

Brunswick Junior Football Club



2017

Annual Report

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

8th ANNUAL REPORT

SEASON 2017

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 2017, of the Brunswick Junior Football Club Incorporated.

Fiona Smith

HON. SECRETARY

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1 Presidents message Season 2017

The 2017 season was again another busy and rewarding year for the club with many notable achievements on and off the field. Whilst the achievements of the teams and players are discussed in detail later in this report, the Club's major achievements this year included:

1.1 Player - team achievements

- Registered players increased from 260 players in 2016 to **316 players in 2017** (a 23% increase), reflecting the continuing popularity of Australian football as a choice for families in Brunswick and the inner north and the continued success of the Brunswick Dragons as the '*local club of choice*' for these families;
- The club fielded **16 teams** across all YJFL mixed/boys age groups from U8's to Colts (U16/17) including U14 and U16 Girls teams;
- There was a significant increase in the number of girls registering to play footy with the Dragons in 2017. Included among the 316 players, there were **53 girls, or 17% of all registered players**, up from around 8% of the player population in 2016.
- Support for our girls teams from the senior Renegades players at training on Wednesday nights was greatly appreciated and demonstrated our One Club spirit.
- A record number of Dragons players (boys and girls) were selected for **YJFL representative teams** in 2017: David Marchione (Under 14 Division 1 Boys), George Kelly (Under 15 Div 2 Boys), Freya Purdey (Under 16 Girls), Julia McArdle (Under 16 Girls), Angus Ross (Under 16 Boys) and Francis Evans (Under 16 Boys).
- Elijah Dwyer was selected to play in the 2017 *Towards Zero David Zaharakis Diversity Squad*.
- Daniel Mott was selected for the Vic Metro representative side to compete in the national Under 16 championships held in July and was named among the best 6 Vic players in the final versus WA. During the season, Daniel played with the Brunswick NOBSPC First XVIII senior side in the VAFA winning "Best First

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Year” player and VAFA Rookie of the Week in round 14. Daniel also trains with the Calder Cannons Under 18 team in the TAC Cup competition;

- The inaugural **BJFC Preseason Academy**, proudly sponsored by Nelson Alexander Brunswick, was launched in November for boys in Under 14, 15s and Colts. The academy promotes excellence and is conducted by AFL fitness and conditioning coach David Buttifant, focussing on fitness, running and football skills to help prepare players for the 2018 season. The academy is open to Brunswick players and new players interested in joining the Dragons in 2018.
- The club continued to provide coaching support to **Brunswick Auskick**, especially promoting girls-only Auskick sessions, to strengthen the liaison between BJFC and our local Auskick partners.
- The inaugural post-season Annual Brunswick-Carlton Derby (ABC Derby) for Under 8s, 9s and 10s was held at Crawford Oval, Princes Park, Parkville in August. Hosted by the newly established Carlton Junior Football Club, there was a great turn-out by Dragons (40 boys and girls aged 7-10) demonstrating a strong appetite for more footy beyond the end of the YJFL season.
- We also hosted a friendly (non-YJFL) Under 10/11 match at Clifton Park with West Australian visitors from Christchurch Grammar School on a Saturday in July.

1.2 Facility Improvements

- In coordination with the City of Melbourne, the club again secured the use of Ransford & McAlister Ovals and the club room facilities at Royal Park in 2017 for Wednesday night trainings as well as for games on Sundays;
- Actively pursued funding for Clifton Park West lights with YJFL, Moreland Council and AFL Victoria; and
- Worked with all other users of Gillon Oval precinct to promote the funding of the Master Plan at the Gillon, including installation of lights, refurbishment of social club facilities and improvements to the historic the grandstand (which featured in the popular NAB AFL mini legends TV advertisements).

1.3 Social/Community connections

Hosted visits to the club by prominent corporate and political supporters including:

- The Hon Jane Garrett, MP, Member for Brunswick
- Moreland City Council Mayor, Cr Helen Davidson
- Moreland City Council Deputy Mayor, Cr Samantha Ratnam
- AFL Chief Executive Officer, Gillon McLachlan (“Gillon at Gillon”)¹

1.4 Club programs & initiatives

- Expanded and professionalised the Club Umpire program which has trained a squad of 13 players to umpire at Under 8, 9 and 10 levels; Several of our umpires have been recruited by the YJFL to umpire higher level Under 11 (Gold) games.
- Provided first aid & trainer qualifications to 20 parent volunteers;
- Provided stretching and injury management tutorials to playing groups;
- Providing financial assistance to a number of players and their families, including introducing concession rates for health care card holders;
- Hosted several successful “pie nights”;
- In coordination with the senior club, co-hosted the One Club Ball at the San Remo Ballroom in Fitzroy; and
- Hosted a memorable end-of-year family party, “The Final Roar”, attended by the Deputy Mayor of Moreland City Council and the YJFL General Manager.

1.5 Club Management

Conducted regular committee meetings, managing club business Continued to provide prudent financial practices (monthly reports, end of year budgets) with the bank balance growing from \$24,519 at the end of 2016 and to \$38,277.03 at the end of 2017 (note \$7419 of these funds are designated for Clifton Lights project);

¹ Appendix 3 contains the letter of support from the Gillon McLachlan to Moreland CC in support of the Clifton lights project. Moreland CC reply is also attached.

1.6 Sponsorships:

- **Major and Gold Sponsors:** Green Refectory; Nelson Alexander; Grandview Hotel; Back in Motion Brunswick; La Manna fresh Brunswick.
- **Other Sponsors:** Monash Self Storage; Moppitty Wines; Gravity Worx; B3 BBQ; Roy's Pizza; Café Sorrento; Mr Burger; Yo-Chi; Sports in Focus; Mouthguard Man; All Saints Coterie Group (B&F Awards from Senior Club)

1.7 Volunteers:

- Thirty-two (32) Coaches and Assistant Coaches, all qualified with the AFL Level 1 certificate or on their way to becoming qualified.
- 16 team managers volunteered to help organise Dragons teams every week during the season and plenty of work pre- and post-season as well
- Countless parents and carers volunteered as game-day runners, trainers, boundary and goal umpires, time keepers, umpire escorts, canteen helpers and any other number of jobs

1.8 Communication

The club regularly managed its club communications via Team App, Facebook, the club website and other channels all through the efforts of Kylie Moreland. This being a substantial task informing parents of the latest news, events and game day results across the 16 teams.

1.9 Apparel

Provided playing and non-playing apparel for 316 players across 16 teams, from very small to very large junior footballers, boys and girls.

1.10 Canteen

Our canteen took another step up in quality in 2017 with the appointment of a full-time canteen manager Ali Jawwad. This initiative was quickly embraced by the junior community with Ali extending its services to feed and refresh the hungry and thirsty players and parents on Friday nights when our Under 8s, 9s and 10s were training;

1.11 Grant application AFL Vic lighting Clifton Oval

The Club has continued² its campaign for the installation of sports field lighting at Clifton Park West during 2017 with some successful progress to report. These lights are urgently needed by our rapidly growing club to facilitate mid-week training under lights for junior and senior teams and to relieve the iconic Gillon Oval from the risks of over-use during winter.

The club prepared an application for capital grant funds from the Moreland City Council in May 2017. This was the club's second application for this grant (potentially worth \$40,000). In reviewing the grant submission, the Council noted that, notwithstanding commitment of modest funds from the junior and senior clubs and from AFL Victoria for the project, the club could not demonstrate how the full amount of the project cost (estimated by the Council to be \$300,000³) was to be funded and refused to provide the grant on those grounds.

In subsequent representations to the Council, particularly through Deputy Mayor, Samantha Ratnam, the importance of this project to the clubs and to the local community has been acknowledged by the Council. Moreland Council has subsequently submitted its own application for funding to the State Government through grant funds managed by Sports and Recreation Victoria (SRV). If approved, funding up to \$100,000 may be provided by SRV⁴ for this project.

At the time of preparing this report, the club has been advised that the MCC submission has been approved by SRV to progress to the second stage and MCC has committed to provide the balance of the project costs should the SRV grant be approved. These funds would be provided in addition to funds committed by BJFC (\$10,000), Brunswick NOBSPC FC (\$10,000) and AFL Victoria (\$20,000). The Committee's best estimate is that funding for the Clifton Park lights will be approved

² First grant application was prepared in 2016.

³ Club tender documents revealed tender prices from two suppliers to be in the order of \$180-190,000

⁴ SRV maximum is \$100,000 with remaining ratio at 1:1 with Council

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for construction in the 2018-19 financial year, with work potentially commencing in August-September 2018.

1.12 Growth of memberships & Teams in 2017

The significant growth of the BJFC continued in 2017. The number of players increased from 260 playing in 12 teams (U8-Colts) in 2016 to 315 playing in 16 teams in 2017.

The final number of registrations for the year was as follows:

Team	Number of registered players in 2016*	Number of registered players in 2017
Under 8	30	29
Under 9	20	50
Under 10	40	35
Under 11	26	45
Under 12	24	26
Under 13	23	21
Under 14	27	21
Under 14 girls	0	23
Under 15	22	18
Under 15 girls	20	0
Under 16 girls	0	22
Colts (U16/17 boys)	28	25
Total	260	315

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Notes to table above

* In the same team (i.e. for the Under 11 team in 2016 the 2015 comparatives are for the Under 10)

There were 24 clearances transacted for junior players (arriving and leaving the club) for the 2017 season. Of these, 13 have been traded into BJFC and 11 have been traded out. Three of the players leaving the club have been traded due to families relocating to new areas. Other reasons provided by families for their clearance to other clubs include: having friends at other junior clubs (4) and seeking to play higher division (4).

There were an additional 4 transfers for former junior players transferring to senior football (3 Brunswick NOBSPC and 1 other).

Under 16 girls: Nil over-age exemptions were sought and granted from the YJFL

Player “churn” in 2017 can be shown by the following:

2017 Teams	Number of players who didn't return in 2017	Number of new players in 2017
Under 8	1	29 (incl. 8× born 2010)
Under 9	2	30 (incl. 12× born 2009)
Under 10	3	14
Under 11	4	9 (incl. 4× born 2007; 1× 2008)
Under 12	1	3
Under 13	9	3
Under 14	3	2
Under 14/15 (girls)	NA (no team in 2016)	19
Under 16 (girls)	9	14

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2017 Teams	Number of players who didn't return in 2017	Number of new players in 2017
Under 15	10	2
Colts (U16 boys)	15	4
Colts (U17 boys)	7	1
Total	64	130

1.13 Life Membership

This year the Club developed a Life Membership Policy which identifies the criteria for those who have rendered outstanding service to the Club. This is the first year for this award to be allocated and the Committee had no hesitation in bestowing this award to both Wendy Canobie and Trevor Ludeman.

It was Trevor Ludeman as President of the Senior Football Club in 2008 who identified the need for a junior club to be developed, taking two years for this initiative to be realised, with the first team being formed in 2010. Trevor also became the club's first President (2010 & 2011) and Coach (2010-2017), managing these tasks in conjunction with being President of the Senior Club (2008-2011).

Being President also allowed for the Treasurer of the Senior Club to be “co-opted” into this position, which was Wendy Canobie (2009-2011). The financial management of the club, and its high standards with respect to the accounting and reporting of funds is no doubt due to Wendy's knowledge and experience in this field. The financial reporting using the MYOB platform to each Committee meeting allows for the Executive to keep track of all income and expenditure items. The strong financial position that the Club is in, is no doubt due to the expertise and efforts of Wendy throughout this eight (8) year period (2010-2017).

1.14 Retiring Coaches & Executive

The Club has been fortunate to have many parents who have made significant contributions to the Club over the past eight (8) years. This year long term coaches of David La Greca, Peter Grist, Anthony McIntosh and Rob Purcell are stepping down as coaches, while Kylie Moreland and Jenny Baker are stepping down from the Committee and their respective roles.

Coaches: The service to the Club has been significant and each was presented with an engraved vase at the Clubs B&F Awards. Their profiles are as follows:

- Peter Grist: Coached the U10,11,12,13,14 & 15 throughout 2012-2017 for a total of 90 games. These teams enjoyed a high success rates and made the finals on a number of occasions through the past 6 seasons.
- Anthony McIntosh: Anthony with Jude Allen were the Inaugural Tackers “8” team (2014) coaches. Anthony went onto coach this team through to U10, U11 and U12 teams throughout 2014 to 2017 seasons (60 games) and a Grand Final appearance for the U11 team in 2016.
- David La Greca: David commenced in 2013 as Coach for the U10 (Red) and this team had success in making the finals and jumping through the grades in successive years. U11 (Black), U12 (Blue), U13 (Green) and U14 (Blue), throughout 2013 to 2017 seasons (75 games), with successive finals appearances from U10 to U13.
- Rob Purcell: Rob commenced as Tackers Assistant Coach in 2013 and followed through as coach in 2014 of U10 (Black Div. - Finals), U11 (Black Div. & Finals), U12 (Blue Div.) and U13(Blue Div.) coaching 60 games. In addition to being coach, Rob joined the Committee in 2017 as Vice President.

Team Manager

Bronwyn Tanti: Bronwyn came to the Club in 2011 (son Levi) and quickly became involved with the Club stepping in to become Team Manager in 2012 for the U11 team. Bronwyn continued as Team Manager through to U13 (2014). In 2016 Bronwyn then became Team Manager for the U11 (son Ari) following through to U12

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for 2017. As the Club appreciates the role of Team Manager is significant arranging up to nine (9) parent roles per game day, organising votes, umpires while parent and opposition liaison/communication is a significant task.

Executive

- Kylie Moreland has been responsible for the communication portfolio which has involved a significant time each week on the preparation to E-news, Team App, Facebook articles to keep all parents and players abreast of what is happening both at the Club and YJFL level. This has been an enormous task which Kylie has completed without fail for the past 5 years. Kylie will be stepping down from this position in 2017. The Club will greatly miss the expertise of Kylie is managing the communication portfolio.
- Jenny Baker: This was another enormous task of ordering and organising apparel and sizing of both game day and non-playing apparel each year. This involved not only new teams but ordering new sizes for the players as the progressed through the age groups, while the application of numbers and keeping track of numbers for each jumper made this task even harder! Jenny will also be stepping down from this portfolio after 5 years and again the Club will miss Jenny's management of the portfolio.

The Brunswick Junior Football Club thanks Anthony, Bronwyn, David, Jenny, Kylie, Peter and Rob for their significant contributions to the Club.

1.15 Season 2016 reflection for 2017 - initiatives and issues to consider for 2018

At the end of 2016, a number of issues were identified by the committee as priorities for 2017. These are addressed below:

General Manager: The need for a club General Manager was identified in the context of the growing burden of work on volunteers in our rapidly growing club. This initiative was not pursued in 2017, however the club's executive has commenced the process of defining the duties for this role and a sub-committee will be formed with a view to recruiting a person to this role in early 2018, in time for the new season.

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At this stage, it is expected this paid role will work on a part time basis and service the needs of the junior club.

Apparel: The development of an online apparel ordering system was identified but not implemented in 2017. Planning for this initiative has commenced and the club is considering a combination of online ordering and a temporary ‘pop-up’ shop set up in convenient local venue at the critical time of pre-season registrations.

Director Coaching: The appointment of a **Director Coaching** was identified as a priority at the end of 2016 to replace Trevor Ludeman. The recent appointment of Luke O’Connell as the club’s new Director of Coaching will address this need to continue to provide up to-date training standards for all coaches.

Senior pathway: A pathway into the Senior Club for our graduating Colts players has been developed, with three players commencing in the senior club in 2017 (Dom Sullivan, Daniel Mott and James Lockwood Spence). Our first Colts team to graduate to the Seniors will commence in 2018 with the formation of a new Under 19 team in 2018 to be coached by Trevor Ludeman & Ross Coverdale. This will enable our junior players to transition into Senior Football.

At the girl’s level, 2018 will represent the first time U18 girls will be playing with Junior Club, with 2019 being the first year that the girls will transition into Senior football with the Brunswick Renegades.

Auskick: As noted above, our relationship with Auskick continues to be strong and has been especially fruitful in 2017 under the new administrative and volunteer arrangements introduced by Auskick in 2017.

Royal Park Ovals: The club has held discussions with the City of Melbourne with regard to ongoing access in 2018 to Ransford and Macalister Ovals in Royal Park. At the time of writing, the club has not received confirmation of access in 2018 but will continue to pursue this option. In the longer term, the club is hopeful of increased access to other sports fields in the Moreland area including Fleming Park and Allard Park as potential sites for Dragons training and game day needs, in addition to our established use of Clifton Park and Gillon Oval.

1.16 2017 Season reflection

Following the kick-off of the 2017 season, the Committee took some time in May to reflect on key lessons and observations regarding the set up for the season. The following observations were shared by the group:

- Accepting late registrations of players well into March and April demonstrated the club's flexibility and openness but also placed strain on resources, admin systems and volunteers' time. The Committee agreed that we will be inviting early registrations and setting an earlier deadline for registrations in 2018, probably mid-February.
- The fee increase in 2017 has not acted as an impediment to new registrations, as demonstrated by an increase in player numbers, and the committee noted that our flexible payment arrangements can accommodate most families' financial situation. A review of the fees for 2018 will be undertaken after the AGM by the new Committee.
- The club's team allocation policy served the club well, giving priority to participation and ensuring bench sizes are small and game time for individuals is maximised; it has aimed to group friends together and where this has not been possible, players and parents have an opportunity to expand their friendship networks across the local community.
- Large numbers of registrations in U8-10, 11 & 12 (x 2) and girls teams indicate a strong pipeline for the continued growth of the club in the future. However the drop off or flattening of registrations at under 13 level and above is a challenge, although not unique to AFL and common throughout all sports at this age. This may be addressed through the recruitment of players for the multiple teams in the early age groups (zoned game, 12 & 15 players) and their amalgamation from U10 onwards.
- We have attracted new volunteer parents (and retained others from 2016) as coaches, team managers, and trainers – however attracting new parents in U8-10s to volunteer for club roles is a priority.

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- Lessons learned from practice matches: we need to use these as opportunities to test out all aspects of our game day preparations, including ground set up, volunteer rostering and identifying gaps in team bags. And getting some valuable pre-season game time into the players of course! It was not ideal that the Under 14s had to split into two separate squads.
- Late registrations have placed special strain on finalising apparel orders for all players. Earlier registration and sticking to timelines will assist this in future.

1.17 Season 2018

Looking forward, the challenges facing the club in 2018 and beyond relate to our continuing growth and sustaining our inclusive club culture built upon the principles of **participation, development and community**:

With 16 teams in 2017, our need for access to grounds for training and game day is acute and, as noted above, we are discussing our urgent needs with Moreland Council, City of Melbourne and councillors and MPs.

With the retirement of long serving Committee members at the AGM there is an urgent need for ‘new faces’ on the committee.

Our reliance on volunteers to manage the club and its growth is unsustainable, with time and energy of volunteers a limited resource. As noted above, we are exploring the feasibility of appointing to a paid role a new Club General Manager to manage a range of club functions and will augment our current paid roles (Book keeper/Treasurer, Registrations, Canteen Manager).

We will continue our efforts to build a ‘One Club’ culture with the senior men’s and women’s clubs (the Brunswick NOBSPC and the Renegades). Ensuring a close cultural fit and alignment of values across the three entities will be a priority and the Dragons will ensure that the most cherished of our club’s values and achievements will be recognised and preserved.

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Thanks

In conclusion, I would like to thank all the Committee members for their very hard work during this past year, attending meetings, executing their portfolio duties and assisting with other Committee and club activities wherever needed.

I thank our sponsors for investing their faith, funds and in-kind contributions to our club and welcome you to be part of our journey again in 2018. I acknowledge and thank the coaches, assistant coaches and team managers for their contribution of many hours of effort and passion to their respective teams. Finally, thanks to all the parents and carers who undertake volunteer jobs every week on and off the field demonstrating the terrific community spirit of our wonderful club which is highly respected by our local community, our sponsors and our stakeholders.

Together we can be very proud of our collective efforts to create a fantastic environment for our kids to learn, make friends and contribute as valued members of a vibrant and active community. I wish the incoming President and Committee all the best for the 2018 season. Go Dragons!

Greg Banova

BJFC President

2 Treasurer's Report 2017

I am pleased to present the Brunswick Junior Football Club financial statements and Treasurer Report for Season 2017. The following information reflects the activities and transactions for the period 1st **October 2016 to 30th September 2017**.

Financial statements for the year are tabled at the end of this Report.

Revenue – was generated by way of player memberships, sponsorships, canteen, bar, donations, raffles, Wine Sales rebate and the One Club Ball. Total revenue received for the year was \$158,834.42

Player Registrations - We had **316** registered players for 2017 (260 in 2016, 200 in 2015, 175 in 2014 and 125 in 2013) and registered 16 teams with the YJFL. Training was conducted over three nights per week at Gillon Oval, Clifton Park and two nights at Ransford Park, Parkville. The cost of rental for Clifton Park was \$997.51, rental of City of Melbourne, Ransford Park \$1227.50 and BJFC share of Gillon Oval and Pavilion Rent was \$2450.03. BJFC share of utility services was \$5493.24 (see table for rent and utilities expenses in more detail).

Sponsorships and donations received (monetary, discounts, supply of goods and services) from the following: A-Grade Club Supplies, Green Refectory, BNOBS All Saints Coterie, The Mouthguard Man, Nelson Alexander Real Estate, LaMana Fresh (supply of oranges every week), The Grandview Hotel (supplied Pies for nights at training), Sports in Focus as a percentage of team photograph sales.

Sponsorship from Nelson Alexander this season totalled \$2045.45 (due to the sale of the President's house). These funds will be allocated to the operation of the Pre-season training days later this year and early 2018.

Canteen – our major source of fund raising for the club. The Canteen made a profit of \$6,137.79 for the season, reduced from 2016 due to the appointment of a full time Canteen Manager. This year BJFC hosted one round of YJFL Semi- finals on 13/8/17 comprising 3 matches only. Revenue raised via the canteen for these games resulted in a surplus of \$1,965.

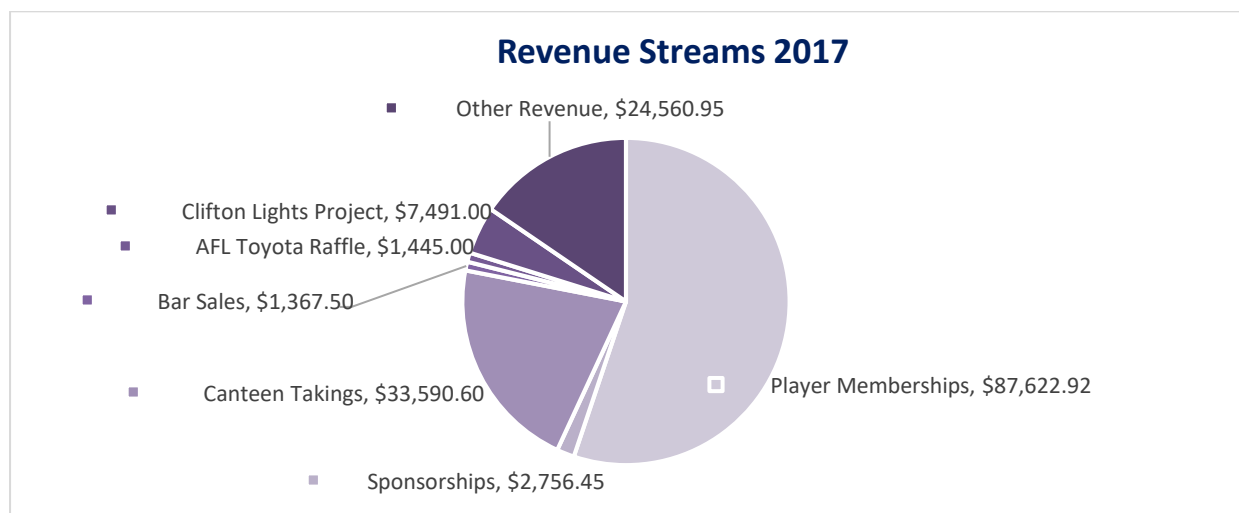
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One Club Ball - Our first One Club Ball was well attended by all three clubs. A successful night with some healthy bidding for auction items which resulted in a profit share of \$5,191 to each Club. This profit will be reserved for the Clifton Lights Project account. Generous sponsorships and donations from BJFC families contributed to this great event

AFL Toyota Good for Footy Raffle raised \$1445 for the Club which will be credited to the Clifton Lights project fund.

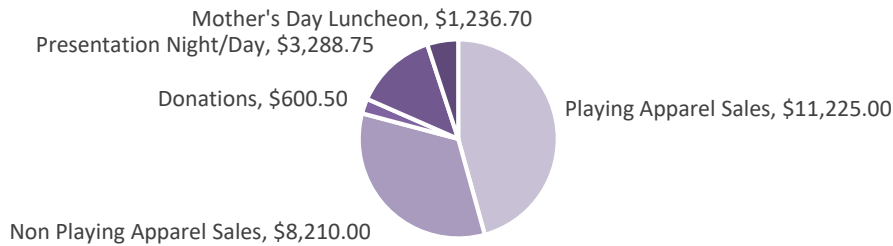
Presentation events – Although not fund raising, most team presentations managed to cover the costs incurred for the supply of food and drinks.

The Final Roar Party – A great opportunity for everyone to come together at the end of the season and after presentations. All players and siblings were treated to a sausage sizzle and drinks, whilst adults were charged \$10 for gourmet wraps which were delicious. The party was well organised by some enthusiastic parents and a good day and night was had by all who attended. A breakdown of revenue and costs below.



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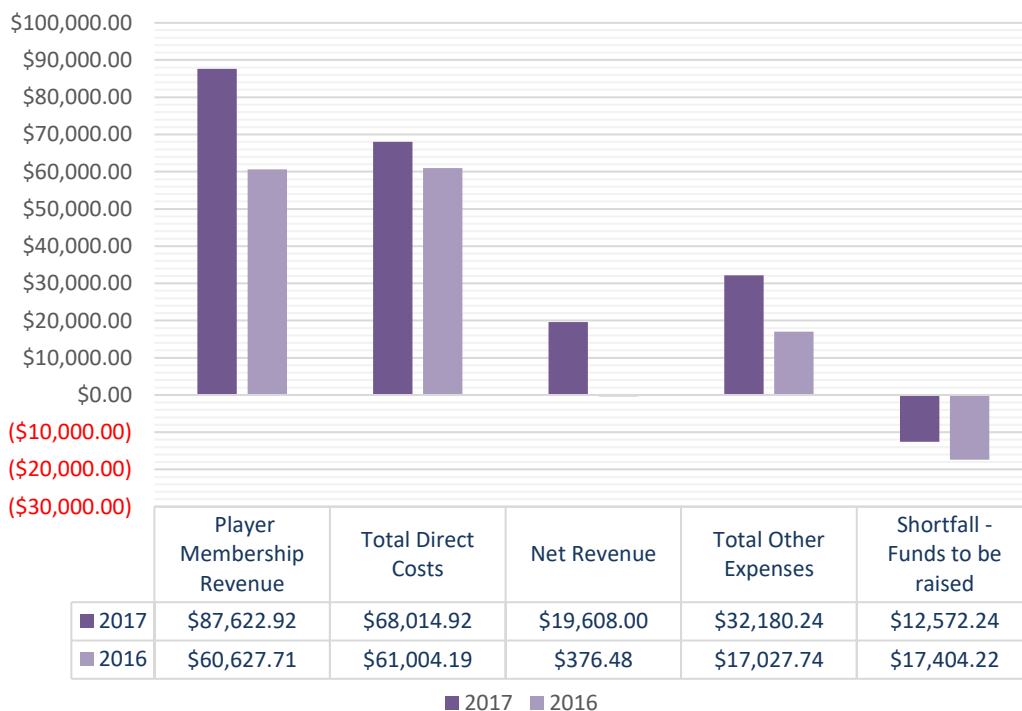
What makes up Other Revenue 2017



Player Membership Revenue for 2017 accounted for 55% of total revenue raised.

As the graph below shows there is a shortfall between player's membership fees and the actual total expenses for the season. To raise the extra revenue needed to cover all expenses for the season, other funding sources are necessary. Options being: to increase annual membership fees; gain more sponsorships from local businesses; a variety of fund raising activities and to continually support the excellent operation of the Canteen.

Player Membership Revenue v Costs & Expenses 2017 v 2016



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Cost of Sales – These are the costs incurred in raising revenue, such as; purchasing of stock for the Canteen, Bar supplies, playing apparel, non-playing apparel and Presentation days. These costs are subtracted from the Revenue raised from the sale of canteen goods, bar sales, apparel sales and presentation day sales resulting in a Net Revenue figure. See table below:

Revenue		Cost of Sales		Net Revenue
Player Memberships	\$87,622.92	Sporting Pulse Fees	\$3,427.43	\$84,195.49
Sponsorships	\$2,756.45		\$0.00	\$2,756.45
Playing Apparel Sales	\$11,225.00	Playing Apparel	\$19,157.14	-\$7,932.14
Canteen Takings	\$33,590.60	Canteen Supplies	\$15,920.81	\$17,669.79
Bar Sales	\$1,367.50	Bar Supplies	\$945.85	\$421.65
Non-Playing Apparel Sales	\$8,210.00	Non-Playing Apparel	\$12,344.00	-\$4,134.00
Donations	\$600.50		\$0.00	\$600.50
Presentation Night/Day	\$3,288.75	Presentation Night/Day	\$1,535.69	\$1,753.06
Mother's Day Luncheon	\$1,236.70	Mother's Day Lunch	\$1,101.14	\$135.56
AFL Toyota Raffle	\$1,445.00		\$0.00	\$1,445.00
Clifton Lights Project	\$7,491.00		\$0.00	\$7,491.00
Total Revenue	\$158,834.42	Total Cost of Sales	\$54,432.06	\$104,402.36

2.1 What makes up Direct Player Costs and Other Expenses

Direct Costs		Other Expenses	
League Affiliation Fees	\$15,197.60	Advertising & Marketing	\$900.00
League Umpire Services	\$9,904.85	Audit Fees	\$682.00
League Training Courses	\$3,205.00	Bank fees & charges	\$661.93
Footballs	\$7,178.15	Permits & Licences	\$326.00
Game Apparel & Equipment Kits	\$4,585.35	Postage Printing Stationery	\$1,481.21
Player/Coaches expenses	\$4,374.04	Computer communications	\$477.47
Medical Supplies/Services	\$3,429.00	Bad Debts	\$80.00

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Direct Costs	Other Expenses
Public Liability Insurance \$450.00	Clubroom Facilities \$1,693.63
Player Accident Insurance \$2,856.00	Canteen Expenses \$11,711.00
Trophies Medals Photographs \$6,411.65	Donations/Gifts \$1,965.50
* Utilities, Rent, Cleaning charges \$10,168.28	Depreciation \$2,511.14
Asset Protection Insurance \$255.00	Bookkeeping Fees \$4,326.85
Total Direct Costs \$68,014.92	Presentation Expenses \$2,490.34
	Committee Expenses \$100.71
	Storage Expenses \$372.46
• See breakdown below	Registrar payments \$2,400.00
	Total Other Expenses \$32,180.24

League Affiliation & Umpire Fees - YJFL Team Affiliation fees were \$15,197.60 (average cost per team to register \$950). As teams move up in age brackets the fee increases as additional umpires (be it field, boundary, goal) are allocated by the YJFL to the games and charged accordingly. The total charges for league umpire services this year was \$7,694.85.

Junior Club Umpires - This year co-ordinated by Ray McKenzie. The Club is to supply umpires for Tackers and U10's games and it is pleasing to see some of our players participating in this role; Jonas Walsh, Ewan Baulch, Ty Perdrisat, Otis Styant Browne, Angus Ross, George Kelly, Cian O'Callaghan, Lewis McKenzie, Michael Westaway, Luca Perrone, Ari Paevere and Ella Baulch. Fully trained Club umpires were paid the same rate as YJFL umpires being \$40 per game. Total cost of club umpires this year was \$2,090.

Insurances - The YJFL charge a (compulsory) basic accident cover for players, public liability insurance and asset insurance. Committee decided to boost the general accident cover from Bronze (\$82.50 per team) to "Platinum" (\$178.50 per team) status

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which provides the highest cover in a paraplegic/quadruplegic event. Total for Insurances, \$3,561 which equates to \$222.56 per team for 2017.

Registration Cost - All players registered and paid membership fees on-line via Sporting Pulse. The process worked well and helped with entering data into the accounting software. The charge for this service from Sporting Pulse was \$3,427.43 (average \$10.84 per player). This season the Club engaged a Registrar (Selena) to manage the registration process and to respond to parent and player enquiries. The cost of this service was \$2400.00. These fees and costs should be taken into consideration when determining membership fees for next season.

Gillon Oval, Gillon Pavilion, Clifton Park, Ransford Oval and service Utilities - BJFC pays a share for the cost of ground rental, use of Social Rooms and Service utilities. This share (with Seniors, Renegades & partly Brunswick CC) is calculated by the number of teams, number of training sessions (hours), number of home games (hours) played over a 20-week period. BJFC share of total ground and utility services was \$10,168.28.

2.2 Breakdown of rental and utilities costs:

Rent and Expenses 2017	Total Cost Incl GST	BJFC share %	BJFC share \$
Gillon Oval Rent	4099.12	46.7	1824.10
Pavilion Rent – 6 months	1340.32	46.7	625.93
Clifton Oval - BJFC	1097.26	100	997.51
Ransford Oval	1227.50	100	1227.50
Electricity – 2 meters	5522.07	46.7	2578.81
Gas – 1 meter	521.91	46.7	243.73
Water - no GST	844.00	46.7	394.15
Cleaning Social Rooms	4941.00	33.3	1647.00
Rentokil contract & supplies	1594.95	33.3	531.65
Ground marking paint	293.70	33.3	97.90
Total Utilities Expenses	\$20,254.33		\$10,168.28

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Coaching & Training Courses – a compulsory requirement of the YJFL. New coaches attended league courses to obtain the required Level 1 certificate and existing coaches required next level training or re-accreditation. League Coaches training cost \$1690. First Aid course for 20 people was conducted at the Club at a cost of \$3000. A Consultant was engaged in June to assess BJFC coaches and Assistant coaches at a cost of \$3700.

Auskick – BJFC sponsored Ella Baulch to train and coach the girls at Auskick on Saturdays mornings. The purpose being to encourage girls to continue their football pathway to BJFC - cost \$750.

Equipment, apparel, footballs – New kit bags were purchased for the extra 4 teams registered for season 2017. Each kit team bag includes contents such as: apparel for boundary umpiring, goal, interchange, coaches, trainers, runners etc. for each team. Medical supplies, ice packs, flags, timer, pump, footballs for game days.

Training equipment, footballs, ball bags, bibs, witches hats, goal post pads, tackle bags etc.

Throughout the season most of the team bags required more apparel, replacement of missing items and new medical supplies. The actual cost of one kit bag complete with game day apparel, 3 footballs and necessary items, costs \$700 for U8 & U9's. For U10 to Colts ranges from \$812 (synthetic footballs) to \$1200 (leather footballs).

Bookkeeping Fees – The task required approximately 8-10 hours per week attending to all data entry, sourcing paper work, reconciliation of bank accounts, Sporting Pulse data, cash floats and producing financial reports as per accounting standards. Financial reports were prepared for monthly committee meetings. The hours per week do vary depending on the variety and number of activities during the season.

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2.3 The Final Roar - Breakdown

Presentations and the Final Roar Party 2017							
	Revenue		Details				
	Trybooking	\$ 873.18	92 adult meals less credit card fees				
	Raffles	\$ 501.00					
	Bar Sales	\$ 2,787.75	Includes U8-Colts presentation nights & party				
	Meals	\$ 340.00	Colts parent's meals				
	Total Revenue	\$ 4,501.93					
	Costs						
	Bar Supplies	\$ 2,247.15	presentation nights and party				
	Liquor Licence	\$ 220.20	Friday U8-U11 presentation and 2/9 party				
	Pasta Al Dente	\$ 400.00	Colts parent meals				
	Balloons	\$ 495.91	Friday U8-U11 presentation and 2/9 party				
	Mr Donut	\$ 444.00	food for U8-U11 presentation night				
	Party supplies	\$ 287.85	plastic cups, cutlery, napkins, ice, bread, fruit				
	Party food	\$ 798.60	chickens, pita, rolls, Kranksy, sausages, icy poles				
	Food U8-U11 presentations	\$ 191.50	Hudson Pacific				
	Party Food	\$ 304.10	Green Refectory				
	Music	\$ 450.00	DJ's Now				
	Total Costs	\$ 5,839.31					
	Revenue less Costs	\$ (1,337.38)					
	Add back Bar Stock value	\$ 389.06	Stock on Hand				
	Net Result	\$ (948.32)					

2.4 Stock: Playing & non-playing apparel

BJFC Stock of Apparel on Hand 30/9/2017					
Playing Apparel	No. of Units	Girls Playing Apparel	No. of Units	Non-Playing Apparel	No. of Units
Jumpers Sleeveless	54	Jumpers Sleeveless	36	Training Tops	17
Jumpers Long Sleeve	31	Jumpers Long Sleeve	9	Hoodies Zip & No Zip	110
Shorts Purple & White	101			Black Long Sleeve Tops	34
Iron On Numbers = 46					
Total Playing Apparel	186	Total Girls Playing Apparel	45	Total Non-Playing Apparel	161

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Cost Value of Stock on Hand – Playing Apparel \$5480.20, Non-Playing Apparel \$5085.00, Old Stock Written Off \$1606.20

Depreciation Schedule – list of *Plant & Equipment, Fixtures & Fittings* at end of this report.

Reserved Funds - Cash funds are reserved for the sustainability of the club and for refurbishment and improvements of facilities and grounds. As the club grows, other grounds will need upgrading to accommodate our increasing number of players and training sessions.

As well as upgrades to facilities, the club supports players with new training equipment & programs, financial assistance if required to enable participation, advanced squad training and sponsorship opportunities.

Clifton Lights Project - In 2016 the Club started a campaign to raise funds for the installation of lights at Clifton Park West to enable week night training sessions. Also, to alleviate over usage of Gillon oval in accommodating the Seniors, Juniors and Women's teams.

In 2016 the club raised \$2878 for the Project. This year 2017 the Club raised \$2300 from fundraising Wine Sales and profit share of \$5191 from the One Club Ball. Total amount raised to date is \$10,369.

Bank Account - Bank Balance at 30th September 2017 being \$38,277.02 CR

Expected expenses to follow: Auditors Fee \$704, Bookkeeping fee, periodical bank & merchant fees, Global apparel invoice \$1927.20 (paid on 12/10/17) and Storage fee \$115.

Receivables of \$1445.00 (Toyota Raffle) was received on 13/10/17.

Bank Balance at 20th October 2017 is \$37,794.82 CR.

Independent Assurance Practitioners Review – attached

The club's financial transactions and data file have been reviewed by Andrea Sproal, Manager of Accounting, Kearney & Co., Accountants, 651 Victoria Street, Abbotsford Victoria. Review attached.

2.5 Recommendations

Accounting – to continue using a dedicated accounting software package to capture and record all financial transactions of the Club activities. MYOB Basics is a ‘cloud’ based package incurring a minimal monthly subscription fee.

Electronic Point of Sales Equipment – The portable EFTPOS machine works well in most cases, however the ‘merchant slips’ still require reconciling for data entry.

To investigate the “cash register” type of device (like a tablet with screen) which can be designed to match the accounts for simpler bookkeeping and reconciliation. MYOB “Kounta” product could be an option.

GST Registration – With the increase in annual turnover, the Club will need to register with the ATO for GST purposes. After registration, the Club will be obliged to lodge quarterly GST statements showing all sales and purchases for each quarter period.

Canteen Manager – The appointment of a full-time manager proved to be an excellent and necessary addition to the Club’s Canteen’s operation and success.

Bar Manager – It would be great if a volunteer of the Club could manage and run the operation of the Bar including purchasing of stock, stock control, maintain cash floats, banking and reconciliation of same. Obviously, this person would require a RSA.

Property Steward – to be responsible for the purchasing and maintaining the team “Kit Bags” contents and to keep an asset register of all equipment purchased by the Club. To ensure all kit bags are collected and stored at the end of each season. The Club now has access to a storage facility near Gillon oval.

Apparel Steward – an on-line retail option being considered. This will need to be operated by a dedicated person to have control of stock purchasing, control, sales and storage of apparel.

Banking – Limit access to the bank account. The club currently has two ‘debit cards’. One of these cards can be used like a Credit Card which has helped with paying

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subscriptions which require credit card payment only. Both current cards will need to be replaced for new members, as individual names appear on the Club cards.

Current Treasurer has access to on-line banking for all types of transacting. I suggest to allow one other authorised person to view and approve of banking transactions before processing payments, reimbursements etc.

Personal note

What another Year it has been in football! I would like to take this opportunity to thank everyone (past and present) at BJFC for your support and vote of confidence during my role as club treasurer for the past 8 years. Wow, how time flies! I have met some great people within the BJFC community and will continue to keep in touch with many. Receiving a 'Life Membership' at the end of this season was a highlight, surprise and humbly accepted with pride. Thank you.

Going forward, I have no doubt the Club will continue to grow and be successful in all things football. All the best for Season 2018 and beyond "Go Dragons"

Yours sincerely,

Wendy Canobie

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2.6 Depreciation schedule

Brunswick Junior Football Club Inc. ABN: 43 234 746 258						
Depreciation Schedule for the year ended 30 September, 2017						
Plant & Equipment						
Date	Description	Cost	OWDV	Dep'n %	Dep'n Exp	CWDV
21/04/2012	Fridge	\$1,100.00	\$410.62	20%	\$82.12	\$328.50
29/05/2014	Vacuum Cleaner	\$269.00	\$83.68	100%	\$83.68	\$0.00
18/07/2014	Lapel Mics	\$169.00	\$55.90	100%	\$55.90	\$0.00
30/03/2015	Nets & Poles Clifton Oval	\$2,766.50	\$1,990.06	20%	\$398.01	\$1,592.05
14/04/2015	8 x Goal Posts Padding	\$1,428.00	\$1,036.61	20%	\$207.32	\$829.29
27/04/2015	Pie Warmer	\$580.00	\$288.51	40%	\$115.40	\$173.11
29/04/2016	Electric Steamer	\$253.00	\$231.71	100%	\$231.71	\$0.00
6/08/2016	BBQ	\$159.00	\$154.22	100%	\$154.22	\$0.00
7/09/2016	PA System	\$168.95	\$166.83	100%	\$166.83	\$0.00
		\$7,659.43	\$4,418.15		\$1,495.20	\$2,922.94
			Acc. Dep'n	\$4,736.49		
Fixtures & Fittings						
Date	Description	Cost	OWDV	Dep'n %	Dep'n Exp	CWDV
21/06/2013	Stainless Steel Benchtop	\$1,200.00	\$751.95	13%	\$100.23	\$651.72
31/10/2013	Shelving for Storeroom	\$387.98	\$285.42	10%	\$28.54	\$256.88
27/06/2015	Storage Boxes	\$1,980.00	\$1,735.62	10%	\$173.56	\$1,562.06
19/03/2016	Signage	\$275.00	\$0.00	100%	\$0.00	\$0.00
20/06/2016	Banner	\$300.00	\$0.00	100%	\$0.00	\$0.00
31/05/2016	Steel Storage Box					\$4,425.00
15/06/2016	3x Net & Poles					\$1,518.00
						\$10,279.49

2.7 Revenue and Expense Statement

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Brunswick Junior Football Club Inc.

PO Box 120

Brunswick West 3055

ABN 43 234 746 258

Revenue and Expense Statement

1st October 2016 to 30th September 2017

Account No.		2017	2016
4-0000	Revenue		
4-1000	Player Memberships	\$87,622.92	\$60,627.71
4-2000	Sponsorships	\$2,756.45	\$596.10
4-3000	Other Revenue		
4-3001	Playing Apparel Sales	\$11,225.00	\$13,020.00
4-3002	Canteen Takings	\$33,590.60	\$25,962.39
4-3003	Meal Takings	\$0.00	\$4,021.08
4-3004	Bar Sales	\$1,367.50	\$2,102.10
4-3006	Non-Playing Apparel Sales	\$8,210.00	\$3,770.00
4-3007	Donations	\$600.50	\$1,805.00
4-3009	Presentation Night/Day	\$3,288.75	\$130.00
4-3010	Raffles	\$0.00	\$130.10
4-3011	Dinner Dance Annual Ball	\$0.00	\$12,901.28
4-3012	Mother's Day Luncheon	\$1,236.70	\$0.00
4-3030	AFL Toyota Raffle	\$1,445.00	\$0.00
4-3040	Clifton Lights Project	\$7,491.00	\$882.45
	Total Other Revenue	\$68,455.05	\$64,724.40
	Total Revenue	\$158,834.42	\$125,948.21
5-0000	Cost of Sales		
5-1003	Canteen Supplies	\$15,741.81	\$13,138.78
5-1004	Mother's Day Lunch	\$1,101.14	\$0.00
5-1005	Meal Preparation Supplies	\$179.00	\$490.68
5-1006	Presentation Night/Day	\$1,535.69	\$1,255.00
5-1007	Bar Supplies	\$945.85	\$279.30
5-1009	Non-Playing Apparel	\$12,344.00	\$3,690.50
5-1010	Playing Apparel	\$19,157.14	\$11,240.82
5-1011	Sporting Pulse Fees	\$3,427.43	\$2,308.47
5-1012	Dinner Dance 2016	\$0.00	\$7,113.54
5-1150	Closing Balance - Stock		
5-1160	Apparel - Non-Playing	(\$5,085.00)	\$1,437.00

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Account No.		2017	2016
5-1170	Apparel - Playing	(\$5,480.20)	\$1,423.00
	Total Closing Balance - Stock	(\$10,565.20)	\$2,860.00
	Total Cost of Sales	\$43,866.86	\$42,377.09
	Gross Surplus	\$114,967.56	\$83,571.12
6-0000	Expenses		
6-1000	Yarra League Playing Exp		
6-1001	League Affiliation Fees	\$15,197.60	\$10,826.20
6-1002	League Umpire Services	\$9,904.85	\$8,851.15
6-1003	League Training Courses	\$3,205.00	\$5,826.50
6-1006	Freight Delivery Fees	\$76.00	\$375.89
	Total Yarra League Playing Exp	\$28,383.45	\$25,879.74
6-2000	Equipment		
6-2001	Footballs	\$7,178.15	\$6,197.90
6-2002	Game Apparel & Equipment Kits	\$4,509.35	\$3,869.95
6-2003	Player/Coaches expenses	\$4,374.04	\$3,149.61
	Total Equipment	\$16,061.54	\$13,217.46
6-3000	General Expenses	2017	2016
6-3001	Advertising & Marketing	\$900.00	\$1,060.40
6-3002	Audit Fees	\$682.00	\$660.00
6-3003	Bank fees & charges	\$661.93	\$579.41
6-3004	Permits & Licences	\$326.00	\$141.20
6-3005	Postage Printing Stationery	\$1,481.21	\$1,015.00
6-3006	Medical Supplies/Services	\$3,429.00	\$55.37
6-3007	Public Liability Insurance	\$450.00	\$432.00
6-3008	Player Accident Insurance	\$2,856.00	\$2,164.57
6-3009	Trophies Medals Photographs	\$6,411.65	\$4,915.20
6-3010	Computer communications	\$477.47	\$636.13
6-3011	Bad Debts	\$80.00	\$0.00
6-3012	Clubroom Facilities	\$1,693.63	\$758.53
6-3013	Canteen Expenses & Staff	\$11,711.00	\$2,262.49
6-3014	Donations/Gifts	\$1,965.50	\$260.04
6-3015	Utilities Charges & Rent	\$10,168.28	\$14,084.85
6-3016	Asset Protection Insurance	\$255.00	\$255.00
6-3017	Depreciation	\$2,511.14	\$2,324.38
6-3018	Bookkeeping Fees	\$4,326.85	\$2,942.90
6-3020	Presentation Expenses	\$2,490.34	\$1,108.36
6-3021	Committee Expenses	\$100.71	\$0.00
6-3022	Storage Expenses	\$372.46	\$0.00
	Total General Expenses	\$53,350.17	\$35,655.83
6-5200	Employment Expenses - Registrar	\$2,400.00	\$0.00

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Account No.		2017	2016
	Total Expenses	\$100,195.16	\$74,753.03
	Operating Surplus/(Deficit)	\$14,772.40	\$8,818.09
8-0000	Other Revenue		
8-1000	Grants	\$0.00	\$2,925.00
	Total Other Revenue	\$0.00	\$2,925.00
9-0000	Other Expenses		
9-1001	Fund Raising Expenses	\$0.00	\$3,000.00
9-1002	Meeting Expenses	\$0.00	\$278.90
	Total Other Expenses	\$0.00	\$3,278.90
	Net Surplus/(Deficit)	\$14,772.40	\$8,464.19

<p style="text-align: center;">Balance Sheet At 30th September 2017</p>			
Account No.		2017	2016
1-0000	Assets		
1-1100	General Cheque Account	\$38,277.02	\$24,639.68
1-2000	Accounts Receivable	\$1,445.00	\$2,160.00
1-2101	Furniture & Fittings		
1-2102	Furniture & Fittings	\$10,279.49	\$10,279.49
1-2103	Accum depn furniture & fitting	(\$2,815.70)	(\$1,799.76)
	Total Furniture & Fittings	\$7,463.79	\$8,479.73
1-2105	Plant & Equipment		
1-2110	Plant & Equipment	\$7,659.43	\$7,659.43
1-2115	Accum depn plant & equipment	(\$4,736.48)	(\$3,241.28)
	Total Plant & Equipment	\$2,922.95	\$4,418.15
1-2200	Stock		
1-2210	Apparel - Non-Playing	\$5,085.00	\$2,490.00
1-2220	Apparel - Playing	\$5,480.20	\$3,714.00
	Total Stock	\$10,565.20	\$6,204.00
	Total Assets	\$60,673.96	\$45,901.56
Account No.		2017	2016
2-0000	Liabilities		
2-2020	Clifton Lights Project Funds	\$2,878.00	\$0.00
	Total Liabilities	\$2,878.00	\$0.00
	Net Assets	\$57,795.96	\$45,901.56
3-0000	Equity		
3-8000	Retained Earnings	\$43,023.56	\$37,437.37
3-9000	Current Earnings	\$14,772.40	\$8,464.19
	Total Equity	\$57,795.96	\$45,901.56

3 One Club values – bringing the clubs and teams together

The “one club” dinners continued for 2017 with the season launch a with special guest John Barker of the Carlton Football Club. This was followed in the mid-season with AFLW player Karen Paxman of the Melbourne Football Club who gave two talks to both junior girls and senior men & women. Both nights were well attended with over 80 representatives from the senior, junior and women’s teams.

Why values? With three football clubs now sharing the facility and for player pathways to be established from junior to senior men’s and women’s teams it was imperative that all Clubs were “on the same page”. Facilitator Brendan Mason was used throughout 2014 and 2015 to work with the clubs to develop a shared vision and a set of values. It was through these meetings with the various participants of all three clubs that a “one club” culture was first articulated.

Values such as a positive learning environment, respect & inclusiveness, family and community focus, honesty, integrity and openness were all identified.

The values now form part of the new banner sign within the clubrooms and these are the “strategic pillars” by which the one club culture and mission is to be committed to. Umpires for 2017 and training

4 Umpire Availability and Rostering

With reduced numbers of home matches during the season for a variety of reasons (Tackers, days, home games moved away or miss-fixtured, lightning premiership for U10s in Round 14), there are several spare umpires every week who do not get a game to umpire. Overall, all umpires managed at least 5 or 6 games. Umpiring opportunities with the YJFL for two of our umpires generated more paid umpiring opportunities for those undertaking regular club umpire duties. Two umpires were also engaged for the casual match against the WA school side on a Saturday morning during the school holidays. Two umpires decided not to continue with the program.

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For next year, a lower cap on umpire numbers, and encouraging more to take advantage of umpiring older age games for the YJFL will be considered to make game opportunities more regular for everyone.

Late changes in game rostering by the YJFL can also impact on the demand for umpires each week, so careful monitoring of all the related fixtures (U8-U10 for umpire demand and U14-Colts for player availability) is required. For this reason, it is not useful to roster umpires more than a couple of games in advance, which was the practice throughout the season and seems to have worked effectively enough.

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 U11 (who have been invited back for finals duties if available). Additionally, feedback from the umpires has also been good, they seem to have enjoyed the opportunity and used it to develop their own skills and personalities. All the umpires can be pleased with their achievements this year.

Overall, I consider the program for 2017 to have been quite successful and look forward to an equally good season next year.

Ray McKenzie – Umpire Co-ordinator

5. Club Survey

In addition to survey results many families took the opportunity to respond with further comments, questions and suggestions. These have been grouped into themes and the Club has provided the following information:

Grounds – A number of questions were raised about why all teams cannot play or train at Gillon Oval, as teams are also shared across Clifton and Ransford McAlister ovals in Royal Park.

Gillon Oval is at the maximum ground usage of 25 hours per week, in fact it is over this allocation, given junior, senior and women's football. The Club made representations to Moreland CC in 2014 to access Clifton Oval for the younger junior teams (U8 to U11's).

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Moreland CC responded by supplying goal posts to enable the ground to be used for AFL. The Club then had to purchase the goal post net (\$1200) for the Victoria Street end, while a storage box facility (\$5500) was located within the shelter so that goal post covers and other paraphernalia did not have to be carried across the street. The smaller size of this ground (120m) makes it more appropriate for the younger junior teams.

In 2015 the Club approached the City of Melbourne to gain access to Ransford Oval, being supported by the Brunswick Mudlarks. The Mudlarks had access to Ransford, but recognised an opportunity for the Junior club to use the ground for training prior to their use and on the alternate weekend, when the Club did not use the ground for home & away games. The Club was fortunate to gain access to Ransford for 2015.

As an aside the Mudlarks had also used Gillon Oval up until 2014, when the training demands of the Junior club forced the Mudlarks to find another venue. The Mudlarks had been relocated to Gillon in 2012 when Moreland CC relocated the Club from Fleming Oval.

Hence, the Club has been fortunate to have the support of this club, largely through the efforts of Dom Perrone (U14 Coach & Treasurer Mudlarks).

For 2017 BJFC was fortunate in obtaining both Ransford and McAlister for training. In terms of game day, the Club has access to Ransford and all teams (U13 to Colts and U14 & U16 girls) have used this ground, throughout 2015-17. The girl's teams have a preference given the slightly smaller dimensions of Ransford Oval.

Given the growth in football and women's and girls' teams, there is a shortage of venues and the City of Melbourne has indicated that use of Ransford or McAlister for 2018 may not be assured.

Moreland City Council already has a shortage of AFL grounds, as the recommended population ratio is 1:5000, while the existing ratio is 1:8500, yet Brunswick will accommodate the largest population increase (28% or 14,000) over the next 14 years to 2030.

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This is one of the main reasons why the Club has been pursuing the lighting Clifton Oval for the past 2 years.

Costs: The responses to this question was very positive given that the fees were increased substantially to cover costs at the end of 2016. Ninety (90) % of families considered the fees to be excellent value for money. The costs per player and team can be found in the 2016 AGM Treasurers report, which provides the rationale for the increase.

In terms of context and comparison, the responses to this question are dependent on parent's knowledge of other fees for sporting clubs. Auskick for example is subsidised by the AFL and NAB, so this cost (\$70) for 90 minutes on a Saturday morning is very modest.

At the soccer level the first \$300 of any club fees is transferred to the A-League, which explains why soccer is \$5-700.

If players are of a higher standard they are recommended to play in the NPL which at the junior level can be >\$1000 per season.

Basketball competitions through the metropolitan areas are approximately \$300 per season, with two (2) seasons per year. Hockey at Brunswick is \$60 (Victorian Registration) + \$286 for Club registration for a single season. Netball Victoria has a \$70 registration fee with \$200 per season (autumn & spring).

In some suburban leagues like the EDFL the junior membership fees subsidise the costs of player payments in the Senior Teams. This does not occur in the VAFA Competition, given that player payments are prohibited.

At the YJFL level this also explains why the league rules require that Junior Clubs be separate entities from Senior Clubs, so that this transfer of funds to fund player payments does not occur.

Social –The “Final Roar” was a great night so this maybe tried next year at both start and end of year. Pie nights were another function, sponsored by the Grand View Hotel, which was another opportunity for families and players to mix from the various

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teams. The Ball at the San Remo Ballroom was well attended by all clubs with 350 participants. Hence there is a mix of nights which involve families and adults.

Participation & paid positions – The response to becoming more involved with the Club, responses indicated that 65% did not have the time to participate on the Committee, while 71% were already helping in other capacities. The Club has always had great family support on game day, given the way team managers roster parents on and off the various duties (9 positions). The Club understands that as parents the time commitments are significant with young school children given the division of our limited hours across family, school, sports and work.

The strategy from a Club perspective is to use continue to involve families in game day and social activities, as this is where parents and families enjoy being part of game day activities and being part of the spectacle that is AFL.

What will change over time is the employment of specialists in areas that require expertise. This already occurs with the Treasurer & bookkeepers position, Registration officer and this year a full-time Canteen Manager was appointed. For 2018 the Director of Coaching will also be a paid position. At the administration level the club is examining the appointment of a General Manager to support the Committee.

Another key role the Club is seeking to fill is that of Sponsorship Manager. Such a position would be responsible in preparing promotional materials for the direct approach to local Brunswick businesses to support the Club. This would assist in the exposure of sponsors/businesses to our football community. Raising of income through sponsorship is largely untouched, but will need to be improved to assist in providing another income stream and to keep membership fees at a modest level.

One Club: The Senior Club at the AGM is to amend the name of the senior club and remove “NOBSPC” this year from the name. The “Brunswick NOBSPC”, was a trading name adopted in 2015 and seen as a transition into the final entity of “Brunswick Football”.

For those new to the junior Club “North Old Boys” commenced in 1963, being initiated by former students of St. Josephs College North Melbourne (junior campus

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was in Pascoe Vale). The composition of the club comprised of families from north and west Melbourne involving the suburbs of Brunswick, Pascoe Vale, Coburg and extending across to the west to Flemington and Footscray. The Club was very successful in its first three decades rising to A-Grade in the VAFA within 6 years and stayed there on a continuous basis for some 25 years.

The change in demographics resulted in the player pathway from the school diminishing from the early 1990s. The main source of players then became country students from the University accommodation colleges in Royal Park. In 2006 the Club decided to be aligned with St. Patricks College Ballarat to attract and create a player pathway from one of Victoria's most successful football programs. Hence the change in name to NOBSPC. What went against this initiative was that students did not have to come to Melbourne for tertiary education, with most country students choosing to stay in Ballarat or travel to Geelong, where accommodation costs were more affordable.

An internal review of the Club in 2008 identified the need for a junior club to be created and this is the genesis of the Brunswick Junior Football Club, with the first team (U10) taking to the field in 2010. The Senior Club assisted the Junior Club on a financial basis for the first two (2) years, while by the end of year three (3) the Club was placed on a firm financial footing. The Junior Club shares the costs of rental and utility charges of Gillon Oval with the Senior Club (including Renegades).

With respect to jumpers the BJFC jumper adopted the Senior Club colours (Purple) and the stylised version of the senior clubs "Gryphon".

The development of the "one club" philosophy is an important initiative given the growth and change in both junior and senior football. Both Junior and senior Committees have been involved in the development of the one club values which adorn the wall of the Clubrooms.

To foster this one club philosophy dinners with guest speakers have been arranged to allow for junior, senior players and families to meet and mix. Over the past 2 years the one Club dinners have been fortunate to have John Barker (Carlton), Kim Paxman

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(Melbourne AFLW) Brunswick Physio (Back in Motion) and in 2016 Jessica Del Po (AFLW GWS) and Drew Petrie (North Melbourne).

In terms of context the level of change has been significant over the past seven (7) years, as in 2010 Gillon Oval only had three senior football teams from NOBSPC. In 2018 this will increase to over twenty (20) Junior, 4 Senior men (new U19 team) and 2 Senior Women. Hence it is important that as users of the same facility we come together under the umbrella of Brunswick Football and that the respective clubs can be promoted and marketed back into the community.

6. B&F awards – YJFL interleague

6.1 YJFL Best and Fairest winners

Ten (10) players from throughout the club made it into the top 10, which is a great effort from some 10,400 players.

6.2 Player milestones in 2016: 50 & 100 games

The following BJFC players played their **50th game** in 2017 and received a medal in recognition of the achievement from the BJFC.

The following BJFC players played their **100th game** in 2017 and received a medal in recognition of the achievement from the YJFL.

6.3 YJFL Interleague, Calder Cannons. Senior Football

The club can be enormously proud of the players that were selected and played in YJFL Interleague matches over the past 2 weeks. David Marchione represented the Dragons at the U14 level in the YJFL match against the Southern Metropolitan Football League playing at Centre Half Forward. The score did not go the YJFL way with the SMJFL winning the Grand Final by?

George Kelly (U15) represented the Club at Vermont Recreation Reserve the Under 15 (2) team proved too strong for South Metro Junior Football League taking out the match by 7 goals. George being voted player of the Junior Championships. (to be confirmed)

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Fryer Purdey and Julia McArdle represented the U16 Girls YJFL in the match against the Goulburn Valley in Shepparton on the weekend. (insert results)

Angus Ross and Francis Evans (Colts) also played in Shepparton on the weekend against the GVFL. (insert results)

Daniel Mott, although eligible for Colts in season 2017, having turned 16 in May, has been training with the Calder Cannons U16/18 list for now two (2) years and made the final 25 for the Victorian Metro Squad U18 (Vic Metro). Vic Metro played Vic Country at the Punt Road oval on 24 June with the Vic Metro winning 12-11-83 to Vic Country 9-8-72. Vic Metro now travel to Queensland for the Australian championships to be held in Queensland in the second weekend of the holidays.

Between Calder Cannons and Vic Metro training, Daniel has also been playing with the Brunswick Senior Team, featuring in the best on the occasions he has played in this squad. The purpose of playing Senior football for 2017 was to further his development and play at a higher level in preparation for TAC in 2018.

It is notable that all our players have been with the Club throughout their whole junior career and part of modest playing squads with long term coaches who have been able to direct and teach these players in the art of AFL football.

The development of players is contingent on their ability to practice at training and learn and is not based on playing in a “Gold” Division team. Where parents consider that their son/daughter needs to be exposed to a higher level of football, the best choice is to play in a higher age group with the Dragons. Daniel Mott is an excellent example of this approach.

7. Director Coaching report

7.1 New coaching staff

Eight (8) new coaches commenced in 2017, with all completing the Level 1 requirements, of which the club paid for these course (\$180).

At the end of this season we also see the retirements of some of our long-term coaches in Peter Grist (U15) and David La Greca (U14) who have both coached over extended periods of time since U10.

7.2 Auskick

The continuation of providing a female Auskick Coach (Ella Baluch) continued for season 2017. The facilitation of girls through Auskick has been found to be enhanced whereby they train with other girls, separate from the boys and the appointment of Ella was deemed a success by Auskick parents. This initiative is to continue for 2018.

7.3 Girl's football Initiative – Nat Exton Carlton F.C. (AFLW)

The facilitate of recruiting girls into our team commenced in 2015 and continued again this year with Nat Exton from the Carlton AFLW team through a pre-season training day at Gillon Oval. This proved to be a popular initiative and team numbers increased to enable a new U14/15 team to be developed for 2017. This initiative will continue for 2018

7.4 Practice matches

Practice matches were conducted over three weekends this year, with Flemington JFC (all teams inc girls), West Coburg (all teams -26 March), North Brunswick (U12,15 & Colts, 9 April) and Fitzroy Colts (1 April). The Fitzroy Colts game being part of the Brunswick Football Festival with the Senior men and women's practise matches. The Flemington and West Coburg games were played at Gillon Oval and North Brunswick at Allard Park. For 2018 the hosting of these games will be reversed, but will be dependent on access to grounds, given the cricket season.

7.5 Ransford & Macalister ovals - training

The Club was fortunate this year to gain access to both ovals, with 2 x U11 teams training on the Wednesday night followed by U14 on Macalister oval. The U12 and 13 teams trained on Ransford prior to the Brunswick Masters, facilitated by Dom Perrone. This arrangement worked well all year. Home games were played for some games, including the U14/15 & 16 teams.

7.6 Training for 2017

For Gillon Oval U15 & Colts trained on a Thursday night prior to Senior training.

U14/15 & 16 girls' teams trained Wednesday night prior to other Senior Women Renegades team, which continued the relationship between the junior and senior women's teams.

U8s to U10 all trained on Friday night at Gillon oval, which was hectic give that 5 teams were training at the same time.

7.7 Coaches meetings & assessments

There were 3 meetings held this year, being March, May (after grading) and June. Issues discussed revolved around ground usage, training, grading and the development of player allocation and rostering policies. For May guest speaker Ron Rooney (AFL recognised training coach) presented to the Coaches about training and coaching for junior development. Distribution of presentations were made to all coaches.

The last meeting in June being from Match Day Pty Ltd which had been engaged to assess eight (8) coaches from the Club. This assessment was beneficial to all coaches as giving them valuable feedback on their match day presentation and organisation. Assessment sheets were provided back to each coach/team.

As part of our desire to ensure our Coaches have developed appropriate game day regimes and practices, the Club employed Matchday to assess 16 Coaches (8 teams - U11,12,13,14,15, U16 Girls & Colts). The teams chosen were those that had experienced Coaches, which had been coaching from some years.

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The assessment was completed prior to the game which included pregame warm up, organisation, pregame instructions, communication skills and behaviour. The assessment was completed by Aaron Bailey is a Level 2 Coach and is currently General Manager AFL Yarra Region. Aaron is a very experienced AFL Coach at Junior Senior and Women levels. You may have seen Aaron at the games wandering around with an IPAD taking down notes.

Aarons was very impressed with the standard coaching and parent behaviour and remarked at the start of the presentation on Monday night that he would have his son/daughter play at Brunswick. You can't get much better than that as a recommendation!

The results were presented to the Coaches on Monday the 19 June, which included a summary of the findings of the assessments and identified areas in which all coaches can "tweak" their game day coaching for improvement. (slides 4, 7, 10 & 13). This presentation has been circulated to all coaches not assessed, to facilitate the identification of areas for improvement.

The modest cost (\$300 per team) was well worth the result as it extends the education and understanding of coaches in their respective roles. This assessment will be completed again next year for those coaches not assessed in 2017.

8. Coaches Reports

8.1 U8 White – Steve Honey & Anthony Avotins

Coaching and Management

After Round 1 the U/8s were split into 2 teams (White and Purple). It took a few rounds for both teams to recruit the full 12 on the park however by round 4 we had 11 or 12 players each week. The ideal number is 14 as we generally had 2-3 unavailable.

It also took a few rounds for us to understand the requirements of the off-field roles however everyone pitched in and there was nothing except positivity and support across the board from the parents.

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We all understand that we have full lives and Friday night work drinks but every week parents have pitched in to do what is required.

Training/Skills

Training was jointly held with the Purple team with a focus on ground skills, kicking, handball and marking. There was a notable improvement in tackling after tackle bags were introduced into training.

Basic skills like standing in line or forming four groups are difficult for a bunch of 7-year old on a Friday evening however by mid-season, the players were getting the idea of the basic training drills.

The general skills of kicking, handball and marking have progressed slowly and will need to be a focus for next year.

Performance on the field

In summary, the opposition kicked a lot of goals and we did not kick too many. There are various reasons for this that are out of our control (e.g., natural ability and number of years playing Auskick) however there was a definite improvement over the year. Simple game skills like kicking out from goal and standing on the mark have taken time to develop and are a work in progress.

What went well

The kids enjoy each other's company and are very encouraging to each other. On the occasions when we have scored, they are overjoyed for their team. The boys have developed their own team ritual of a conga line after every game which is a great example of their team spirit.

As coaches we have encouraged sportsmanship, respect for the umpire and respect for the opposition. Simple messages like 'look for the jumper' or 'second efforts' have been a focus for highlighting during the quarter breaks.

Areas for improvement

Kicking and general play. Many of the other teams are physically bigger than our boys and the only way to be competitive is to be highly skilled and use the ball appropriately.

8.2 U10 White, Red division - Darren Coughran & Melissa Seto

A few weeks before the beginning of the 2017 season it was decided to split the children enrolled in U10's into two teams as there was approximately 30 children enrolled to play.

The first team, U10's Purple was largely made up of children who had played together in the previous season. This meant that the White team was made up largely of children who had not played together. Notwithstanding their associations at AUSKICK in previous years passed.

It is a testament of the fantastic enthusiasm and engagement of parents that quickly came together to facilitate as Assistant coach and Manager. It is also greatly appreciated the help offered by the coach, assistant coach, and manager of the Purple team to help those in the White team to quickly get up to speed. Fantastic work by all involved. The assistance of the Purple team, to the White team parents was exemplary.

In the early part of the season coaching consisted mostly of developing basic skills. Kicking, hand passing, bouncing, marking, rucking etc.

It was noted that at age 9, children are not allowed to kick off the ground. We then set about coaching the children in the skills of paddling lose ball out of congested play. By half way through the season most children had become very skilled in doing so. They showed skill and understanding that they could paddle the ball out of congested play, either to another player, or onward to themselves to receive a favourable bounce of the ball.

Throughout the first half of the season the children were revolved around in different positions all over the field to gain a full understanding of the different positions on the field. Forwards, centres, and backs.

By three quarters through the season some children showed skills and favouritism to positions. By the end of the season the team had really cemented some playing positions, and some all-rounders who could play in different positions.

At the early part of the season many children who had not played together before, showed some fear and trepidation in engaging in close contact play. Particularly in the Ruck. By the mid part of the season it was fantastic to see all players engaging more vigorously in play. Showing great tackling skills.

It was unfortunate for U10' White, that we could never field a complete side with reserves. Often games were played with players from the other side filling out our side. This made it difficult for the White team to ever have an advantage in possession and disposal. Notwithstanding, this impediment, they played very well together, and often having less possession meant they greatly honed their skills in tackling. They all, including the girls in the team, became great tacklers. Very impressive results.

The White team never lost their enthusiasm, even though they were always the losing side. Altogether they had a great season, all things considered, they developed and improved very impressively. I greatly look forward to coaching the same children in the 2018 season as U11's.

8.3 U10 Purple – Joe Sabljak & Adam Fraser

The U 10's purple team was made up mostly of last year's members to the BJFC and a few that joined throughout the year and consisted of 9-year old's. They came together to form a very sound and capable football team.

Overall, there was a significant improvement in the skills, application, focus and game sense of every player over the course of the season. This was an obvious and pleasing outcome for the team and parents.

Pre-season training kicked off with about 30 listed players. The decision was taken to create an additional team Under 10 White with new member to the BJFC and some of last years players.

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Both teams trained together on Gillon Oval at 5pm Friday nights which worked well for the teams as well as providing direct and unfettered practice opportunities on the Dragons' home ground. Training consistently attracted over 20 players throughout the season. Further, the boys, new to the club quickly adapted to the routine of training: warm up, skill drills, games, game-sense activities. All these activities during training and post training help to develop a bond that could be the season progressed in the way they played the game.

A high priority was the running of drills designed to assist players develop correct technique and proper execution of the fundamentals: kicking, handling, marking, bouncing, and picking the ball up off the ground, bouncing. I feel that these fundamentals are the building blocks for further growth. The development of game sense was another major training focus. Time was set aside for the game or competition simulation the addition of the young umpires to adjudicate the practice games was a good idea for both players and umpires.

Match days: The team adapted well to the game day routine: arrive, kick to kick with team mates, coaches address in the rooms, meet the umpire, team positions, out on the ground for a warm up, announcement of captain for the day, coin toss, siren sounds and game on!

The coaches were committed to ensuring that every player was named in every position over the course of the year. As the purple team had 15 players at the start of the year if all showed up (which not all did for a number of reasons) the Purple team lent 2 to 3 players from the opposing teams to make up the numbers. The White team was given a number of last years players so we could field a team of 15. The players received 100% game time on the field with no interchange bench. Half way through the season we had an influx of 3 players from the Brunswick Auskick and other areas so we could field a full side in our own right. Starting positions were changed every 4 rounds. With the lack of zones this year most of forwards, mids, backs tended to follow the ball and a large swarm moving around the ground, even when players were reminded to keep their positions they tended to go on the ball.

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Coaching addresses between quarters focused mostly on the positive teamwork aspects of the game, player recovery (water and oranges!) and reinforcing game play and zones. The coaches were also keen to point out the “one percenters” performed by individual players. Specifically naming a player for performing, what typically is an unheralded deed, made a noticeable difference to a player. During the game and the breaks, the parents gave encouragement to players which helped in building each players confidence.

Post-game one coach briefly addressed the opposition players and thanked the umpire. The medallion was very confusing as every team did things in diverse ways some sides did medallions and some didn't. Players shake hands with the opposition, which is critical for learning of the spirit in which the game ought to be played, and learning of the concept of good sportsmanship. Game day formalities rounded out with a return to the clubrooms where the players were given a debrief of the game mentioning some of the positive aspects of the game and a hearty rendition of the team song.

Due to the lack of players it was difficult for the team to win a game through the home and away season which made so of the players despondent but they still turned up every week. As the season went on you could see an improvement and were unlucky not to win a game. In the last 6 games, they were in a position to win every game but for different reasons could not snag a win.

Final word:

Congratulations must go to all the Under 10 players for a fine year and to see how the players grew not only in skills but also as a team was a great encouragement to the coaches and parents. The coaches, Joe and Adam, wish to thanks all the parents for supporting their kids – getting them to the game, volunteering on game day, helping out at training, camaraderie, humorous comments from the sidelines and a million other things.

A special thanks also to our tireless Team Manager, Tony Steindl, who did a power of unseen work and largely unappreciated, that helped keep the Under 10 Purple team in

motion, without the Team Manager the season would not have been as successful as it was. No mean feat. A wonderful job all.

GO DRAGONS

8.4 U11 White – Christian O’Halloran & Brad Bennetts

In relation to the BJFC guidelines, the U11s are at the beginning of the second stage of development for junior footballers, where ‘learning to train’ is the focus.

Learning to Train (9-12 years) Learn overall sports skills (i.e. U11-U12 BJFC)

- *Accelerated learning of coordination and fine motor control*
 - Many of the team’s new players lacked prior experience, so line drills remained focused on fundamental skills such as basic kicking, marking and handballing.
 - To cater to the more experienced players, non-preferred kicking and handballing were encouraged, as well as the use of one-on-one competition. By season’s end these players were exhibiting greater confidence, speed and control with ball handling skills.
- *Enjoy practicing skills – see own improvement*
 - Player engagement was an emphasis at training, with warm-up activities incorporating a mixture of aerobic conditioning and competitive fun to get players moving and thinking, such as kick tennis, line chase and tackle evasion.
 - This carried through to skill drills and game sense development, with a balance of familiar activities repeated to reinforce tactics and fundamental skills, and new activities in response to game day outcomes.
 - Practice games remained a highlight of training, with individual players displaying skill progression and improved teamwork throughout the season.
- *Competition focus on “learning to compete – not winning”*

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- Game day focus was on improving competitiveness, and messages included:
 - First to the ball
 - Chasing and tackling
 - Challenging the mark
 - Playing your position
 - Manning up
- Players were encouraged to stop hesitating and have a go.
- *Long term results – Practice to competition ratio = 70%/30%*
 - Each weekly training session of 75 minutes focused on skill and game sense development, with tactics and player fitness also being incorporated.
 - Warm ups on game days were treated as an opportunity to reinforce skills before a game.
- *Flexibility*
 - Preseason training sessions began with warm up exercises involving running activities followed by stretching exercises.
 - During these exercises, players were encouraged to understand the different muscles and the most effective stretches for each, as well as their relevance to football performance.
- *Speed*
 - The team was continuously outrun by the opposition. In addition to lack of confidence, fitness appeared to be an issue, with few players undertaking additional organised sport outside of footy training.
 - In responding to this, an emphasis was placed on the following:
 - Quick disposals
 - Communication - telling team mates when under pressure
 - Hitting targets and making use of possession
- *Strength – body weight*
 - Typically, on average the Whites were the smaller side in terms of size.

- When executing tackles on opposition, the disparity in body size was an issue, with many players understandably holding back for fear of being trampled.
- With a focus on tactics, tackling became more effective as the season progressed.
- *Endurance through games and relays*
 - In the early stages of the season, players consistently struggled to play competitively for four quarters, regularly resulting in a passive quarter in which opposition would significantly increase their score.
 - Physical endurance appeared to be the issue, not lack of resilience, as there was always commitment till the final siren.
 - Pregame and quarter time messages focused on committing for four quarters and training activities were utilised to ‘push’ players and improve stamina.
 - There was signs of improvement toward the end of the season, where the team became competitive for the duration of entire games.
- *Technical skills*
 - Skills training was a fundamental part of every training session.
 - It was clear that less experienced players could have benefited from more on-on-one training - something difficult to achieve with limited time and resources available.
- *Set goals and visualization*
 - Skills training was focussed on skills requiring attention in response to game day.
 - The last few minutes of training were spent addressing players in preparation for game day, reinforcing and summarising areas of focus. Towards the end of the season, it became common practice to ask players to reflect on personal performance and set a personal goal for the coming game.

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- The most prominent goal for the season became improving the team's competitiveness, with a renewed focus on contesting the ball and less hesitation when engaging in the game.

Summary

This season saw a quarter of the U11 Whites made up of new players, resulting in a broad spread of skill levels across the team. 2017 was a challenging year for the Whites. Consistent defeat early in the season resulted in loss of confidence for the players, impacting on performance throughout the season. To add to this, the team also experienced many prolonged absences due to injuries, with two players missing two thirds of the season.

As a team, they consistently performed well at training, however, this did not always carry across to game day. An emphasis was placed on strengthening the team's defence - positioning; contesting the mark; chasing/tackling; full back kick-ins; clearing the ball from the danger zone; and utilising the wings to move the ball down the ground.

As the season progressed, this focus on defensive strategy, along with the enthusiasm and hard work of the players, helped reduce opposition scoring potential and provided the Dragons with opportunities to increasingly control more gameplay. As a result, player confidence grew and the team became more competitive, with the last few games in particular marking a return to form for the Whites. With so much attention placed on defensive strategies, by the end of the season it became apparent that offensive tactics were lacking, and as such should be a focus at the outset of the 2018 season.

Although it was a tough season, the Whites continued to display great sportsmanship, resilience and dedication, with family support remaining just as strong as the prior season. It was just as much a joy and a privilege to be involved with the coaching again this year.

Go Dragons!

8.5 U11 Purple –Duncan Exton and Brendan Geary

The arrival of a weekly ladder and the potential for finals being played brought something of a different feel to game day for under 11's, a team that has been together for four years.

While the notions of wins, losses and ladders do compliment ongoing development of young sportspeople, the key values of the BJFC: promotion of the game, participation by all and fostering of community spirit remained “front and square”. As coaches, we have continued to have been well supported by the club, parents, guardians and extended families in promotion of those values.

The Season

Having played the first four grading games, we remained in the original grading level of Brown. The competition at this level was certainly an environment where our team was well tested, able to hold its own, while importantly continuing each child's skill development and enjoyment of the game.

Our final tally for the year of 6:8 was an excellent reflection of a season where we could match it with the very best teams at various times over the season.

As the year progressed with the loss of some players to travels our depth was tested but the players and the team as a group stuck at it.

As coaches, we took the opportunity to rotate game day addresses at 2 on 2 off. Having been together as a group for 3 years previously we thought this provided an opportunity of the players to hear a different style of address. This seemed to work well.

As coaches, our own goal in messaging week to week was to focus on no more than 3 core instructions. For this year common themes were: first to the ball, tackle counts, play on, while we have continued to build on the foundations of previous years in terms of kicking and ball movement patterns from back line through midfield to the hot spot in front of goals.

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At game end, we have continued to request that the captain of the day lead a few words of thanks to opposition teams. The volume and number of words continues to increase – well done team!

Skill development

Team and individual skill development continued in a positive direction for the entire year. Clearly all players develop different skills and different speeds, we are pleased to report across the whole team skill levels continue to improve.

Most of our players now look to be comfortable (and some even admit to enjoying) playing across a range of positions. At various times over the year players were given tasks, requested to lead by example, or generate support and enthusiasm across the team. The response has been encouraging.

Having reached under 11, it became clear across many of our games that ball movement and skill were going to be key to our staying in games with much larger bodied opponents. Our team was at its best when rallied to *play the Brunswick way*: team play, running and playing on. As the season progressed while our win loss tipped into the negative our capacity to move the ball from defence up the ground with accuracy increased.

Overall stoppages have been our foe, while keeping the ball moving with speed enables good skill levels by hand and foot to prevail. On a number of occasions over the season we have faced opponents who dropped one or two players behind the ball, to prevent our run and lock the game up. Our team stuck to instructions and we are proud of this.

After early games where tackling was limited by mid-season it has become embedded across the team. As the season progressed it was also terrific to see some of the team shepherding more and blocking opponents.

Game sense continues to evolve. It is fair to say that there is much to learn for players at this level, game sense is perhaps the skill that requires the greatest concentration.

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There is no doubt that our players move forward in this area, more often than previous years, we had players running to spaces that were 2 possessions ahead. Perhaps sometimes the first possession didn't come off, but they were there!

All our team players are aware that as coaches we expect skills to be shown on the non-preferred side. Attempts, whether successful or not in terms of execution, are celebrated. It is a major credit to all players that everyone gives it a go, skill levels have gone up and goals have been kicked on the “” wrong side”.

Finally, also in terms of skills it is worthy of note that as coaches we have this year seen many instances of players resilience. Whether it is holding their feet, returning to their feet and the fray of the competition after a heavy knock, or supporting a teammate to continue the game, we have been proud of the team's efforts against often much bigger teams.

Participation and Milestones

Returning to the club values of participation, love of the game and community, it is great to note that after 4 years together the retention rate of players and ongoing participation has remained strong.

The team also had 10 players who reached 50 games, nearly half our list of 21, not bad for a team of under 11s. This is a credit to the club and parents as well.

As a junior club and coaches, we look to be measured against ongoing participation, more so than the wins and losses.

Thankyou

The umpires who officiated each week have continued to do a terrific job for our club, many thanks.

We continue as coaches to be fortunate to have Trevor there to keep us honest. We were subject to a "coaching spy" assessment of our performance over the year. This was a great initiative by the club, providing excellent feedback and suggestions for ongoing improvement.

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Our thanks also to Christian and Brad, coaches of the under 11 whites for your support.

It is also pleasing to report that the contemporary team management structure this year of not only a job-share but also combined with fly in fly out managers, was a great success. Our thanks to Heath, Andrew and Kate for your efforts, minimum fuss and good humour – well done. James and Kim thanks for running those messages. To all the rest of our helpers many thanks and congratulations on another year. Thanks also to Barbara and Melissa, in the balance of households, happens to be us who get the parent role in this sport, while they get theirs on others.

To the President and the Committee your support is greatly appreciated. In a year where the broader football community has finally welcomed a national women's league, the BJFC continues to have strong leadership from women and men who are committed to promoting a love of the game of AFL for all.

Go Dragons

8.6 U12 - Anthony McIntosh & Jayne D'Arcy

Overview

The U12s playing group had come off a 2016 season which culminated in a grand final appearance. Notwithstanding the disappointing result, that achievement had instilled a sense of belief amongst the playing group that this team could play competitive football. All bar one of that playing list was retained into 2017, and along with three new players, pre-season training proceeded with a list of 29 players. Before too long, three players opted to play up an age level with the U13s team leaving the U12s with 26 regular players. So as to manage fair game time, a roster system was implemented where often up to two players were rostered off in any given game.

Jayne D'Arcy was appointed Assistant Coach for 2017 and took to her role with aplomb. Jayne was one of several parents who would regularly help on game day and at training. A hallmark of this team remains the willingness of many parents to regularly assist.

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The U12s started the 2017 season proper in 'Blue' division. A series of four sound defeats during the grading rounds had the Dragons re-graded to 'Black' division, along with several teams the Dragons competed against in 2016. The Dragons were competitive in this grade.

Notwithstanding our trademark frustratingly slow start to the season, the Dragons hit their playing straps with some memorable individual and team performances in the last six rounds. A quirk of the competition had the Dragons in contention for a finals spot - and all the excitement that comes with this - right up until the final round. While finals football remained ultimately beyond the Dragons' reach, unquestionably, the players had developed a belief that finals football was where they belong!

Pre-season

Following sluggish starts to previous seasons, pre-season training commenced in a fortnight or so earlier February. Disappointingly, this made little difference as, yet again, the team took more than half a season to find its mojo.

Pleasingly, however, as in previous seasons, player and parental attendance was pleasingly high for all early season training sessions.

Training

Training was held at 5pm on Wednesday nights on McAlister Oval, Royal Park. Due in part to a dry winter and excellent drainage, the playing surface remained excellent for the entire season and an absolute pleasure to play football on. Training sessions consistently attracted 20 or more players regardless of weather conditions. Typically, the skills of all the boys were rusty at the commencement of the season, but pleasingly, all demonstrated significant improvement in the basic skills of the game and game sense over the season's duration.

Acknowledgement should be given to the efforts of Assistant Coach, Jayne D'Arcy, and parent John Kyriakidis for their efforts in working one-on-one with players most weeks to develop specific skills, such as ruck work, centre bounce set-ups, kicking and handballing. This made an enormous difference to the skills and confidence of some boys, and resulted in improved team output generally.

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While efforts were made weekly to keep activities varied and interesting, training followed a routine: warm up, skill drills, games and game-sense activities.

Skills to continue to work on in 2018 include kicking and handballing on both sides, marking, kicking for goal, tackling, evasion and sprinting with the ball.

Match days:

As in previous seasons, the coaches were committed to ensuring that every player had the opportunity to develop their game all over the ground: in the backline, midfield and forward line. Players were named in a similar starting position for 3 consecutive rounds, then usually moved into a new position during the game. As the team fielded close to the maximum 24 players for most games, all players received at least 3 quarters of playing time and a quarter's rest. This approach was generally considered to be the fairest method of balancing even game time and player development, even if the logistics of carrying this out were challenging.

No doubt, this approach affected game day results adversely in numerous games, but will prove to be best for flexibility of individual and team performance in coming years. As a case in point, the Dragons can boast of the 'emergence' of numerous players whose match day contributions sharply increased with the ability to play in different parts of the ground on any given day.

A game plan was developed and adopted early in the season and repeated every game right through to the final rounds. The game plan evolves slowly and adopts incremental complexities as the season unfolds. This, by and large, served the team well and consisted of simple directions, such as: defend down the flanks, man up, move the ball quickly, form a huddle at kick outs, play in front, form a defensive wall across half-forward to keep the ball in the attacking forward line, playing on, kicking the ball hard and low into the wind etc, etc. This was balanced with encouraging players to do the exciting things that makes football fun: tackle hard, take a running bounce, lay a bump, 'sell candy', and take a 'speccy' mark. By the end of the season, the boys' ability to understand and execute the game plan would largely explain the steady increase in team competitiveness as the season progressed.

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Mention should be made of the manner in which Dragons players conducted themselves on game day. On-field behaviour was, without exception, of the highest order, for every game the players competed in. While the behaviour of opposing players (and officials and spectators) at times may have been questionable, in the light of this, the boys unfailingly demonstrated leadership in how to play the game in the right spirit.

This group of boys are maturing physically and socially at a rapid rate. They are a high-quality bunch of individuals that enjoy playing together, are easy to coach, fun to work with, and well behaved. As a playing group, with an ongoing commitment to work hard at improving their skills, this group of players can expect to extract a great deal of joy from their collective footballing futures and the success that stems from this.

Thankyous

Thanks to the many parents who generously allow their boys to be coached by the Brunswick Junior Football Club. It is a privilege to play a role in the sporting development of young people at a crucial time in their lives. Thanks too to those parents and siblings who volunteered (or were volunteered) to perform critical roles for the team throughout the year - many, every week. Without their efforts, the team doesn't take to the field. A special mention is reserved for Bronwyn Tanti, our tireless Team Manager. What a giant job she has done for this group of boys over the past two years.

Lastly, thanks to the hard working BJFC Committee that have set the foundations for the establishment of a great club: great playing conditions, ample equipment and resources, supportive of the coaches and teams, visionary and effective. Its explosive growth, the recognition of its achievements by the local Brunswick community, local and State political circles, and the football world, are testament to what a great organisation we are part of. How lucky are we?

Go Dragons!

8.7 U13 - Rob Purcell & Jude Allen

Under 13s started the year with 19 players and end with 18. We also used 4 from the u12s plus used 3 from the U11s across the year.

While we did try to share to positions around across the season, we did settle the structure earlier than previous years to suit the needs, confidence and skills of the players. We welcomed two new permanent players from the u12s in Riley and Antonio and their families to the team. You'd have to agree with me that they weren't out of place playing in a higher age group.

We also welcomed new players Ace and David and their families to our club and hope they enjoy being part of the Dragon family for a long time to come.

We also would like to thank u12 top up players Ben, Nathan, Miles, and u11 players Lachlan, Alastair, Tom and Oscar. Boys, you we're important players for our team. Thanks too to Anthony and Bronwyn for your support during the year.

We had 10 goal kickers across the year and had 8 players' poll votes in the comp B&F, that's a fantastic effort.

And for those players who played in defence across the year and didn't kick a goal, just remember, coaches always pick the backline players first, strength through defence.

After 4 tough grading games, we moved to a Blue grade and the season took off from there. We finished with 7 wins, 6 loses and a draw and missed out on playing the finals by 2 points! Four of those losses were during the grading games so after round 5 the team had 7 wins, 2 loses and 1 draw.

We beat every team in the blue competition including the eventual winner Greythorn. There was only one game in the season where I thought we couldn't win at some point in the last quarter.

As we as coaches and supporters have come the expect, you always held our heads up high with the way we played. We always played with great spirit and fairness, a real credit to our team.

Some Highlights (footy and others) for me

Our best quarters of footy were one's where we moved the ball through handballs and kicks to targets or when we had to change something to get a different outcome. Cesar kicking backwards in one game to a free player to retain position and possession was a great example of putting into practise what we'd learnt.

Our road trip to St Mary's where we looked shot at three quarter time but after an old fashion coaches rev up, the players fought hard to score and hung on for a fabulous win.

After we continuously locked the ball in the forward line, Aiden snaps a goal out of the pack then we pushed back in numbers to defend against the wind.

Nick goes back to earn a free kick in the goal square. What a classic heart attack five minutes. David, Tom and Ace's first goals for the team, Nathan's five goal bag against Hawthorn Citizens, a chain of handballs and kicks from the back flank to score against Camberwell and our last game hang on to win against the wind against Bundoora in the last game, and not just because we won but because the players stuck to the game plan we'd practised all year.

I also should point out the night at training when we got hit by a thunderstorm and the run for shelter to get out of the hail. I thought I'd have to be explaining to parents why I lost their child when it became every man for themselves!

So finally, I like to say how much I enjoyed the year.

The players can be proud of what they achieved and the way, mostly, they trained and played. The Brunswick Dragons FC charter is not about winning, it's about playing and participating and the role of the coaches is firstly to make players love playing footy and love being part of a team. Jude and I ironically take that very seriously. I really hope that we have achieved that goal.

I like to also acknowledge the great support from the club committee and other teams throughout the year and from all our parents and friends on a weekly basis.

I hope you're looking forward to next year.

8.8 U14 - David La Greca & Dom Perrone

We commenced this season in Under 14 Green Division. We added 2 new players to our 2016 squad, however on the eve of the season proper, we lost 3, so we had to manage with a list of just 21 players. This year we were challenged not only physically and mentally, playing against bigger and better teams, we had no rotations and played more than half the season with 18 players or less available. Injuries decimated us early with 3 players missing the majority of the season and we forfeited our first match in 6 years due to only 13 availabilities.

In saying that, such is the competitiveness, discipline and determination of this group, that we only missed out on finals by a game.

As the season progressed, we had to adjust our game plan to cater for either 16 or 18 players depending on the weekend. We cannot be prouder of how the team stuck together despite regular training nights of 10 to 12 players and kept improving and growing as a team, showing that we could match it with anyone and contend for a finals spot even undermanned. The focus was to be as consistent as possible for 4 quarters even without rotations. The lack of numbers turned out to be a positive in many respects. Players were forced to play a lot of footy in positions they were unfamiliar with and we uncovered some real talent (along with increased fitness levels by the end of the season).

Training & player involvement

Our aim is to get ALL players to play a part at training. Everyone is asked to put their hands up and answer questions knowing their team mates will respect and value their opinions. Everyone is always given a chance to speak and encouraged to put their suggestions and ideas forward. It gets players thinking and paying attention by reviewing the weekends game and how training ties into what we need to improve on for the next week. Although the boys trained hard, we did have a lot of fun at training. We had goal kicking competitions, joke telling, came up with nicknames and always finished a training session with a game...we have for 6 years now. It's amazing how the competitiveness kicks in once the words "last goal wins" are yelled out!

We loved challenging players against different opponents each week to help them get the best out of each other. It also helped us identify player strengths and weaknesses which assisted in developing players into a number of roles throughout the season.

Our players, no matter how many we had on the ground, were willing to work and put the things we learnt on the training track into Game Day. It has been a great seeing players improve both individually and as a team. We are extremely proud of how the boys handled themselves in a very tough season and it will set them up well for 2018.

8.9 U14/15 Girls - Jacob Murray-White & Cullen Gunn

Overview

The Under 14s Girls team had a wonderful year of learning the game in 2017, with 19 of our 23 players playing football for the first time. Though wins were few and far between (a grand total of one), the spirit of the team was extremely high. There were consistently good numbers at training each week and the high proportion of players intending to return is testament to the fact that the girls enjoyed playing football with BJFC.

The supportive and inclusive environment provided by the BJFC cannot be underestimated in creating a positive team environment with a strong, highly competent organisational capacity. The backroom organisational efforts of the club go a long way to making the game enjoyable for the players and their families. We would especially note the effort of Team Manager, Lucy Jenkins and the U16 coach, Tim Purdey in helping guide the novice team and its novice coaches.

Development

Given the vast number of our players had never played football before, or had the innate football knowledge developed watching way too much footy, the traditional age based development stages may need to be reconsidered in line with the unique demands of the influx of older girls into the game. Most players had come from a netball background and hence had reasonable fitness and general ball skills.

The primary development task was to teach the basic skills, primarily – kicking, marking, picking up ground balls, and hand passing and body protection.

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Kicking seemed a conundrum for most of the team and is an area that should get intense (maybe outside expert help) at the start of next season. Teaching patterns of play and team set-up is remarkably difficult without directional control of ball delivery.

With only one and a half hours of training a week, most sessions were dedicated to developing the basic skills, which by the end of the year had improved, but across the board have a long way to go.

Inexperience also raised issues around preparation for body contact, peripheral vision, and right and wrong ways to attack a contested ball. Most of the girls took a sensible ‘gentle approach’ to these aspects of the game and remain unscathed injury wise. Others though need further guidance on the nature of tackling, bumping and being prepared for tackles and bumps.

Communication and support between team members is a vital aspect in enjoying team sports, particularly in Australian Rules. Encouragement, congratulations, support and communication between team members is an area that improved through the year – but needs better coaching strategies to instil more quickly at the start of a season.

Coaching

The Under 14s were in the unenviable position of not having a Coach or Assistant Coach at the beginning of the year. Tim Purdey had undertaken the herculean task of coaching both girl’s teams throughout the pre-season and continued to be the head coach across the 2 teams across the year, given his considerable experience and proven skills.

Two player parents, Jacob Murray-White and Cullen Gunn, agreed to step into the breach as Coach and Assistant Coach in the week of the first game, with Jacob completing his Level One Accreditation in late April.

Working closely with Tim, we endeavoured to give the girls a grounding in the basic skills and tactics of the game, while encouraging everyone to focus on developing their skills and having fun, regardless of the state of the scoreboard.

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As coaches, we had a lot to learn, and we were lucky to have such a willing group of players and supportive group of parents who entrusted this team to us.

As noted earlier the organisational/administrative running of the BJFC was superb and made the job of coaching on the day much simpler with all the administrative and support roles efficiently distributed across various parties and parents.

We would like to call out the efforts of many parents who got actively involved in working with the girls on their skills acquisitions at training on Wednesday nights on game day, in particular Gary Tye, Michael Henderson, Andrew Rachele, Spiro Haritopolous and Ben Robbins.

We would also like to thank all the other parents who assisted with the team on game day: Priscilla Purdey, Matt Broadbent, Mel Robbins, Sallie-Anne Boyle, Dennis Conway, Ed Bugaj, Aaron Jones, Kath Fraser, Peter Caldow, Paul Jenkins, Ann Sciliano, Brian Teague, Jennifer Perrone, Anthony Harper, Paul Kalembe, Emily Vicandese, Fabiana Scialabba and Nerida Conway.

Team Overview

The Under 14 team was blessed with extremely good numbers through the year with 23 players on the roster and we usually had 3 or 4 players on the bench, and were never below 18 players on game day. The Under 14 team had an average age of 12.8 years, with the following makeup:

- 1x14 year old
- 9 x 13 Year Old's (2 with prior experience)
- 10 x12 Year Old's (2 with prior experience)
- 3 x 11 Year Old's

Though not obvious at the time, this age profile became problematic across the season as we were primarily playing Under 15 teams or Under 14 teams from clubs with Under 13 teams below them. This resulted in us usually playing older girls who were physically much larger, and in this game, where all else is equal (skills and experience) size does matter.

The best example of the age differential was one of our players, a Year 7, found herself manning up her Year 10 buddy from her new school.

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There is not much that can be done to resolve the age spread if BJFC does not have the full numbers to run the suite of teams. It might be worth presenting back to the league that teams be split:

1. By age, then
2. By experience – so numbers of games played by each girl (some other teams in the development league had girls with between 20 – 30 games experience)
3. Then be re-graded post the initial grading rounds.

The Season

We started the season with 3 grading games against other Under 14 teams. Each of these teams ended up going into Division 1, and we conceded 16:19, 19:18 and 7:17 in the games for 2 points to us. That said, from the outset, the green shoots were obvious. In our first game against Fitzroy, we conceded 10 goals in the first quarter, and none in the second. The team's focus and pressure shut them down (there was no wind to speak of...) This became the trademark of our team.

After the grading games, the league decided to merge the Under 15 and Under 14 Division 2 teams into a Under 15/15 Development league, to avoid having a 4 team Under 14 Division League.

The development league is a great idea but would work best within an age group rather than across age groups and be subsequently split based on both experience and results. However, it of course relies on having enough teams to do that. We recognise that it's not always going to be possible.

That said, in the first round of the Development league, we came up against another Under 14 team, St Mary's 2, and ran out winners 11.13-79 to 1:6-12, with 6 goals coming in the first quarter. This game saw our first goal and our first and only win, but the feeling it created carried us through the rest of the season.

We then went through a run of games against under 15 teams, scoring 1 goal in 5 games. We had periods of intense pressure and some excellent individual acts, but were outmatched in experience and size and lost heavily. By this stage, injuries and family holidays were having an impact on our playing stocks.

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Regardless of this, we turned in two of our better performances, in the last month of the season, holding both Warrandyte and St Marys 2 to 4 goals and scoring 1 and 2 respectively, being in both games well into the last quarter.

Our greatest concern as coaches on game day during the first half of the season, was a perceived reticence by umpires to reward the tackle. This approach, allied with our younger playing group who had discovered a passion and flair for the tackle, led to an overly physical game style often developing. Sporadic injuries occurred to players during games as they had successfully tackled much larger girls, not got the free kick and had the older girl land on them, winding and or concussing them.

Actions by Greg, Tim & Sallie-Ann with the league raised the issue standard of umpiring and rewarding tackles in general, this needs further discussion and follow-up. overall quickly paying free kicks is preferable to large and aggressive packs forming at this stage of player game development.

In addition, we would suggest that where a big age spread occurs, smaller, inexperienced players need preferential protection.

Award Winners

Best and Fairest - Ella Gunn (109 votes)

2nd Best and Fairest - Chloe Haritopolous (87 votes)

3rd Best and Fairest - Rosie Jones (69 votes)

Most Determined - Rubie Crozier-Rachele

Most Improved - Emily Haritopolous

Best & Fairest Under 12s - Ella Robbins

Goal Kicking Award - Ella Gunn (8 goals)

Brunswick (NOBSPC Award \$50 Rebel voucher) - Lily Jenkins

It should be noted that two of our players finished in the top ten of the YJFL U14/15 Girls Development League Best & Fairest. Ella Gunn finished 7th with 13 votes and Chloe Haritopoulos 9th with 11. This is particularly meritorious given both Ella and Chloe were eligible to play in the Under 13 competitions.

Summary

All the members of the team made great strides during the year and each could finish the season with memories of specific things they did on game which were good.

The marking and kicking in the last game were testament to their development and potential, one which will flourish next year with a good preseason and lots of kicking and hand ball practise.

Jacob and Cullen would particularly like to thank our Team Manager, Lucy Jenkins who made our job so easy. We never once had to worry about the other stuff associated with making a team work. Tim Purdeys efforts have been mentioned above, and should be underscored: Thanks Tim. We were also blessed with a wonderful group of parents who made this challenging task so much easier.

Finally, we would like to thank the girls for being a sensational group to work with, for never dropping their heads and for having a go week in week out, with smiles at all times.

8.10 U15 – Peter Grist & Dean Dagiandas

Pre-Season - Following many years of having up to 26 players on the list 2017 proved to be a challenge with regard to numbers. The increasing physicality of the game and other sporting pursuits resulted in around 10 players from last year choosing not to play in 2017 which caught the coaching team by surprise. Given that we recruited two new players to the club and had one player come back to the U15 age we started the season with 20 players, not really enough at this age group particularly as injuries start to become more prevalent.

Numbers became even more of an issue not long into the season when two more players decided not to play which left us with 18 players.

Whilst this often meant we had to play with 16 or 17 players it certainly ensured every single player got to play every minute of the matches and this lead to rapid improvement in skill and fitness.

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Despite the challenge with numbers we had a solid preseason where we worked hard to lift fitness and skill level whilst also working on our game plan which revolved around winning your own ball, spreading from the contest and using the switch to open the game. Key point of emphasis during preseason were to get the boys to:

- Understand that you end up playing the way you train and that the intensity of training needed to lift to be competitive at u15 level. Of all the achievements for the season the way the boys responded to this message was a real highlight.
- Stay focused on becoming better players and a better team regardless of the score board and the opposition.

During preseason, we also welcomed Matthew Autupuna (new to the club) and Aaron Tsarouhas (from the 2016 U15s) both of who became an integral part of the team immediately.

Training: - In season training focused on basic football skills, winning the ball under pressure, getting it out to a team mate, spreading and running from the contest and switching the ball to create space. In addition to these skills and structure elements we encouraged the boys to train with match like intensity and to step up and be leaders themselves.

The response to this message was amazing, any lack of intensity or concentration at training was quickly dealt with by the team and as the season progressed it became unacceptable to be mucking around or not putting in at training.

As the season progressed the U15s also trained more with the Colts which meant that we could use the full ground and the U15s were exposed to more demanding drills and the boys they will play with next year.

Match Day

On match day, as with training the coaches aimed to keep communication to the group to a minimum and concentrate on 1:1 and small group conversations.

Every week each player was spoken to individually and asked to do more of what they did well last week and in some cases to keep working on specific areas for improvement.

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Virtually every time this approach resulted in improvement in the specific area discussed. As mentioned earlier that fact that all players could play the entire game meant that they could settle into positions and keep refining their skills and mindset.

Before the game and during breaks players were encouraged to break into forward, midfield and backline groups and lead the discussion themselves. In addition, just prior to each quarter the boys also took it upon themselves to come together as a group and reinforce key messages. While there was occasional colourful language used this was a great indication of the boys taking ownership of their team. Late in the season we gave the boys full licence to make positional changes as they saw fit given the state of the game. This lead to some amusing times where Dean and I were struggling to keep the whiteboard up to date on the sidelines. While we, the coaches, struggled to keep up the boys invariably were making the right call.

Summary

Well while we did not make the finals we had a very successful year. During preseason, we set the goal that every boy was to be a better player at the end of the year than the start and enjoying playing footy with their mates. The improvement in all players was remarkable with every single boy surprising the coaches and themselves at some stage with how well they could play.

During the grading games, we came up against a side that got promoted, the side that finished top and another strong team. While we only had one win after grading it looked like we would be competitive in division three. However, when we dropped a couple of games early into the season proper and struggled with numbers, reaching the finals became increasingly difficult. Despite this we finished the season with two wins and a close loss and were playing football that was absolutely good enough to mix it with the top four sides. In addition, and most satisfyingly for all was the way the boys were leading themselves. Well done boys you were magnificent.

To all the parents that helped, a huge thank you, you were extremely supportive and helped create a great culture around the team. To Gavin and Dean, a special thanks for all your work.

Learnings

- As a club, we need to anticipate the drop off in participation as the boys get older and actively recruit keen footballers from outside the club.
- As the boys get older being competitive and playing in higher grades becomes more important so the club needs to strive for teams in the top two divisions in the older age groups.
- Increasingly encouraging the boys to take ownership of the side and the culture of the team works amazingly well and helps develop the boys for much more than just football.
- One to one conversations with the boys are much more effective than talking to the group.

Finally given that I will not be coaching next year I want to say a massive thankyou to those that had the foresight to start the club and establish a brilliant culture. As I am sure you all know not all clubs have a culture like the Dragons. It has a been a privilege to coach these boys, they are a group of fine young men who are a tribute to their parents.

Peter Grist

8.11 U16 Girls - Tim Purdey & Peter Caldow

Season 2017 saw the numbers of girls continue to grow in this age group as we welcomed 14 new players plus a number of Under 14 girls who generously filled in for us from time-to-time.

Coming off a successful year in which we played Under 15 finals, we found winning games much more of a struggle without some of last year's gun players who either moved to other clubs or concentrated on other sports. One win for the season didn't do justice to the team as we were always competitive and could have won a number of close games. Indeed, the fact we were competitive with a team of mainly new players was the most important thing, especially later in the season when the improvement of the first-season players was impressive.

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Player development remains the first, second and third priority for our female players as they learn the basics of the game. The key is to keep the girls playing because the natural improvement is amazing to watch, but can only come with a lot of practice and playing games, given how far back they are coming from compared to the boys.

The grading games this season were tough – as they always are – although we did record a win during them, against Preston, so when we were graded to Division 2 we considered ourselves a top-four chance, but we ran straight into the two teams who ended up as grand finalists, so our confidence took a bit of a hit, especially as we were playing a number of brand new players. To the girls' credit they bounced back strongly in the next three games against Fitzroy, Preston and Parkside, all of which we came close to winning. Some lapses in concentration at crucial times proved costly, but is to be expected for a developing team. An away game against Park Orchards was blow-out, but we followed it up with our best performance of the year in going down narrowly to the top-side Surrey Park. We were actually unlucky to lose, but it showed what the team was capable of when the effort was there.

Playing at Brunswick Street Oval against Fitzroy the girls were again good for most of the game but allowed the opposition to kick away in a 20-minute patch, while in the next round at Preston City Oval we failed to capitalize on a dominant first-half in another narrow loss. The season ended at Parkside's windswept ground, when we defended stoutly but found it hard to score.

Our team leaders were outstanding this year. Captain Julia McArdle was amazing, winning our Best & Fairest (averaging 10 out of a possible 15 votes every game) and the goalkicking. Freya Purdey (Vice-Captain) was ultra-consistent and rewarded with Runner-Up B&F and the most League votes for the team. Both girls also represented the YJFL in an Under 16 side against an Under 18 Goulburn-Murray side in Shepparton and acquitted themselves well. Lilly Jones, in her first year at the Club, was excellent and showed she could play in a number of positions. Taylah Ryan (Vice-Captain) was the General of our defence, alongside Bianca Giuliano, who was a huge improver in her second season.

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As always, the most pleasing thing about female football is to see the players improve from game-to-game and season-to-season, as well as their keenness to learn and play the game.

Thanks, and well done to the girls for their efforts and thanks also to the parents for their wonderful support during the season, especially Talia Dyson as team manager.

The future remains exciting for girls footy at Brunswick. Bring on season 2018!

8.12 Colts – John Ross & Trevor Ludeman

The combination of 2016 U15 (6 players) with 15 Colts in addition to two inexperienced players gave the team reasonable depth for 2017. The amalgamation of two different teams of top and bottom age players was a unique situation. The expectation was for U15 (2016) to stay together and become Colt's (1) and the existing Colts (2) to remain. Nine players from the 2016 team however were too old for this age group, with three (3) players graduating to the senior level for 2017.

The new Colts team however gelled together, which was assisted by having three (3) practice matches, while socially a number of team bonding dinners at Roys Pizza facilitated the friendships within this team.

There are three stages to the development of junior footballers, with “train to train” being the last stage prior to commencing senior football.

Train to Train (12-16 years) – Consolidate basic sports specific skills and tactics (i.e. U13-Colts BJFC)

- *Play to win and do their best*
- *Focus on skill training and physical development over competition*
- *Practice to competition ratio 60%/40%*

Players and coaches need to understand;

- *Aerobic training*
- *Skill, speed, strength, core work*
- *Flexibility – growth of bones, muscles, tendon, ligaments*
- *Train in daily in competitive situation – practice matches, competitive games/drills*
- *Strategy*
- *Coping skills – physical and mental challenges of competition*

- *Pre-game plan*
- *Communication*
- *Concentration skills*

Focus on skill training and physical development: This year pre-season commenced with the seniors in November 2016 and ten players came to training over this 8-week period prior to Christmas holidays.

Pre-season then recommenced in late January, although attendance was sporadic given that other sports were also been played, predominantly cricket, making it hard for players to attend.

Training commenced for twice per week in March, which is the first-time players at this age group have trained more than once per week. Although it is known other junior teams already train twice per week at both U15 and Colts levels. Training twice per week would bring the “*practice to competition ratio*” up to the traditional 60/40 split.

Senior Coach Luke Mahoney summing up the need for pre-season as *get fit to complete pre-season, don't do pre-season to get fit!*

Home & Away training 2017

In terms of training twice per week, attendance at training during the year was very good on a Thursday (20+ players) but poor on a Tuesday (<10) with players usually going to Princes Park for a light running session with John Ross.

Training for 2017

In terms of 2017, what the Colts pre-season experience with the Senior team did inform was that instead of training as separate teams, it would be beneficial for 2-3 teams to train together so that full ground drills can be completed. This was completed on numerous occasions with the U15 team.

Aerobic training – The average beep test for a 15-16-year-old is 12.5 and I would anticipate that the top 10-12 players would achieve this this standard, while the bottom dozen would be anywhere around 10.

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Hence fitness testing should be completed at the start of the season and retested later to see what improvements players have made to their fitness.

Skill, speed, strength, core work – Core work and pre-warm up sessions concentrated on strength and core work commenced last year at the U15 level and this continued for 2017. Players know the exercises that need to be completed to assist in improving their core, which will then reduce injury to backs and hamstrings and assist in players standing their ground in a marking contest or competing in ruck & stoppages. This core work being completed by players prior to the commencement of training in the warm up.

Flexibility – growth of bones, muscles, tendon, and ligaments – No players had shin splints this year, while there were no major injuries.

Train in daily in competitive situation – practice matches, competitive games/drills. Training focused on game sense activities to place players under pressure, improve decision making and also involved different scenarios such as:

- Full back kick in and huddle;
- Centre square/boundary throw in/stoppages;
- Forward entry.

Strategy & pre-game: Game day focused on game plans, and strategy was based around ground size and conditions. The focus was on implementing these plans learnt from “game sense activities” .

Concentration skills & Coping skills – physical and mental challenges of competition. This team has had a consistent message for the past 7 years is that teams win games by those who can concentrate the longest. Given that the skill level across all teams is about the same, then the issue will come down to which players can carry out the game plan, undertake specific instructions etc. I have always said to players that you don't have to necessarily have a great skill set, as long as you are fit, can run all day with an opposition player and have good leg speed. This combination making it difficult for opposition players to obtain a possession.

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Communication – The division of the team into 3 parts continued for 2017 at each quarter time break with each coach responsible for a specific area such as forwards, backline and center/ruck and assisted by Anthony Sabatino and/or Ross Coverdale. This simplifies the messages to each group, usually to maximum of three (3) and not confuse the entire playing group with directions not relevant to their area/part of the ground.

Summary

The focus on this year was to build on:

- Forward entries, rolling up and back to create space and this obviously worked with 130 goals scored this year;
- Backline – was about huddle, protecting dangerous space, switching the play;
- Stoppages, ruck. Boundary throw ins, we adopted an offensive strategy at the start of the year (in a line facing towards goal) while “third man up” could not be used given the change in the AFL rules.

This coupled with Anthony Sabatino on game day as “*Stan the Statistician*” enabled players to gain an instant appreciation of work rate, while coach’s messages could be directed to each specific group and not overload the entire playing group.

Of interest is that over the past 6 years the KPI on tackling was always somewhere between 10-15 tackles per quarter– while this year the team was achieving well above this total, achieving 20 on many occasions and reaching 20 handballs per quarter.

These figures indicating a preparedness to work for the team and do the 1% percenters!

The team had a high degree of success, finishing second and winning 12 of the 14 home and away games. The lack of success in the finals came down to a lack of strength and height, with both Kew Comets and Park Orchards being physically bigger and stronger teams. This would be because of these teams players having a more consistent age group at this level.

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2010-2017

The record reveals that this the players from the 2010 “Pioneers” had a win/loss ratio of 74% over the past 8 years and played in 12 finals and won two premierships: a great achievement.

For the players that will continued onto Colts in 2018 and their amalgamation with the 2017 U15’s, these players can also show the way and hopefully play finals again in 2018. With John Ross, they will have a head start, given his significance experience as a coach and mentor to this group.

For the 15 graduates from the Colts, these players will form the nucleus of the Senior Brunswick U19’s team.

Retirement & U19’s

This is the last Coaches report from me and it has been a wonderful experience in taking this group of players from U10’s to U17’s over the past eight (8) years as coach & Ass Coach of the “pioneers”. Thanks to all parents for their support over the past eight years! For 2018 Ross Coverdale and I will be taking the top age Colts into the U19 team for 2018. It will be 10 years since the senior club has been able to field a team at this level and we expect an exciting time with this team, as these players continue to develop into senior players.

2018

For 2018 the U15 team will amalgamate with the 2017 “top age” Colts and will be coached by John Ross and Dean Dagiandas. With these experienced coaches and with the recruitment (John has already started!) of new players to this list, I have no doubt that this team will be successful for 2018.

Trevor Ludeman

9. Office Bearers 2017

EXECUTIVE

President	Greg Banova
Vice President	Rob Purcell
Secretary	Fiona Smith
Treasurer	Wendy Canobie

GENERAL COMMITTEE MEMBERS

Ray McKenzie (Umpire co-ordinator), Trevor Ludeman (Director Coaching), Jenny Baker (Apparel), Kylie Moreland (Communications), Sallie-Ann Boyle (Girls Teams), Tony Steindl (Social)

LIFE MEMBERS

Wendy Canobie – Treasurer (2010 to 2017) – Committee 2010-2017

Trevor Ludeman – President (2010 & 2011) – Coach 2010 U10-2016 (Colts), Ass Coach 2017 (Colts) – Director Coaching 2013-2017) – Committee 2010-2017

10. Appendices

10.1 Kearney & Co – Independent assurance Practitioners Review Report.

10.2 BJFC Club Survey results

10.3 AFL letter CEO Mr Gillon McLachlan: AFL support for Clifton lights

10.4 Moreland CC reply.