supply alcohol stock for the bar.
- Setup a roster system to utilise the number of volunteers who now hold the RSA qualification so that the same volunteers are not required to attend every Fri night
- Purchase a new industrial fridge for alcohol (and some food) stock. Volunteers have been required at times to taxi stock from their homes to the clubrooms on a nightly basis which is not sustainable.
- Set up a roster for helpers to assist with the cleaning up of the clubrooms or if not possible review the cost/benefit of a paid cleaner

### 15.3. Coffee Cart

The Club has continued to utilise the services of Ben from Want Coffee as our coffee option.

Want Coffee attend most Sunday home games and if possible other Club run function days. They donate 50c from every beverage sold which resulted in additional income for the Club of \$305. Some negative comments have been made regarding the quality of the coffee and the slow service time however is a good passive income opportunity. All gain with no pain.

### **Recommendations**

- Continue with Want Coffee for 2020 as involves no manpower or Club volunteers.

## 16. Facilities

The BJFC utilise 4 grounds across Moreland and Yarra City Councils. For training, Clifton park West, Gillon Oval and Fleming Park are used. For Game day matches are played at Clifton Park, Gillon Oval and Ransford Oval. Games played at Clifton are limited by being a smaller size oval it is restricted to younger teams. We do not get access to Fleming for matches due to Lacrosse, and we do not get access to Ransford for training as we are not based in City of Yarra. Access to grounds is a significant constraint for the club and one that requires careful planning and focus.

### **Clifton Park West**

Yarra Junior Football league rules stipulate that shelters must be provided for the both coaches during games. This meant that the club's temporary shelters have had to be carried back and forth across Victoria Street to be set up and put down each Sunday. The club planned to install permanent coaches boxes (total cost approx \$20 k) with the help of a Moreland Council Grant but was unsuccessful. The club applied for another grant for 50% of the cost but will not know the outcome until late January 2020. Some fundraising has also been completed to ensure that there are sufficient funds to complete the installation in 2020.

With the increasing amount of teams meaning that more and more games will have to be scheduled at Clifton Park West, the club has formed the opinion that there is also a need for permanent changeroom and toilet facilities at Clifton Park West. Initial representations were

made to Federal and State members Peter Khalil & Tim Read, who visited the club this year, as well as Moreland Council and AFL Victoria.

### **Storage**

The club faced storage capacity issues during the year due to the increasing number of teams and the associated equipment. Historically this had been resolved by the juniors renting storage space at Monash Storage, however the cost of that seemed unfair given the space at Gillon. By years end the club had successfully negotiated with the Senior Football and Cricket Club to gain extra storage space at A G Gillon Oval. This has reduced the overall cost for external third party storage. Shelving was also installed to maximise the storage space.

### **Gillon Masterplan**

The State labor party promised a \$1.0 million grant to help execute the Gillon Master plan, during the last state election. This grant was budgeted in the 2019 state budget and was allocated to Moreland Council to facilitate the refurbishment. The grant is to be used to upgrade the clubrooms, kitchen, umpires change rooms, new flooring as well as a new scoreboard. Detailed scope building has commenced through the Brunswick Community Sports Club. The project is expected to be completed during 2020.

### **Water Bubbler**

The club managed to get Moreland council to install a water bubbler on the western wall outside the canteen this year.

### **Recommendations**

- Complete the installation of the Coaches boxes on Clifton Park West, hopefully with the help of the Grant but if not, pending available funds, the club should self fund the project.
- Continue work on establishing Clifton Park West change room and toilet facilities by:
- Making representations to Moreland Council, AFL Victoria as well as the state & federal government departments & representatives, and
- Developing concept plans and costings, and
- Investigating funding sources.
- Review the current usage of the Monash Storage unit and look to downsize, with a view to hopefully eliminate the need for it all together.
- Help execute the Gillon Masterplan Project as required through the BCSC.

## 17. Team Reports

### 17.1. U8 Mixed (Purple and White)

No Reports

### 17.2. U9 Mixed (Purple)

No Report

### 17.3. U9 Mixed (White)

#### Coaching and Management

- Team managers Linda and Donna did a great job as first year managers.
- Sean O'Toole was a wonderful assistant coach.
- No issues from me very happy during the season

#### Training and Skills

- All the Under 9 white skills were very rudimentary at the start of the season as this was their first season of football.
- Over the journey we could see week on week improvement and by the end they seemed fairly cohesive.

#### Performance on the field

- Started poorly but over the season developed a great team plan which they stuck too and started to win games off their own bat.
- Kids seemed to really enjoy the footy.

#### What went well

- Focus on fun and engagement and playing as a team.

#### Areas for Improvement

- Skills need to lift for next season.

### 17.4. U10 Mixed (Purple and White) & U10 Girls

No Reports

### 17.5. U11 Mixed (Purple)

No Report

### 17.6. U11 Mixed (White)

We had a fantastic season, not just measured by the win/loss ratio, but by the enjoyment level of the kids, the parents' involvement, and also the positive culture around the group.

From a coaching perspective, our goals were the following.

- to encourage the kids to take the game on
- to build their skills, specifically overhead marking
- for the coaches to provide the best possible structure and positioning out on the ground
- to be a tough and hard team, but a fair team

I think we achieved them all. Bribing the kids with lolly snakes for every overhead mark taken in a match had an incredible effect. Kids flying left right and centre, even competing against each other, amazingly effective strategy!

I think from a training perspective, this was my fourth year as head coach, and I really felt comfortable in the role. But it has taken a while. I think we could fast track new coaches with the following

- having a couple of coach led days for the new coaches, where the old coaches show some of the new coaches their most effective drills, as it's all about effective drills at training, that's what everyone craves
- getting new coaches to come along and be a part of a training session for another team run by an experienced coach, to see what a good training structure might look like
- coaches submitting their top 5 drills in written format to be shared amongst new coaches

One thing that worked well towards the end of the season, was to challenge the kids in a very personal way. To give them each a unique challenge, based on their skill level. For some the focus was to stick a tackle, for others it was to hold onto the ball and take the tackler on, for others it was to run and bounce. Most of the kids really responded well, and they enjoyed the recognition of taking the challenge on and succeeding.

All in all, a great season, lots of wins, lots of growth and improvement, and lots of fun had by all kids.

## 17.7. U12 Girls

Whilst the scoreboard did not reflect our effort, the team was always out to compete, and at times were able to execute the team game plan.

We had a simple game plan of the “?” Kick wide to the wings out the back and then bring into the centre in our 50m. We did a number of drills at training that supported this game plan such as the kick mark relay and the “chain” of loose ball tap, handball, kick, kick for goal.

Each week training was planned and ensured we had warmups every training and game day that were specific to building the correct muscle memory for the knees. This is because female athletes are prone to ACL injury and we wish to minimise the possibility for our players.

Team Training sessions were also supplemented by guest specialists:

- Kicking Coach - David Sheridan
- Tackling Coach – Malcolm Bangs
- Director of Coaching - Luke O’Connell
- Renegades – Sasha & Kel

This season 26 different players were in our team, plus one under 10 player, who nearly kicked a goal for us!

From round 8, we saw 5 players move permanently into U13G to provide them with a stable team. Whilst sad, this created space for two other players to join and still having a manageable bench. Ironically, we started with 21 players and ended up with 21, but different players.

As a coach it has been a privilege to work with such enthusiastic players, but also caring players. I am looking forward to seeing how these players consolidate their skills next season.

## 17.8. U12 Mixed

No Report

## 17.9. U13 Girls

No Report

## 17.10. U13 Boys (White) -

The U13's whites started the year hotter than a triple chilli pork vindaloo at midday in a Mumbai spice bazaar. We blitzed the first four games, dominating around the ground and moving the ball quicker than the bowels of an English back-packer after scarfing down two bowls of aforementioned curry. Clearly we were the big kahunas and were duly elevated to pole position in the next highest division.

For the first game at the higher level the coaches' box and the brains trust on the sidelines looked like the 2018 graduating class from Moscow Pole Dancing Academy with every finger, toe and available body part crossed and contorted: would the boys be wiped out and face a long, bleak season ahead?

The answer was a resounding NO!

It took a few games to acclimatize to the elevation but just as the U13 machine was starting to move like Jagger in his heyday a string of broken bones, head-knocks and thespian commitments threw not just a stick but half the darn tree into the cogs and we watched our chance of strutting our stuff in our first year of finals in the higher grade slowly slip away.

The score-board through the year didn't reflect how tightly every game was played out to the end and how enthusiastically the guys put in at every training (among the many highlights for the year was an end of training sprint session with the boys shouting their lungs out in the teeth a gale blowing up from Antarctica with rain and hail driving horizontally across the ground. And who will ever forget the memorable team mudslide at three quarter time in the last game at Gillon?)

It's been a pleasure and privilege to coach the Whites for the last 2 years and to acknowledge the end of an era as teams change next year. I can't say thanks enough to Brad, Stu and Anthony (and Christian, Cam, Michelle and Em in the previous years) and to all the parents who put in so much and have made the Whites such a wonderful team.

Most importantly a very, very deeply-felt, from the bottom of my heart, thank you to every single player: you should all stand tall and stand proud because you have plenty to be proud about: every single one of you achieved our criteria for success: you all put in effort, you all improved and you have all grown from boys to men. Bring on 2020!!

### 17.11. U13 Boys (Purple) – Duncan and Brendan

2019 again saw a high retention of players with the addition of few newcomers.

For many of the players a sixth season of football provided a great opportunity to start to test not only their skill level but also concentration across 4 quarters. As coaches we are pleased to report that we have seen continued development across all players, while maintaining a sense of fair play that is expected of Dragons players.

The broader community that is required to field a team each week was no less active this year than in the past. Our thanks to all who pitch in every week to enable us the simple task of offering some instruction. To Beth and the Committee thank you on behalf U13P for what has been another great season.

Results wise, at a win loss ratio of 5:9 the team ended in the bottom half of the table, however overall percentage of 110% indicates a team that was well graded. Wins included the eventual premier. Injuries unfortunately made a consistent run of victories a difficult task but also displayed an approach to the game where the children were clearly not holding back.

A number of players were provided the opportunity to participate in YJFL development training and games, with several players also polling in the league B and F. These are opportunities that we encourage all who are offered to take.

As the next season approaches, for parents we would encourage you to “stick the course”. It will come as no surprise that the ages of 13-17 are in effect the “danger zone” for children stopping sport. Let’s keep them coming back!

With thanks to the Dragon community - “It’s kids what count!”

### 17.12. U14 Boys

No Report

### 17.13. U15 Girls

No Reports

### 17.14. U15 Boys

The core of this team was formed by the “mighty U14s” who had overcome much adversity to finish as Grand Finalists against arch-rivals, Ashburton, in 2018. That team was known for its resilience and never-say-die attitude on match days, and its tendency to get loose and funky at training during the week. Joined by a batch of new players and led by a new coach, the team were looking forward to continued success and more fun in 2019.

Pre-season training kicked off in early February and was well attended. We used the time to establish leadership roles in the team and develop the structures, key positions and team rules that would carry us through the season. “Run and carry”, “Switch the play” and “Take

the game on” became the team mantra, but did we have the skills, speed, poise and fitness to carry it off?

The signs in the practice matches were not good, soundly beaten by Williamstown and St Pauls. The team did not drop their heads and, true to their 2018 spirit and with big contributions by new team members and leaders, the boys won three of their first four matches in the YJFL grading rounds. Division 4 felt about right.

Round 4 at Greythorne was the season’s first big test. They were a tall and fast team with slick skills and had beaten all comers in Div 4. Despite injuries and absences, the boys took the game right up to the hosts and were not disgraced with a 5-goal loss. No other team had come as close to knocking them off. We looked to Round 5 and the rest of the season with confidence.

The wins kept coming, with the victory over Ashburton especially sweet as the team restored some of its pride after the 2018 Grand Final loss. But losses against Glen Iris and Beverley Hills deep into the season truly showed us where we stood – it was clear that these tall teams from the leafy eastern suburbs were the Div 4 teams to beat at the pointy end of the season. It was going to take discipline, hard work and faith in our game plan to get the top 2 finish that we were aiming for.

Injuries to key players, notably Freddie Sinn and Leo Sekhon, and absences of others impacted the team as the end of the season approached and we slipped in the final 2 rounds with a surprise loss at home to Fitzroy and a close loss on a rain sodden day at Ivanhoe. As we turned to the finals, we had learned our lessons from the Round 14 loss and soundly defeated Ivanhoe in the turn-around match played again in wet and windy conditions. A preliminary final against Beverley Hills was all that stood between us and another Grand Final. And what a cracking game it turned out to be, played in a great spirit and easily the game of the season with both teams fighting hard, barely a goal or two separating the teams all day. A burst of goals in the third quarter, with fast breaks from the centre and opportunist goals from Jonah and Dash, saw Brunswick lead by 24 points at three quarter time. But with a depleted bench, warm weather and a tiring mid-field, led by Captain Antonio and Vice Captain Gabriel, BH clawed their way back with long kicking, good marking and straight goal kicking. Brunswick were defeated by 5 points in the dying minutes of the match beaten by the team who would go on to easily win the premiership the following week. We were left to lick our wounds, reflect on what could have been, and feel satisfied with a good season of footy.

The coaches were especially pleased to see the development in this group of players across the course of the season, with an improving focus on skills development and game plan savvy at training, and outstanding moments on game days when it would all come together. Special mentions to Antonio for his courageous leadership all year, Rocco for a break-out first season of footy, and Gabriel for his consistent season which saw him recognised by the YJFL as the best and fairest player in the U15 Div 4 in 2019. Overall, the team can be proud of its year, they combined well as a unit, matured as a group, enjoyed each others’ company and also enjoyed on-field success.

To the players progressing up to the Colts (Under 17s) in 2020, the coaches are confident you will be well prepared to take the next step up and join this successful, premiership-winning team. For those under-age players who are still qualified for Under 15 in 2020, you will be better players for having played at this level in 2019 and I predict even more success as you combine with the players progressing from the Under 14s led by Matt Watson. It was a pleasure to be your coach in 2019 and I wish you all the best in your continuing football journey. Greg Banova, U15 Coach 2019

### 17.15. Colts

We commenced pre-season in late November 2018. Very early on through pre-season and our practise matches, it was evident the 'top age' Colts would add the height and power to the speed and skill of the younger boys. We thought we had a pretty well balanced mix of 26 Colts players – these 26 players would go onto create history for the Dragons.

In our first 4 games we won by 113, 107 and 48 points and lost to Preston by 34 points - It would be our only loss for the regular season. We then won the next 8 games straight - an incredible effort - 57, 46, 96, 104, 79, 46, 123 with the most significant win, a 59 demolition of second placed Preston setting a real belief that we could go all the way. We won our last 2 games of the season, both by 7 points and finished top of the ladder with 13 out of 14 wins. Those last 2 games were significant as it showed we may have taken our foot off the pedal a little after a 10 goal win over Preston.

Finishing on top of the ladder, with only one loss throughout the season to Preston, we now faced them for a place in the Grand Final. The Semi Final was held at Ivanhoe Park and it was Preston who took advantage (maybe we thought it would just happen??) of a strong first quarter breeze, kicking the first 5 goals of the match. Although we were able to outscore them after quarter time, we lost the game by 22 points.

Now it was a do or die Preliminary Final, held at Koonung Park. The boys trained very strongly that week and with great intensity. We came out and demolished Boroondara by 61 points, playing a tough and disciplined brand of footy for 4 quarters, earning a much-deserved place in the Grand Final. The focus was back as Boroondara was one of our scratchy 7 point wins only 2-3 weeks earlier.

Preston was the only side to beat us throughout the year, and we met again on Grand Final day – yet again held at Ivanhoe Park. Preston, once again, started with the wind advantage, however, this time we kicked the first of the match and went into the quarter time break only 12 points behind. An outstanding 2nd quarter saw us kick 3 goals to nil and leading at the major break. Kicking into wind in the 3<sup>rd</sup>, we were able to maintain a slight advantage heading into the final term. We kicked the first goal of the term, putting us 13 points up and fantastic repeat efforts to hold Preston out, saw the boys hold for a nail biting 6 point win! It was almost the perfect season, winning 15 out of 17 games and delivering a third flag for the Brunswick Junior Football Club!



Thanks to all the Parents and Players for contributing to such a great and successful season. David La Greca (Coach), Dom Perrone (Ass Coach) & Enzo Faila (2<sup>nd</sup> Ass Coach & Runner)