# **Brunswick Junior Football Club**

# 2018

# **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**

## 9th ANNUAL REPORT - SEASON 2018

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 2018, of the Brunswick Junior Football Club Incorporated.

**Lisa Geerlings** 

HON. SECRETARY

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## 1. President's Message - Greg Banova

This annual report provides a comprehensive overview of the achievements and challenges of the Brunswick Dragons in 2018. It provides a snapshot of a club in transition, transforming from the small fledgling club of its early days, fielding a single Under 10 team in 2010, to the large, diverse and rapidly growing community football club that we have become in 2018. The club had record registrations in 2018, with 340 players registered (including 59 girls) and it continues to grow and develop as a community hub attracting more and more local families to join and register their children to play footy with the Dragons.

We have enjoyed great success in 2018 across a range of club functions including strategy, finance, governance and compliance, as well as football operations, player welfare, girls football development, umpires' program, fundraising, sponsorship, social events, canteen, apparel and merchandise. This report provides details on all these elements of our club's activities.

With a large turn-over of committee members at the end of 2017 and a virtually new committee in place for 2018, the management of the club during this intense growth phase was always going to be a challenge. I would especially like to acknowledge the hard work and dedication of the 2018 committee for ensuring that the club has continued to not only function effectively but to thrive, providing a high-quality football experience for local Brunswick children and a warm and welcoming environment for local families. And we have done this while ensuring alignment with a set of core values that makes the Brunswick Dragons such a special place for our kids to come and play their football.

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

- Anthony McIntosh, Vice President and leader on the committee for player registrations, team allocations and football operations.
- Lisa Geerlings, Secretary with a focus on effective club governance and compliance, first aid training, team photo coordination, and a myriad of other duties in between.
- John Deininger, Treasurer and the steady hand at the till ensuring the effective management of club finances as well as one of our two Child Safety Officers.
- Beth Scott committee-lead on sponsorship, grants, Auskick liaison, club surveys and a passionate contributor to girls' football development and diversity and inclusiveness initiatives.
- Melissa Seto our lead on club strategy development, strategic communications, quality accreditation, diversity initiatives, and also a passionate contributor to girls football development, including as the Assistant Coach of the Under 12 Girls team.
- Sallie Ann Boyle team managers' coordination, wrangler of team kits and Child Safety Officer.
- Ray McKenzie manager of our junior umpires' program and club legend, bringing a wealth of corporate knowledge and wisdom to the committee's work.

- Lisa Croft oversight of the canteen, leader of bar operations and social events planning and Under 10 Team Manager.
- Kim Tully player apparel and club merchandise sales and distribution, bar operations and social events management.

The key achievements and challenges in 2018, in summary, include:

- Based on player, coach and parent/carer feedback, we are confident that our football program is providing a broad and comprehensive program to develop all players, with additional support for coaches provided through our Director of Coaching.
- Further, we are confident that the club is on track to produce excellent junior footballers who are known for playing in the Brunswick spirit of fairness and good sportsmanship and will go on to enjoy success at higher levels of the sport. The success of Daniel Mott at the Calder Cannons Under 18s TAC club (2nd B&F in 2018 and selection to the Victorian rep squad) as well as the selection to the Cannons' Under 18 and Under 16 squads of George Kelly (Colts in 2018) and David Marchione (U15 in 2018) is further indication of the footballing excellence that the Dragons can nurture and produce.
- Socially, the club took a leap forward in 2018 Friday nights after Under 8-10 training have developed into a wonderful, regular community focus for the club, as have our successful social events including the trivia night, the Brunswick's Got Talent night and the end-of-season Presentation Day.
- We continue to attract significant volunteer support from parents and carers, particularly around game-day duties. However, as the club continues to grow and its management becomes more complex and the volume of the work increases, we will need to both attract more hours of volunteer labour and also find funds to buy in more help. This increased commitment of time, planning, effort and professionalisation of club operations will be critical if we are to maintain the high-quality football and club experience that we have been able to deliver at all levels of the club.
- We are very lucky to have the Gillon Oval as our home, but further investment is required across the whole Gillon precinct to support the sporting and social needs of our community not just of our junior football club but also the needs of other users (including the cricket and netball clubs). The announcement on 25 October by Labor candidate for Brunswick, Cindy O'Connor and Victorian Treasurer, Tim Pallas that, if re-elected in November, the ALP will commit \$1 million towards the refurbishment of facilities at the Gillon Oval precinct was very welcome indeed. This is great news and much needed support for the girls and boys and women and men who make up our great local community sports clubs. However, more work is still to be done to identify the full \$4 million in funding needed to implement the Master Plan that has been developed by Moreland Council for the Gillon precinct refurbishment and this major announcement is a major step in the right direction.
- Further supporting our sustainable growth into the future, the club celebrated the commencement by the Moreland Council of the sports-lights project at Clifton Park West in August 2018. This will be completed before the end of the year and these four new light

towers will provide the junior and senior football clubs much needed access to mid-week training facilities in 2019, relieving some of the pressure on the Gillon Oval.

- Access for the Dragons to Fleming Park as a mid-week training ground was also a significant development in 2018, establishing BJFC as significant stakeholders with the potential to influence Moreland Council as it plans for Fleming's re-development in the coming years.
- As our club continues to grow, potentially reaching 600 players by 2025, our club will need access to good quality sports facilities, not only at the Gillon and Clifton, but at a refurbished Fleming Park as well. Development of all of these local facilities (Gillon, Clifton and Fleming) is vital to support our club's continued growth and to meet the demands from the community.

## 1.1 Strategy & Club Development

- A robust and engaged process of strategic review was kicked off in late 2017. This provided an opportunity for new committee members to rapidly become familiar with the existing club strategy and to reflect on the potential new directions and priorities for the club to pursue. The efforts of Melissa Seto for leading this initial process are especially acknowledged.
- As club operational issues became a stronger focus with the new season looming, work on the new strategy stalled. Mel kept the momentum flowing after her return from overseas with the development of an implementation model, articulating club roles and a clear reporting structure up to the executive roles. This work will serve the club well in 2019 and beyond.
- A process of consultation on the revised strategy was led by Greg towards the end of the season, with significant contributions provided by a number of current and former club members, including life member Trevor Ludeman. Taking on board this feedback, a revised strategy will hopefully be ready for launching at the time of the AGM.
- Key themes highlighted in the revised strategy include a continued focus on participation, football development and community engagement and a stronger focus on player pathways (girls and boys), supporting excellence, a strengthened One Club agenda and a commitment to a sustainable growth strategy.

### **Recommendations:**

Securing political commitment to the long-term improvement of our facilities, including the Gillon Oval precinct, Clifton Park and Fleming Park, will be key to this sustainable growth (and work is happening on this front as we approach a state election).

Developing a realistic and affordable response to the increasing workload of running a much larger and more complex organisation will also be a key feature of the new strategy. Recruiting new committee members and club leaders will be critical and steps need to be taken over summer to progress key deliverables so that the club is ready for the busy pre-

season period. This may include expanding paid roles beyond the current limited roles (registrations, coaching director and canteen manager).

## 1.2 Stakeholder Relations

The club continues to be highly regarded as a local community organisation, evidenced by increased player registrations in 2018, the attraction of new sponsors and the strong endorsement of our club by senior leaders in the Victorian Government and the AFL. Great credit for the increase in sponsors goes to Beth Scott for developing a more strategic approach to sponsorship, leveraging existing relationships and, in coordination with the senior club, developing new relationships. Clearly our 'value proposition' is resonating more and more for our stakeholders and we must continue to build our profile and maintain our high standing in the community.

Our relations with the YJFL are very healthy and BJFC continues to be regarded as setting high standards for its on and off-field values and behaviours. We also enjoy good relations with AFL Victoria who have been supportive of our efforts to build sports lighting at Clifton Park and have also provided guidance and support for girls football development. We have also proactively built relationships with the Carlton Football Club and have also participated in a number of EDFL events.

Our relations with Brunswick Auskick have been especially healthy in 2018 and this is set to continue next year. Credit to Beth Scott for her work engaging Auskick.

Our relations with local councils, Moreland and City of Melbourne, are also very positive. The success of the MCC application for SRV funds for the Clifton lights project, which was strongly supported by BJFC, is evidence of continued good relations we enjoy with Moreland, as is our engagement with council on initiatives to support female participation, diversity.

As hosts and guests of other YJFL clubs throughout the season, BJFC club is generally well regarded. On those occasions when game day incidents arose, president-to-president phone calls or email exchanges always resolved issues in a spirit of cooperation and respect. Our relations with non-YJFL clubs were also very positive – e.g. hosting Canningvale JFC from Perth during the mid-season break for a friendly scratch match as well as our annual practice matches with West Coburg, all played in good spirit and well organised.

Our membership of the Brunswick Community Sports Club (BCSC) and our relations with the other users of the Gillon precinct (Brunswick Football Club, Brunswick Cricket Club and Brunswick Netball Club) have been especially strengthened in 2018 and our relationships will find a new focus and purpose in the coming years as together, we strive to realise the vision for a refurbished Gillon sports precinct. We have especially proactively built our relationships with the BFC Seniors as we continue on the ONE CLUB journey. The

Renegades (senior women) have been especially engaged and supportive of our efforts to develop girls' football at the Dragons, providing mentoring and encouragement as well as practical help with training drills and game day immersion opportunities for our junior girls.

#### **Recommendation:**

These relationships should continue to be nurtured and built upon in 2019. The new president, executive members and other club leaders in 2019 will need to feel comfortable representing the club with these various stakeholders and continue to promote the club's values consistently and unambiguously.

## 1.3 Communications

- In the absence of a dedicated volunteer to manage communications, much of the club's comms in 2018 was conducted in a relatively reactive and minimal approach. Despite the best intentions of time-poor club volunteers, an overarching communications strategy was not developed and our approach to comms was mostly ad hoc and uncoordinated.
- Team managers and coaches adopted their own preferred comms methods, including direct weekly emails, word of mouth and news items or chat updates via Team App targeted at their own teams. The photo galleries on Team App were used extensively by some teams but are not visible to the whole of the club, reinforcing club members views of the club through the prism of their own team and rarely engaging with the club from a holistic (whole-of-club) viewpoint.
- The committee mostly relied on Team App and Facebook for whole-of-club communications with club members, to make announcements or highlight news of interest. The following on Facebook grew progressively during the season, indicating some levels of interest, however for a club of our size with a growing number of sponsors, we should have more followers. The Twitter account was not used at all in 2018.
- Updating and maintaining the club website remained an onerous task that was not strongly owned by one particular club member. As a result, the vibrancy and activity happening across the club was often not apparent to visitors of the website. Greg attempted to update the key pages to support the registration/pre-season period. The efforts of Melissa Seto, Lisa Geerlings and Kylie Moreland to overhaul, remove redundancies and update later in the season is also acknowledged.
- Communications has been defined as part of the Secretary's role. The new website is in beta, with a clear brief to match the seniors' site, online apparel ordering system and better sponsor promotion.
- A volunteer has been identified to support the Secretary with Communications in 2019 and training has been identified to support them.

#### **Recommendation:**

Launch website prior to the Registration period pending sign-off from the Committee. Develop a coordinated communications plan prior to 2019 Season.

## 2. Community Feedback

This year, a range of more targeted Surveys were conducted than in previous years. The intention of this was to gather more specific data about the various experiences of players, parents and key volunteers. Key findings are summarised below.

## 2.1 Player Survey

2018 is the first year we surveyed our players to hear the player voice and it's a really important attribute of our club – we listen to our players and consider their experience of the club to inform our decisions and approach. We had a low response rate to the survey, so it needs to be read with that understanding.

- 59% of the players surveyed rated 100% satisfaction with playing at the Dragons this year, with most other responses in the positive end of the scale.
- Most indicated that their playing skills had improved, and they were confident in their knowledge of the rules.
- 95% of our players indicated that they feel safe playing at the Dragons
- Most didn't know who the Child Safety officer was
- Players identified the best thing about the season being meeting other players and making new friends
- Majority of players want to play next year

*Recommendation:* We should continue to survey our players, and work on ways to increase participation.

## 2.2 Parent Survey

In 2018 we used a shortened version of previous survey. More detailed analysis has yet to be completed but some high-level themes are;

- 86% of survey respondents rated their family's enjoyment of this season as 100%
- The majority indicated that they believed their child's football skills had improved
- 85.71% indicated their child will be returning next season
- Of those not likely to return the reasons cited included competing with other sports, moving to a club closer to home, team/club culture
- Responses to the Child Safety question indicate a lack of awareness
- Presentation Day was considered the preferred social/fundraising event for parents to participate in
- Significant indicator that Main club room improvements are the highest priority for the club
- There are improvements to be made across the club

Recommendation: Further analysis of this data be undertaken and inform 2019 initiatives.

## 2.3 Coach Survey

Coaches overall were very positive about their role and it's clear they get a lot of enjoyment from seeing the kids grow their skills, teamwork and engagement.

Some of the challenges for our coaches include parental influence from the sidelines, balancing the diversity of skills, motivations and parental expectations in teams. The additional support of a professional coaching Director will continue to be provided to address these challenges, and the committee will consider if there is further work that can be done.

## 2.4 Team Manager Survey

The Team Manager role is critical in the running of the club. It is clear from the feedback that Team Managers want more training, support and clarity about their role and that this has been lacking. Systems and processes need to be reviewed in light of the growth of the club in recent years. Responsiveness to questions and issues by the Team Manager Coordinator was highlighted. The person in this role needs to have time to provide a greater level of support.

## 3. Secretary's Report - Lisa Geerlings

## 3.1 Compliance & Record Keeping

Birth Certificates - Non-compliance sits around 40% i.e. 146 players without birth certificates in the system. Resistance from some parents to providing birth certificates and some lack of faith in the security/reliability of STG. YJFL are becoming stricter with this, and we need to ensure our processes are adequate.

Everproof worked well to track and monitor volunteer compliance. Most volunteers were responsive despite significant changes to the requirements (coaches). A few were still not compliant at the end of the year. Need a more direct approach than email. Non-compliance sits around 30% across all roles.

Trial of Tidy HQ for managing meetings/tasks worked well but relies on all committee using it to be effective. Currently uploading the 2019 operational plan/tasks.

#### **Recommendations**:

Make the provision of birth certificates compulsory at registration.

Communication of requirements when allocating roles. Direct follow-up from Committee, escalation to President/VP.

Continue with Tidy HQ for managing meetings/tasks. Upload the 2019 operational plan so tasks are easy to allocate. Confirm support from the new Committee.

## 3.2 First Aid

15 enrolled for First Aid, 9 turned up on the night, only 3 were required as trainers. This is significant effort to organise and relatively low return to the club.

First Aid Sub-committee worked very well identifying a range of issues that were able to be resolved. Also provided a volunteer to write the successful defib grant application.

New Injury reporting system was implemented. Data entry of manual forms proved onerous – it has been changed to an online form for 2019.

#### **Recommendations:**

Volunteers attend the First Aid training run by the league. Colbrow will have vans at all games so there is less pressure on us as a club. Consider a shift in focus for the trainer role e.g. Emergency Response Coordinator, fitness, injury prevention etc.

Continue the First Aid Sub-Committee if we can find volunteers. Need to ensure an additional key to the Clifton vehicle access is provided by council for 2019.

## 3.3 Other – Presentation Day, Mouthguards, Photos

Presentation Day was highly rated by parents, raised \$3000 funds and was relatively low effort. The Mouthguard Man was successful, although new process to distribute mouthguards via TMs increased workload and had some issues.

Team photos did not work well. There were many errors, quality issues, missing photos and a huge drain on club volunteer time. Involving the TMs was too much of a burden. A number of other clubs don't do official team photos (Fitzroy JFC, Heidelberg JFC etc.).

#### **Recommendations:**

#### Continue with Presentation Day format.

Revert to parents collecting mouthguards direct from the Mouthguard Man rather than involving the TMs.

Continue to offer team photos but switch to a new provider. An alternative has been sourced (Kangaroo Photos) who are cheaper, have a better process and are happy to hold photo shoots on Sundays (game day).

## 4. Treasurer's Report - John Deininger

## 4.1 Year ended 30 September 2018

The club achieved a sound financial result for the year ended 30 September 2018.

The basis of its financial activities was the budget struck at the beginning of the year. The budget allowed for member registration fees to be set in line with expected income and expenditure, as well allowed them to be tiered to take into account the relative expenditure incurred by teams.

The **profit and loss statement** displays the income and expenditure for the 12 months. The club achieved a gain of \$31,000 for the year.

All expenditure has been incurred in the course of ordinary club operations, within the budget limits and under the committee approval guidelines. The major expenditure items are YJFL team fees (\$16,000), umpiring fees (\$9,000), ground hire (\$4,000), equipment (\$9,000) and training (\$7,000).

The major revenue item is member registration fees (\$91,000). Other (net) revenue streams include canteen and bar (\$11,000), AFL raffle (\$2,000), sponsorship (\$4,000) and events (presentation day \$3000, one-club ball \$2000 and trivia night \$2,000).

The **balance sheet** states the assets and liabilities of the club at 30 September 2018. Assets total \$101000, liabilities \$12,000 giving net assets of \$89,000.

The assets comprise the operating NAB bank account (\$77,000), apparel and merchandise stock (\$13,000), sundry debtors (AFL raffle proceeds \$2,000), and fixed assets (\$9,000).

The liabilities comprise infrastructure commitments (\$3,000), GST payable (\$3,000) and sundry creditors (suppliers \$6,000).

Overall the club has achieved a healthy financial gain of \$31,000 and is in a sound financial position to commence the 2019 financial year with net assets of \$89,000 including a bank account with \$77,000.

#### 4.2 Profit & Loss

#### Brunswick Junior Football Club

October 2017 through September 2018

# Ordinary Income/Expense Income

Apparel & Merchandise

Canteen and Bar	Closing Stock 13,258 Opening Stock -10,565 Purchases -28,543 Sales 25,116 Total Apparel and Merchandise Canteen Manager -7,709 Purchases -13,028	-734
	Sales 31,817 Total Canteen and Bar	11,081
Total Income	Events Membership Fees Raffle Income Sponsorship Income	7,386 90,792 1,905 3,582 114,011
Gross Profit		114,011
Expense	Advertising Audit Fees Bank Charges Bookkeeping Cleaning Coaching Director Depreciation Donations and Gifts Equipment Ground Hire Insurance Meeting Expenses Permits and Licences Printing and Stationery Registrar Sporting Pulse Fees Storage Expenses Team Allowances Technology Training Trophies Medals Photos Umpiring Charges Utilities YJFL Team Fees Total Expense	$\begin{array}{c} 250\\ 640\\ 507\\ 732\\ 2,780\\ 5,000\\ 1,558\\ 1,000\\ 9,456\\ 4,233\\ 3,440\\ 273\\ 581\\ 392\\ 3,188\\ 3,851\\ 1,260\\ 1,768\\ 1,083\\ 6,558\\ 6,038\\ 8,729\\ 3,575\\ 16,039\\ 82,930\\ \end{array}$
Net Ordinary Income		31,081
Net Income		31,081

#### Balance Sheet 4.3

# Brunswick Junior Football Club As of September 30, 2018

#### ASSETS

Current Assets				
	Chequing/Sav	vings		
		NAB Bank Account	76,858	
		Total Chequing/Savings	76,858	
	Other Current		40.050	
		Apparel & Merchandise	13,258	
		Sundry Debtors Total Other Current Assets	<u>2,115</u> 15,373	
		Total Other Guilent Assets	15,575	
		Total Current Assets	92,232	
	Fixed Assets			
		Plant and Equipment	8,827	
		Total Fixed Assets	8,827	
		TOTAL ASSETS	101,059	
LIABILITIES				
Current Liabilities	Other Current Liabilities			
	Clifton Lights Commitment 2,87			
		GST Payable	3,174	
		Sundry creditors	6,129	
	Т	otal Other Current Liabilities	12,181	
		Total Current Liabilities	12,181	
		TOTAL LIABILITIES	12,181	
		NET ASSETS	88,877	
EQUITY				
		Retained Earnings	57,796	
		Net Income	31,081	
		TOTAL EQUITY	88,877	

## 5. Football Operations Report - Anthony McIntosh

## 5.1 High performance pre-season training sessions

David Buttifant - highly credentialed ex-AFL strength & conditioning coach was sourced and engaged to run pre-season program for higher performing players;

The purpose in part was to develop an elite playing culture. We had 33 participants and the program received good feedback.

**Recommendation:** That the program be offered in the lead up to 2019, and a separate stream be offered to Dragons' high performing girls.

## 5.2 Pre-season training

Preseason commenced in late February for most teams, with Gillon Oval, Clifton Park & Fleming Park used for training throughout the year.

Registration Day was held in early February. Moderate success - reasonable turnout of girls, along with excellent support from Renegades players; low numbers of direct registrations.

**Recommendation:** That the Come'N'Try Day be run as a girls' recruitment initiative.

## 5.3 Practice games

The start of the 2018 season was disrupted start due to early Easter and an inability to source grounds. As a result, few practice games were organised (most other teams & leagues in same position). Some practice games were able to be arranged with West Coburg – as the result of great co-operation between the two clubs.

## 5.4 Mid-season friendly practice game

The Dragons were approached in 2018 to host the U14s Canning Vale JFC (Western Australia) for a friendly match during a visit they had planned to Melbourne. The friendly match was held during the July school holidays and was a great success.

It is hoped this will develop this into an annual event.

**Recommendation:** This initiative is continued and developed into a mid-season tradition.

## 5.5 Registrations

We continued to use the services of a paid Registrar in 2018, who performed the bulk of administrative tasks. Vital statistics;

- Player numbers: 340; male 281 v female 59;
- Teams 15.
  - The U18 girls almost succeeded; try again in 2019;
  - New U12 girls' team;
  - Strong numbers for girls' teams;
  - Scope for additional girls' team in 2019;
- Team numbers the club tried hard to accommodate as many players as possible;
  - Finding the balance when player numbers are approximately 30: to form one large team, or 2 smaller teams?
  - There was some negative feedback from parents & coaches of teams with high numbers of players;
- Transfers: 12 to BJFC; 14 transfers away from BJFC.

**Recommendation:** The Registrar roles be undertaken by two unpaid volunteers with direct connection with the club; that U18 girls' team be attempted again in 2019.

## 5.6 Equipment

- Monash Storage effective & convenient
- Large ball orders of approx. \$5k
- Lots of equipment missing from previous year, particularly drink bottles & holders.

## 5.7 Coaching

The club had a full complement of coaches for teams in 2018 and most coaching roles filled heading into 2019;

- 3 X U19s boys keen to coach U8s;
- U12s has multiple parties expressing interest;

For the first time in 2018 we appointed a Director of Coaching in a paid position, Luke O'Connell. This role provided valuable support, feedback and guidance for coaches. There is scope to grow the role & have more oversight - almost all coaches indicated a desire to continue in 2019.

The Coach Survey (see section 2) indicated that most coaches found the 2018 season rewarding but challenging. Most issues of concern involve managing parents, and the diversity of players.

Developing a sense of 'club' amongst coaches needs to be focus for 2019 and finding the balance between participation and competition is difficult for coaches.

**Recommendation:** The Director of Coaching role be encouraged to realise full scope of responsibilities.

## 5.8 Outstanding team & individual performances:

The Dragons value participation and inclusion, and we also strive for excellence in skill development. Some of our outstanding players were invited to play in the YJFL Representative Squad teams, and we congratulate;

Under 15 Boys: David Marchione Under 15 Girls: Rosie Jones Under 16 Boys: George Kelly, Luc Scutella Under 12 Intraleague Boys: Alistair McQuire, Joshua Kroger Under 12 Intraleague Girls: Tui Potter, Alice McCarthy

Other notable highlights and challenges this season are;

- 4 teams made the finals;
- U14 boys contested the grand final;
- 17 players polled top 10 in the YJFL Best & Fairest Award for their Division; 2 players won the B&F in their respective Divisions: Joshua Kroger (U12 Red) and Nathan McIntosh (U13 Black). Congratulations to both players on their fine achievements.
- A number of Colts players were regularly called upon to play in the U19s team, and on the odd occasion, to play in the Brunswick Seniors. While this is affirmation of the high calibre of players in the Colts, caution is required in future so as to not exhaust these players, expose them to unnecessary injury risk, or negatively impact enthusiasm for the game.

**Recommendation;** The BJFC draft a policy to address the club's duty of care to those Colts players invited to play in higher grades (U19s, Club XIII, Reserves or Seniors). This includes the requirement for parental consent, senior club compliance with Child Safety Requirements and a high level of co-ordination with the Colts coach.

## 6. Strategy, Website, AFL Gold Standard - Melissa Seto

## 6.1 Strategic Plan

At the end of 2017, a very new committee discovered that our club's strategy, which had served us well was due for renewal. A range of workshops were undertaken to assess the achievement of the previous strategy (almost all objectives achieved), and to draft a refreshed club strategic plan.

- Draft Strategy created
- Drafted Roles & responsibilities based on the outcomes of the workshops with associated sub-committee governance structure

• Reviewed Operational plan in line with updated Strategy & Roles

#### Recommendations;

New committee members are inducted to the strategy and roles & responsibilities Recruitment to continue post AGM for non-filled roles Operational Plan to be reviewed by role-holders with tasks

## 6.2 Website Review

The Committee conducted club IT review to understand the multitude of technology being used across the club. We also reviewed the website and undertook "urgent" website content updates. The website needs a complete overhaul, to align with the Seniors site for sponsorship coordination and to streamline apparel and merchandise.

#### Recommendations

Site be migrated to Wordpress from Squarespace to integrate with the BFC site

Migrate finance system to cloud based tool for better controls

Automate apparel/merchandise purchasing through website

Develop a system administrator role and back up person

## 6.3 AFL Community Gold Standard

The club undertook an investigation of what would be required to become a Gold Standard AFL Club. One requirement of this is to use TidyHQ as a club management platform. As a result we;

- Implemented a proof of concept of TidyHQ, recommended AFL Community Gold Standard Governance tool
- Loaded committee members for use of activities
- Loaded endorsed club roles
- Developing operational plan in a structure to load

#### Recommendations

Induct new committee members to use TidyHQ

Create new membership categories in TidyHQ to track different class of members

## 7. Sponsorship - Beth Scott

Sponsorship was a major area of achievement in 2018, and a significant contributor to our solid financial performance, which allows us to minimise fees for members. We refined the sponsorship definition and the equity of exposure and sponsorship value and this framework was applied across all sponsorship arrangements this season. All new sponsors are now asked for a cash contribution to support our future plans for the club, this is a significant change to previous seasons. As well as this there has been significant work done with the Seniors to identify sponsorship opportunities that we can collaboratively work together on. As a result, we gained a small sponsorship from The Victoria Hotel, in line with the Seniors relationship and we negotiated Nelson Alexander sponsorship with a "One Club" approach. Initial meeting with Blue Rock was held. We are meeting with the Seniors in October to review and plan for next season's sponsorship relationships.

The BJFC would like to acknowledge and thank the following sponsors for their invaluable contribution to our club;

<u>Major Sponsors</u> – Green Refectory, Nelson Alexander, The Victoria Hotel, Mess Hall, Back in Motion, La Manna Fresh Brunswick.

**Event Sponsors** – Green Refectory, Moppity Wines, Mr. Burger, The Grandview, Post Mistress, Carlton FC, Mess Hall, Welcome to Thornbury, Bunnings, Mouthguard man, The Victoria Hotel. These include the collection of prizes and donations contributed to the One Club Ball, Trivia Night and Presentation day.

All Saints Coterie group sponsored the annual player medals and awards. We confirmed a new arrangement for the Coterie, where any junior parent joining the Coterie will see a remittance of \$100 going towards the Junior Club. This potential has not been fully realised yet with only two parents joining for the season. We can now offer the Coterie membership as part of our Sponsorship package.

• Total season 2018 \$ = \$3,400 Direct Coterie income (not medals) = \$200

Additional in kind and supplies sponsorship estimated to be approximately \$8,000 this includes food and beverages for events and prizes provided for fundraising over the season.

End of season raffle – one player membership for 2019 proved to be a very successful prize, drawing interest across the club for tickets. \$1460 in ticket sales.

Nelson Alexander delivered a 10,000 mail out to try and activate our club and promote football. They will also assist us with a pre-season flyer drop and boards for our girls' football and club registration promotions. \$50 supporter/social Membership and \$300 Coterie: Low cost and not fully realised this season. Promotion plan for next season – monthly promo, preseason Christmas gift, promo in registration communication.

In progress and still to finalise for 2019;

- Blue Rock, Monash Self Storage and Moreland Energy Foundation
- Bunnings offer to be confirmed re kitchen, secondary proposal finalised (in discussion with the Brunswick Community Sports Club and all associated clubs) and submitted, it is in consultation phase.

**Recommendation:** We encourage all members to proactively seek out and refer potential sponsors.

# 8. Community Development – including Auskick and Carlton FC - Beth Scott

We have further built our relationship with Auskick through regular checking in throughout season. To support Auskick with their ground availability issues, we hosted several Gillon Under lights nights which included;

- $\circ$   $\,$  chance for Auskickers to play at night and be part of our Friday nights at the Gillon
- coordinating Senior and Junior players to be part of the drills and development activities
- BJFC welcome
- o raffle

In addition we;

- Attended Saturday session to promote BJFC
- Season recap and review to be completed.
- In 2018, there were 57 players in Grade 1. Therefore, the 2019 U8 age group may well anticipate up to three teams (up from one in 2018).

Count of School Gra	de	Column Labe		
Row Labels	•	Female	Male	Grand Total
KINDER		4	22	26
PREP		5	43	48
1		10	47	57
2		7	13	20
3			4	4
4		1		1
5		1		1
Grand Total		28	129	157

Another potentially important relationship is with Carlton Football Club (CFC). In the past we have had some support, and there was a specific focus to build and increase our relationship with them in 2018. This was partly successful despite CFC undergoing some internal structural changes. Relationship development will be continued in 2019 AFLM & AFLW once CFC appoint a new Community Engagement Officer.

## 9. Female Participation - Melissa Seto, Beth Scott

The number of girls and women involved in footy across our club has grown over the past 12 months. We have a very proactive sub-committee who are driving a range of initiatives for 2019 to build on the achievements of 2018. The 2018 efforts focused on;

- Relationship building across other clubs, across the Seniors at Brunswick and with Moreland Council
- Girls football roundtables organised by Moreland Council
- YJFL development coaching
- Jess Finlay Moreland Community nomination raise profile of girls' football at the Dragons

**Recommendation:** Continue to challenge attitudes and behaviours towards female football, including encouraging more women in on-field activities. The Girls Footy "get around it" will support attracting more females to give it a go, upskilling females in the club and give them confidence to put their hand up for more "on field" voluntary positions.

## 10. Diversity - Melissa Seto

We need to work on education & awareness of diversity, in order to ensure we do it well. This year we placed a greater emphasis on the Indigenous Round than in past years.

Some of the things we trialed included;

- Indigenous flags obtained from Moreland Council
- Welcome to Country and comms leading up to the round provided to TMs by Lisa Geerlings
- Briefed opposition teams who were provided with flags and information before the commencement of each game
- Met with Moreland Council diversity officer
- Message on scoreboard to state that Brunswick Dragons celebrate Indigenous Players and their heritage

**Recommendation:** Continue to promote Indigenous Round. Diversity should have a specific representative to lead this agenda, who sits on the committee next season.

## 11. Grants & Nominations - Beth Scott

Grants secured this year;

- Defibrillators for Sporting Clubs and Facilities Program 2015-19. The defibrillator is for Clifton Park. The Dragons acknowledge Chris Cimoli for his assistance.
- Moreland Council Community Girls Football "Get Around It" grant secured with thanks to a partnership with the Renegades. In excess of \$2600, to be expended by 30 June 2019.
- Sporting Club Grants Program 2018-19 Round 1: Category Skill Development. \$1978 secured to assist with Dragons coaching programs.
- Committee Development
- Bunnings bathroom improvements grant secured (quantum yet to be advised).

### Nominations submitted:

- Jess Finlay contribution to female football through the EDFL.
- Jess Finlay nomination contribution to women's and girls' football Moreland Council.
- https://www.sportaus.gov.au/grants\_and\_funding. Grant close: 14 September 2018 Announcement Period: 1 November 2018 onwards – Grant writers will assist \$550 outlay + cap of \$2500 if we are successful.
- Great amount of data collection and quotes from Pete Hevey, Tim Lumsden and Ron Sahlberg (Brunswick Cricket Club), Tim Purdey (Brunswick Cricket and Footy Clubs) Kathy Prior (Brunswick Netball Club), Jenny Wishart (Brunswick Auskick) and thanks to Greg Banova (BJFC) for last minute requests for more data.
- Letters of recommendation received from the Yarra Junior Football League, Victorian Amateur Football Association and Moreland City Council.

## 12. Umpire Manager's Report - Ray McKenzie

## 12.1 BJFC Junior Umpire Program

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

The main features of the program are:

- Club umpires are paid by the club (\$40 per game).
- Umpires should be turning 14 or older in the season they commence umpiring.

All new BJFC umpires are supported with a range of training opportunities and materials:

 Umpires attend a training session at the YJFL Headquarters at Bulleen Park at the beginning of the season. Another online accreditation endorsed by the YJFL is also currently being developed.

- New umpires shadow experienced umpires during practice matches at the start of the season and during the grading games in the first four home and away rounds. Shadowing for 4 matches is normally considered the minimum to obtain enough experience and confidence before officiating a full game on their own.
- Supplementary training is provided as required throughout the season. One avenue for this is umpiring the scratch matches for the U8-U10 teams at Friday night training.
- YJFL Umpires Manual, Supplementary Rules and guidelines are provided via the Umpire Manager including updates throughout the season.
- The Umpire Manager regularly attends U8-U10 matches to observe umpires and provide feedback throughout the season.

Junior Umpires may also express interest in participating the YJFL umpiring program either directly or via the Junior Umpire Manager. In this case they will umpire higher age division games which may or may not involve a Brunswick team. For 2018, two umpires participated almost exclusively in the YJFL program via the Junior Umpire Manager, receiving excellent feedback and being selected to umpire in the first week of the finals based on their excellent performance.

## 12.2 Umpiring Season 2018

## **Umpire Numbers**

In season 2018 there were 8 umpires who nominated for the junior program, made up of 7 returning umpires from the 2017 squad and one new nominee. Subsequently one umpire decided not to continue with the program leaving a squad of 7 umpires.

Following on from the experience of 2017, this was considered an adequate number of umpires to ensure all games were covered each weekend while only having one or two umpires who missed each weekend. On this basis it was decided not to issue a general call to all junior players to nominate for the program as had been done in previous years but resulted in the program being oversubscribed.

## **Umpire Performance**

The season progressed incident free for our umpires with no formal matters requiring to be resolved. All games were attended in a timely and organised fashion, occasionally a replacement was required to fill a vacancy due to illness or unforeseen circumstance and this was always organised with enough notice to all concerned.

Feedback from parents and coaches (especially for those umpires attending Friday night training with U8-U10) has been very good, and excellent for our umpires officiating for the YJFL in higher age games both at and away from Gillon oval (and were invited back for finals duties). 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.

Occasionally, crowd comments have been noted by some umpires or our own parent groups. Having attended many of the games myself, my impression is that this mostly arises from parents being unaware of the modified rules in the YJFL at this age level. Umpires have been instructed to convey some of the rule specifics at the team huddles prior to the game, and during the game while making the calls, which has assisted parents understand how the junior game is officiated. Club communications to the parent body were issued to reinforce the importance of good parent behaviour and the need to support our junior umpires.

#### Umpire Rostering

With reduced numbers of home matches for some rounds for a variety of reasons (Tackers days, multiple byes, lightning premiership for U10s in Round 15), there are one or two spare umpires every week who did not get a game to umpire. Overall, all umpires managed at least 12 or so games unless impacted by their own availability due to illness, playing or other commitments. Umpiring opportunities with the YJFL for two of our umpires generated more paid umpiring opportunities for those undertaking regular club umpire duties. One umpire was also engaged for the Auskick carnival between BJFC and Carlton Auskick on a Saturday morning after the season proper had concluded.

## 12.3 Junior Umpiring Program Outlook for Season 2019

Overall, I consider the program for 2018 to have been quite successful and look forward to an equally good season next year. However, feedback or any ideas about the way the program could be improved is always welcome.

There were several expressions of interest, especially from female players, to join the program in season 2019. Subject to meeting the requirements of the program outlined above, this is very welcome. Accordingly, the Dragons acknowledge and applaud efforts by the YJFL to encourage more female umpires. The actual number of new umpires required for the program is determined by a number of factors including:

- Number of U8-U10 teams fielded by BJFC (and hence the number of games requiring to be officiated each week)
- Number of returning umpires in the program (priority is given to returning umpires)
- Number of umpires going onto officiate for YJFL each week (this is an area in particular that could be expanded
- Umpires' playing commitments (generally, the younger the umpire, the closer in time their own match is in relation to the match they might umpire this can make them unavailable and requires that at least a few older umpires are available to officiate in any U9 or U10 games in the 11:30 time slot)

Subject to all these considerations, if there is room in the program in 2019, a general call to the whole BJFC playing community will be issued early in 2019.

## 13. Hospitality & social events - Kim Tully

## 13.1 Bar

### Activities;

- Purchasing alcohol on a weekly basis or as needed.
- Tallying of night takings, banking accordingly
- Keeping record of expenditure and takings sharing with Treasurer on a weekly basis
- Owner of EFTPOS
- Liaising with Pete (Seniors) on a regular basis for any issues.

#### Positives

- Approx. net profit of \$3,716
- Introduced a great community environment every Friday night, cohesive. Worked well with canteen opening every Friday night, presentation night and Trivia Night.

#### Negatives

- Lisa and Kim having to be cleaners EVERY Friday night after everyone left.
- No one else with RSA's to assist if Lisa and Kim were on holidays.

#### **Recommendations:**

Sponsorship or part donation of soft drink, juices and alcohol will lead to higher margins.

Limited volunteers with RSA qualifications. Identify and train some additional volunteers to assist with the bar.

Evaluate the cost/benefit of a paid cleaner for Friday nights.

## 13.2 Coffee Cart

Ben and Wendy from Want Coffee!! were highly recommended via another coffee cart provider.

- Once a week, a copy of the fixture was text to them to ensure they had enough supplies
- Timely social media via Team App and Facebook posts of the cart's presence.

### Positives

- ALL POSITIVES!! The self-sufficient, professional couple were a magnificent asset to Gillon Oval every Sunday night and a great success.
- Want coffee!! donated 50 cents for every beverage sold which gave us a total, zero effort profit of approx. \$390.

#### Negatives

• Due to low numbers/sales, they would usually leave around 2pm as the majority of patrons are not looking for coffee that late in the afternoon. The canteen always offered instant tea and coffee as required.

**Recommendation:** Want Coffee!! Are very keen to continue business with the club in 2019 and we should sign them up.

## 13.3 Trivia Night

The Trivia Night, held 4th August in the club social rooms, was a great success. We achieved exactly what we wanted to achieve: a great night out for parents, some good prizes & raffles to be won, a wonderful Trivia Master (Jacob Murray-White who kindly donated his time and expertise) and a little profit had.

We used Try Booking for tickets. \$20 per ticket. A total of 56 parents attended. Raffle tickets were sold at \$2 each.

If event is to be repeated, bear in mind that consultation needs to be had with the Seniors & Women's to ensure they are not playing at Gillon. We used Gillon because of the no cost factor and this event was a first and weren't sure if it would be successful.

Alcohol was kindly donated by Mr. Burger (Blue Rock) and Hoppity Wines.

Lots of advertising, reminders and posters were deployed for the night via Team App, Facebook and at the club rooms.

The event was BYO food, which kept logistics to a minimum. Most bought pizzas, although a few local businesses were contacted to find if they would be interested in assisting us with Uber Eats to pre-book food. This did not eventuate.

It was a relatively easy night to organise although a very small band of volunteers put it all together. Perhaps if more volunteers put their hands up for the next trivia night, it could be a bigger event. Expenses were low due to alcohol donations.

Profit \$2,230 which we are hoping will go towards an upgrade for the club toilets.

**Recommendation:** Has potential to be a much bigger event if that is the direction the social aspect of the club would like to follow.

## 13.4 Canteen - Lisa Croft

The canteen was open every Friday night and Sunday throughout the home and away season and provided the club with an opportunity to raise income.

The past two years have seen the club pay for a canteen manager supported by volunteers in the committee and we expect this practice to continue.

Friday nights provide an opportunity for players, family and friends to enjoy a light meal throughout and after training. We have watched this grow throughout the 2018 season into a valued social night particularly for the team's training that evening. Friday nights are now referred to as Fuss Free Fridays and also provides the opportunity to meet new friends and enjoy a beverage from the bar after a long week of work.

On Sundays, the canteen is open to cater for all games played on that day offering breakfast and lunch. Our aim is to offer customers healthy light meals and snacks where possible however also realise the need to supply football staples such as hotdogs and sweet treats.

The success of the canteen also relies heavily on volunteers rostered from teams for both Fridays and Sundays. This was a little hit and miss this year and will need to be reviewed for the 2019 season.

Committee volunteers work together with the canteen manager and assist with menus, food costs, budgets, waste initiatives, rosters and stock control. Committee volunteers ensure the drink fridges, canteen staples and snacks are purchased at a competitive price, sourcing stock from Costco, Campbell's cash & carry and local providers. Stock is kept at a minimum due to weekly turnover, storage limitations, and the aim to prevent theft.

The canteen is a great place to meet new friends and contribute to the club's success.

## 13.5 Merchandise - Kim Tully

Uniforms and Merchandise is a massive task for one person, particularly given the error made from our supplier with playing jumpers not supplied on time for Round 1. Some of the issues are;

- Not enough room for stock at clubrooms so it was stored in Kim's home.
- Registrar needs to be in constant contact with the Merchandise person which was not occurring, difficult to ascertain which player was playing in which team, Team Manager would have different information to what Kim had. Numbering system very complex
- Met with Sportsmart early in the year however due to constrictions of licensing and the quality of their product, as well as limitations of benefits for the club did not proceed.
- Tried a new approach with merch purchasing beanies, sports bags and caps and scarves. All sold out and were handy for raffles at the Trivia night and Presentation Day. Great feedback from parents and players on the quality and great to see more purple out there.
- Selling merch on Sunday's proved very successful in moving products
- Stocktake completed with approx. \$12.5k in stock this is all appropriately sized and stored at Monash which will make it very easy for the apparel manager to see what is available when it comes time to order for 2019.

#### **Recommendations**:

Registrar needs a definite cutoff date for registrations to allow for ordering uniforms.

Include an online shop as part of the new website.

Player jumpers are the most complex and time-consuming aspect of this role, especially jumper numbers. Undertake a full review of options for managing player jumpers in the most efficient way possible, including research into how other clubs manage this.

## 14. Child Safety Report - John Deininger

The Committee developed a child safety policy together with associated guidelines, which was subsequently endorsed. The child safety space is a rapidly evolving area and community-based sporting organisations like the Dragons will be required to pay close attention to Government policy settings, and how they affect the regulatory environment. It is anticipated that compliance will require increasing levels of financial and human resources from year. Notwithstanding the regulatory complexities, the club should not lose sight of the fact that the purpose for child safety policies, rules, guidelines and legislation is to minimise risk and to protect our club's greatest asset: its players.

## Recommendation:

The policy and guidelines be fully implemented, promoted and displayed more prominently to players and families.

That individuals familiar with child safety legislation, policy, practices and regulations be encouraged to assist the Committee in this area.

## 15. Director of Coaching & Team Reports - Anthony McIntosh

## 15.1 Director of Coaching - Luke O'Connell

New head coaches in 2018 were: John Murphy (U8), James Potter (U12 Girls), Matthew Watson (U13), Domenic Perrone (U15), John Ross (U17).

While all coaches have indicated they are prepared to return in 2019 there is a need to make sure the club is identifying those interested in coaching, particularly female coaches, and providing opportunities and support when they step forward.

A coaching pathway, particularly for female coaches, has been discussed and would be worth building in the approach to the 2019 season.

### **Coach Support and Mentoring**

As the Coaching Director in 2018 my focus was on education and development through feedback and mentoring. As a result, formal assessments of coaches were replaced with training assistance, and individual feedback and mentoring. This was done in person at training and game days, as well as by phone and email.

For some coaches this was light touch, and in other cases there was a higher level of contact to help with specific needs or situations.

#### Training for 2018

- U8s to U10s Friday night at Gillon Oval
- U12 to U14 Boys Wednesday night at Fleming Reserve
- U12 and U15 Girls -Wednesday night at Gillon Oval
- U15 Boys Tuesday night at Gillon Oval
- Colts Thursday night at Gillon Oval

While Friday nights are busy at AG Gillon Oval the sessions are well spaced and the coaches make the most of the space they have. Fleming Reserve provides some challenges with lighting and local dog walkers on the field during the session. If in the same situation in 2019 the coaches will work together to stagger trainings in a way to allow each team access to most of the ground for a portion of their session.

### Training in 2019

Access to additional grounds in 2019 will be important to manage any additional girl's teams, as well as providing the opportunity for two sessions a week for some teams. The erection of new lights at Clifton Oval in time for the 2019 season will greatly enhance the club's ground capacity, particularly for training. Further, it facilitates players and their families to access the Gillon Oval social club facilities after training enhancing engagement with the club. This is a discussion point for the club as we seek to build the development opportunities for the players and increase the capacity for success in against teams that already train twice a week in most age groups.

#### **Coaches Meetings**

There were three general meetings for all coaches held in March, June and August. March was a practical session taking the coaches through skill acquisition and development progressions, linkable and scalable drills and activities across age groups, as well as providing solutions to individual questions from the coaches.

In June there was a round table discussion focused on providing general feedback from training and game day observations, advice and ideas to assist the coaches in key areas, and a general discussion for coaches to raise issues or challenges they were facing.

The review meeting in August provided the coaches a chance to discuss the successes, the challenges and their needs for next season. This session was well attended and demonstrated the potential for camaraderie amongst the coaches as well as generating a number of ideas to be implemented in 2019. A report has been generated from this meeting to frame planning for next season and will be provided to the committee.

### Training and Match Day Reviews

All coaches were observed during one training session with most being observed twice or more during the year. All coaches were also observed for a full game in the first half of the season and then again later in the year.

As well as observation and feedback I was available to assist or run training sessions, which we did with U12 and U15 girls, and the U13 and U14 boys, and to help develop training plans and drills. Most discussions with coaches revolved around providing drills and technical assistance. The conduct of all coaches when observed was excellent and the care for their players was clearly evident.

## Grading

The grading process whereby teams are placed in a particular division is driven by the YJFL, with the some opportunity for input by clubs. In 2018, several Dragons teams were not competitive having been placed in their graded division and suffered a series of heavy defeats. Player enthusiasm for the club, team and game noticeably suffer. The Dragons are advised to advocate more assertively to the YJFL to secure grading outcomes better suited to the capabilities of the teams concerned. The operational plan has been amended to ensure early communication to coaches and stronger advocacy to the YJFL.

## Streaming

The progression of two U12 teams up to U13s for 2019 flagged the requirement for the Dragons to align its player allocations to one advocated by the YJFL. Both U12 teams have remained essentially unchanged since their formation several years ago; further, the 'Purple' team had been consistently graded higher than the 'White' team. Thus the Committee considered it appropriate for the coaches of these teams to offer the opportunity for players to move between teams for the purposes of better matching their ability. While few/no players took up the offer (at time of writing), the Committee considered this an important precedent for future age groups with multiple teams moving into U13s.

It's important to note that:

- The YJFL are strongly supportive of clubs 'streaming' their teams (ie selecting higher and lower performing teams) at U13 level and above;
- YJFL clubs larger than Brunswick JFC adopt this approach;
- The Dragon's current 'Team Allocation Policy' is effective in supporting streaming, should it be desired in future.

## 15.2 Girls Football Development - Melissa Seto

We fielded U12, U15 teams in 2018 and through the tireless enthusiasm of the coaches, both teams had very healthy team lists of approximately 26 players. We've also been working diligently on strengthening the pathway to the Seniors women's teams, having developed a relationship between the U12 girls and the Renegades.

The Girls Football Development Subcommittee has been created and we have a representative from the Brunswick Dragons at the league level, have been attending Girls football meetings

with the YJFL and EDFL teams and looking outside of AFL for knowledge and inspiration in terms of coaching and development of girls – eg attending a Female coaches business network and building other relationships which will strengthen our knowledge and skill.

A representative of the Club participated in Moreland Active Girls Football Workshop to inform participation and recruitment.

#### **Recommendations:**

Recruit female coaches for the older age groups even if it means paying.

Coaching focus on girl specific exercises as part of program

Continue to the momentum of this work and ensure we confirm a strategy for 2019, that we can lead across the club.

Work towards Girls teams in U10, U12, U13, U15, U16 for 2019

## 15.3 U8: John Murphy & Peter Lalor

It was great to see a group of young kids go from enthusiastic individuals to a group that worked and played as a team, enjoying the successes of their teammates.

Key focuses this year were:

- 1. Having fun;
- 2. Developing skills;
- 3. Working as a team and for each other; and
- 4. Being accountable (or shadowing).

All of these elements are interlinked and as we worked on these aspects the players grew not only as individuals but also as a team.

As part of our development the players were rotated through the zones each quarter. This meant time in the backline, midfield, forward and bench/opposition each week. This allowed them to understand the different roles that they and their teammates are required to play week in and week out.

We began by developing the basic skills of marking, kicking and handballing and also being accountable (shadowing) and communicating. As the season progressed, we worked more on team elements, including being prepared to give to a teammate in a better position; bringing others into the game; tackling, moving the ball on quickly; setting up at contests and importantly communicating.

It was great to be out on the field with the players each week and not only to see but also

hear their improvement. It was great to watch the team string together pieces of play, including a few coast to coast goals and rapid ball movement. A real highlight was hearing from opposition coaches and supporters on how the kids played for each other and a team. Their enjoyment and playing within the spirit of the game was also great to watch and noted by many.

Naturally, a team cannot operate without everyone doing their bit. It was great to have Peter as the joint Coach, with wonderful support from Rob and Lachie. All of the parents greatly assisted in ensuring that everything ran smoothly, from ground setup, to scorers, umpire escorts and first aid. Finally, a big thank-you to Kylie; the manager of not only the team and parents but also the coaches.

## 15.4 U9 Whites - Steve Honey

## Coaching and Management

Five new players and their families (Fletcher, Lachlan M, Finn, Tom and Oscar) were warmly welcomed to the 2017 U/8 White team at the start of the year.

Assistant coaching was split between Tom and Dave around travel schedules and along with Nikki's A grade team management worked well. Dan Morgan stepped up to coach in round 10 was hugely appreciated.

All parents pitched in to help this year and no complaints received. Due to Nikki's energy and management there was no confusion around roles and responsibilities and nothing except positivity and support from the parent group.

## Training/Skills

Training was held as a single unit (apart from the other two U/9 teams) and with excellent numbers and support from parents, has meant high enthusiasm with a focus on ground skills, kicking, handball and marking. 'U/10's' style footy was introduced mid-season and was one of the themes for the rest of the year. This included leading into space, marking progressing to holding on to the ball (instead of just hands on) and more focussed ball up strategies.

Learning accurate kicking will continue to be critical. Handball has greatly improved.

### Performance on the field

There has been a marked increase in improvement compared with last year with three games (Bundoora and North Brunswick) where we kicked more goals than the opposition. There are certain teams who are at a much higher stage of development however, and it can be a challenge to keep the kids motivated when the opposition kicks 20 goals to nil (great for resilience of course). Over the course of the year however the goal gap got smaller and an improvement as a team collective was noted by not only our parents but opposition coaches.

#### What went well

The players are becoming a tight unit and are very encouraging to each other. The round robin was an excellent opportunity for the boys to hang out with each other and play between the games. Numbers at training were always high which is a great indicator for how keen the players were this year.

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' from last year have been picked up by the players and are highlighted during the quarter breaks.

The match reports! These reports have been a great way for parents to express themselves and have a bit of fun. Something I looked forward to every week.

#### Areas for improvement

Kicking is clearly the critical skill that needs a focus and also general team play. Some 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.

We are fortunate in our group to have parents who include those who have played 200+ games of suburban footy, others who have extensive, successful junior coaching experiences from other sports and even two former professional footballers. For next year, a better way to tap into that experience should be explored.

## 15.5 U9 Purples - Mick Burke

This year has been a very successful year on and off the track. Parents and players have all shown great commitment to get our team up and about.

Our players are growing up and making good choices on the field looking for the mighty Brunswick Dragons jumper with skills that the other teams in our league worry about.

We will surely be a force for the 2019 season! Keep up the unbelievable fight you kids have got. Go Dragons!

## 15.6 U10 Whites - Matt Broadbent & Scott Brain

We had a great year, won half and lost half, and all our losses were close ones. Winning isn't everything but it's nice for the kids to see reward for their efforts. They continued on from last year and are a really tight knit group who have fun and enjoy hanging out with each other. It took us a few weeks to get the hang of full ground play as opposed to the zones of under 9. Even by the end of the year I still think one of the best things we (coaches) could do for the team was to focus on kids holding their position, making sure there was always someone on each line for when the ball got kicked there.

From a coaching point of view the main focus was on overhead marking, using the hip and shoulder to bump opposition players out of the way, actually picking the ball up, breaking a tackle, and taking the game on with some run and carry. It was nice to see the kids all improving in all these areas. It was also great to have an excellent assistant in Scott Brain, who helped out massively at training and on match days. We split the group up a few times at training which allowed us to teach more of the basics to those that needed it, and more advanced stuff to the better kids. It worked well, and there was no sense of 'us' and 'them' or anything like that.

All in all, a great year, looking forward to next year!

## 15.7 U10 Purple - Jimmy Mastorakos & Damien Connell

After a slow start to the season the under 10 purples are starting to get into the rhythm of the game. Focus has been on supporting teammates and working in groups to get the ball, spreading and leading when we are in possession and finally ensuring we are accountable for our opponent especially in defence.

We have improved in sticking to our positions and structures and had some scintillating pieces of play where we were able to maintain possession and move the ball the length of the ground to score.

We saw some tremendous overall improvement in players skill level over the season . A big focus in training has been as many touches per training with lots of repetitive kicking , handballing and marking drills. We also worked on our positioning on the ground including having players a kick away from the ball and being accountable in defence.

After coming close in a few late comebacks towards the end of the season, it all came together in the second lightning premiership game in the last round of the season. With a massive team effort we easily took care of Greythorn who had the better of us earlier in the season . A great season with a great finish.

## 15.8 U11s - Joe Sabljak & Rod McLennan

The season started with over 30 players registering but at the start of the season we had 28 to choose from. The parents were happy with this as most were returning players and last year we had two sides that were undermanned. I told the players and parents there would be a rostering system and if they wanted a week off we would try and accommodate them. Accordingly, all players missed at least one game.

The start of the season was a bit up and down, we played and lost 3 out of the four grading games and two were top sides who were promoted, and we won the other grading games. As the season progressed we were in a number of games and had a chance to win

most of them. The team gained confidence and skill as the season progressed, near the end of the season we beat two sides that were in the top four one was on top of the ladder at the time.

We had two players that played 50 games with a number more that will achieve this milestone next year. We also had a first year player with limited skills at the start of the year and improve in all aspects of his game. He was voted second in the B&F by the parents. Another player was voted in the top ten players by the YJFL. Overall I feel that the season went well and progress was made with the player skill level and game sense.

## 15.9 U12 Whites - Paul Robertson & Brad Bennetts

2018 was a good year for the U12 Whites: the boys started to find their feet as a team which showed in racking up the wins, handing out a few shellacking's and even reaching the finals.

The players at the start of the season talked through the things they thought were most important:

- trying hard all the time
- being courageous
- encouraging other players
- good skills
- consistently lots of disposals
- regular hard ball gets
- listening to instructions

All the boys improved in each of these areas, with success built on the efforts of a leadership group who trained and played consistently well each week.

Well done to Jack 'the Tackling Machine' Healey, Noah 'the Diesel' Robertson and Ferdie 'Rebound Ace' Faeth for winning the Solid Gold Coaches' Awards for consistently demonstrating all the things that are important to the Whites and to Keir 'Golden Gloves' Lucas and Tom 'Silky Smooth' Berryman for 2nd & 3rd Best & Fairest.

Special congrats to Josh 'The Champ' Kroger who stood up (yet again), as the backbone of the team to win Best & Fairest for the 3rd year in a row, and stood out to win the YJFL Best & Fairest as well.

The number of players who improved significantly was a very encouraging sign of what's in store next year – well done to Hugo 'the Plough' Barsby for overcoming a stack of injuries and Ned 'the Mountain' Stanko for a big lift in effort & commitment to take out the Rising Star awards. Joel Neill grew in stature through the year to become 'The Rock' at full-back and take out the All Saints Coterie Award.

Pressure will be intensifying on other teams next year with a bunch of guys who only just missed out on awards including leading goal-kicker for the year Riley 'Hungry' Wilton, Tom 'Super-Glue' Ayres (who is becoming the key link on the wing between defence and attack), Will

'Iron-man' Phillips (a stand-out in Antarctic conditions at Gillon), Henry 'Maaaaate' Bush (who's higher work-rate at training paid off in dominating the ruck by the end of the year), and Ned 'the Secret Weapon' Bennetts & Wil O 'for Oxygen' O'Halloran who are both on the verge of translating flashes of genuine brilliance into consistent classy performances. Harrison 'Horsepower' Lalor and Jack 'the Joker' Berryman both started to show what they are capable of and, with Abbe 'the Viking' Coenan (now that he's got his 1st year of footy under his belt), will be leading the charge next year.

Finally stand-out efforts for the year were from Tommy 'the Goal Magnet' Walker, Wil 'the Livewire' O'Brien, who epitomised everything the U12 Whites are all about: working hard, always cheerful and showing real courage and determination to stick it out and overcome adversity.

For them and all the Whites the real wins happened in hearts & minds not necessarily just on the scoreboard: thanks to all the boys for an inspirational year. See you in 2019!

## 15.10 U12 Purple - Brendan Geary & Duncan Exton

A terrific year for under 12 purples. We were fortunate to pick up a few new team members and retain nearly all of our children from the previous 4 years. Over the year we had a 50/50 win loss record, missing the finals literally by a ball that hit the inside of a goalpost.

The growth program undertaken by other clubs clearly has not reached Gillon as we seemed to be against even bigger opponents than previous years. Fortunately the skill levels of our players and their endeavour more than compensated.

As coaches we thrilled that everyone involved in game day took their contributions to another level. Our team managers on a number of occasions were kind enough to advise us (when down at 3 Quarter time) of upcoming specially convened Monday board meetings to discuss coaching appointments. Our kids also started to tell us when they felt our request to play one on one against an opposition "gun" might be better directed to another teammate. Leadership takes many forms!!

Our thanks to Greg and the whole committee for your amazing efforts across the year and continued support. To our team managers and all parent helpers many thanks, the coaching bit is the easy job. "It's kids what count".

## 15.11 U12 Girls - James Potter & Melissa Seto

When I signed on to be the U12 girls coach at the start of the year we had six girls on the books. By the end of the year, that number had grown to 25. This in itself represents the amazing success this season represents for women's football at our great club. It was a tough season as we had over half the girls playing above their age group. On top of this, we played in the middle tier of a three-tier competition which meant that we were constantly playing against older, stronger opposition most of whom had played together for seasons. Words can not do justice for the level of admiration and respect that I have for every single one of my girls who pulled on the purple jumper for the Dragons this year. These girls own a small piece of the pioneering platform that women's Australian Rules football is building in this country. They should be amazingly proud of their efforts.

This team will break into two teams next year and they will be more complete and competitive players. If we had of won our last game we would have made the finals and I expect even bigger and better results moving towards 2019 from a very talented and committed group. Our success both on and off the field would never have been possible without the support of all the families. I won't name everyone but the efforts of Manager Liz Wynn and Assistant Coach Mel Seto were quite simply outstanding. Their commitment to the team and the amount of time that these two wonderful individuals sacrificed was the only reason this wonderful story had such a happy ending.

In short, I taught the girls that football is a team sport. They quickly grasped this concept and threw themselves against their opposition to support their teammate standing next to them. Onwards and upwards for girls footy at the Dragons. On a personal level, I am so happy to have played a small part in this process and look forward to coaching the U13 girls team next year.

## 15.12 U13s - Matt Watson & David Jackson

The Under 13's had a terrific year with the group training really hard, and improving across the board. The boys all seemed to have got a lot bigger and stronger over the off season and training drills needed to be extended after underestimation by the coaching staff in the length of the teams kicking at the start of the year!

The team narrowly missed out on the finals, but played some terrific football during the year. Many games were decided by less than a goal and with a bit of luck hopefully those games will go the Dragons way next year.

The team train and play with a strong spirit and plenty of enthusiasm which shows in the exciting brand of football they play. On an individual level it was exciting to have Nathan McIntosh win the league best and fairest, and Chris Parker come third which was great reward for terrific years from each player.

There were some towering marks and inspiring goals kicked by the team over the course of the season - too hard to pick goal and mark of the year, but many in the highlights reel that Cyril Rioli or Jeremy Howe would be proud of! With a talented team this group is one to watch next season - potentially the next Bulldogs, Tigers, or Pies who could quietly climb the ladder on this year.

## 15.13 U14s - Jude Allan & Steve Sinn

2018 was always going to be tough, numbers wise. We lost 4 very good players to other teams which was disappointing. Nothing could have been done about this given they all had legitimate reasons for leaving. So recruiting was the order of the day! Leading into the first round, we managed to recruit 4 new players (Dash, Gok, Miles and Sam). An amazing effort. We thought we were good to go given that took us to 17 players on the roster. We were happy with that as we knew we could borrow players from other Brunswick teams. Then the injuries started a com'n. They were dropping like flies. Freddie (broken wrist), Francesco (broken wrist), Gok (broken wrist) and Hugh (you guessed it, broken wrist). All of these happening in the first 4 or 5 weeks of the season. 17 - 4 = 13 available....that won't do! But it's ok!! The recruiting machine was rolling in the background. Say hello to our newest recruits – Angelo, Francesco (see injury update prior), Herran and Will C. Back to 17 available (21 on the list)!! 8 new recruits total. You beauty!!!

Oh, and we have also been playing a little bit of footy. Pretty good footy at that. Special thanks at this juncture goes to the several players (from u15s and u13s) who have helped us out throughout the season allowing us to put (near full) teams on the park each week. Special thanks to Gabriel Banova who has been a godsend. Helping us out when we have been at our most vulnerable.

The second half of the season continued on in a similar vein to the first. That said, our numbers were a little more stable and we were able to work on, and implement, game plans that would counter the strengths of the other teams. Our wins kept racking up with only one loss in the second half of the season. Amazing stuff all round. Believe it or not, we ended up on top of the ladder at season's end. What an achievement. The movie "Bad News Bears" comes to mind. For some reason, through all the adversity, the team came together and played with vigour and determination to put together an amazing season. The resilience of this side was something to behold. Amazing.

Of course the season wasn't yet over. Finals time. We lost the first game to Ashburton by 3 points. We were in front all day. A momentary lapse in concentration allowed them to kick a goal at the last minute and the game was stolen off us. But what a fantastic game it was. We couldn't have been more proud of their efforts. The preliminary final pitted us against Ivanhoe. We hadn't played them all year so they were an unknown quantity. We were down most of the day but kicked some inspiring goals in the last quarter to come over the top of them. Probably the most enjoyable game I've ever been a part of. Such amazing fight was shown by all the boys that day. It was a whole team effort that got us over the line....maybe the positive by-product of this disrupted and difficult year.

The Grand Final or course was against Ashburton. They had beaten us 3 times this year already. They were a very good side and we needed things to go our way for us to topple them. It wasn't to be. But more prouder of them I could not have been (I note here that 7 of our players would qualify to play for the age group below...crazy!). What a season. It was an emotional day for everyone – coaches, players and parents alike.

Thanks to all for their efforts and support this year and especially to the Brunswick u14s for exemplifying the "Brunswick Way." They should all be very proud of themselves and use this year as a stepping stone for their footballing years to come.

## 15.14 U15 Girls - Cullen Gunn & Jacob Murray-White

The Under 15 Girls had a much improved season in 2018. We had strong turnouts from the beginning of pre-season training, with 11 new players joining the team, only one of whom had previously played footy. We ended up with 27 active players for the year, with 9 Under 15s, 14 Under 14s, and 4 Under 13s. The loss of the Under 17 teams did mean that we were unable to provide football for a number of girls. Notwithstanding, we did commit to letting players continue to join throughout the season, as we strongly believed that should be giving any interested girls the opportunity to play the game was both an obligation and an opportunity to grow the club.

Our year was marked by a strong sense of improvement. Our returning players were able to build on their rookie year and the new players took the game well. Training was well attended, with usually at least 20 players appearing. It was clear, even in our seeding games against the top teams, that we had improved, even though we were a long way off the top Under 15 teams. Following our move into Division 2, we had 5 wins, 6 losses and a draw, followed by a loss in the First Semi Final. Of these 13 games we only suffered 2 heavy defeats, with most games being extremely competitive, and hence highly enjoyable for the team.

We would like to thank our sensational Team Manager, Lucy Jenkins, the ever present Ben Robbins and Michael Simon, our photographers and bus driver Tracy Bentin and Spiro Haritopoulos and all of a truly excellent group of parents.

Finally, of course, we would like to thank the girls for putting up with us and having a go at what has to be described as a very difficult game. We have both enjoyed working with them all and look forward to seeing their continued improvement next year.

## 15.15 U15s - Domenic Perrone & Mick Davis

2018 was a good year for the list of 24 boys in the U15 Division 3 competition. We lost 2 players from the U14 list of 2017 but picked up 5 new players for the Club.

They were;

- Oliver McIlroy first time playing Club football
- Oden Ecob first time playing Club football
- Liam Tout winner of Most Determined in his first season at BJFC
- Dino Koutes Joint B&F winner (with Luc Scutella) in his first season at BJFC

• Jordan Canni – was not going to play at all in 2018, came to BJFC and he and family enjoyed the environment.

Add to this the return from season injury (in 2017) of Zephyr Hooke (3<sup>rd</sup> place getter in B&F U15) and our list was in good shape.

We came out of the blocks well winning our first 6 games to sit equal top of the ladder with wins against the eventual premier (Camberwell) and another finalist (Warrandyte) in those 6 wins. The feeling and confidence amongst the boys was good.

We then dropped 4 games straight with 2 of those losses by 7 & 11 points where errors and missed opportunities to score cost us 2 more wins.

For what it is worth if we win those 2 games alone and all else remains the same we finish equal top. That is how even the comp was in 2018.

Nonetheless the boys stayed upbeat and hit back with 2 more consecutive wins (both at Gillon) including one over the runner up, Park Orchids and the return game v our 7 point loss opponent (Kew Comets) in the run of four outs.

Our second last game of the year v Warrandyte was unfortunately our worst 4 quarter performance of the year. A win would have put us 2 games in the top 4 (guaranteed finals) with one round to go. Looking back, we only played 7 "bad" quarters for the season – 7 out of 56 but in a very competitive division that was enough to cost us finals, ultimately on percentage. For the record we dropped our last game as well to Bulleen Temp who were the only team to beat us twice in 2018 and they too missed the finals. Poor conversion at goal in that game in the first half cost us again but the boys tried hard all game and were against a strengthening wind in the final quarter.

We need to be conscious that as much as we want to win games, play finals and hope to win flags we are still dealing with developing minds and bodies.

If the boys learnt and developed just a little in terms of their own performance and their roles in a team then it was a successful year and I believe this was achieved.

I would like to thank all the players and their families for their efforts during the season that begins well before Round 1.

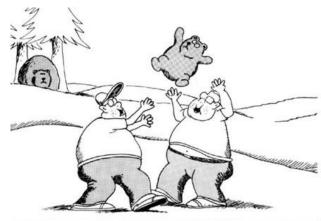
Thanks as well to all the parent helpers that ensured all roles were filled each week at home and away.

Special thanks to Mick Davis (Ass Coach), Mirella & Mario Marchionna (TM) and Tony Scutella (Trainer).

Congratulations to the B&F award winners, 100 game players and YJFL Rep Team members.

## 15.16 Colts - John Ross

Our season got off to an interesting start, with our team playing, Glen Iris twice at Gillon and Park Orchards, twice out there. Both of our games against Glen Iris have been close with us being up during the last quarter but going down by a small margin, each time. Whereas at Park Orchards, they beat us easily the first time. (Coached by Glen Archer,) too smart for J. Ross? But the next time we managed to get up, which was a great effort.



And no one ever heard from the Anderson brothers again.

We train **twice a week** on Thursdays at Gillon and at Princes Park (oval one) on Wednesdays, pinching a bit of ground space from **Carlton's women's team or the under 17 Vic metro team**, this is an interesting set up as there is always something going on, and at the end of each skill session, we run a lap of Princes Park or finish off with some strides on the oval.

We have two new players from Reservoir High School, and both have been valuable inclusions, helping with our numbers and contributing well during matches, we are about to sign another this week. This will help with our numbers which are quite low, we have played one 16 man a side game and twice started with the bare minimum of 18.

We have a sponsorship deal with Roy's Pizza in Melville Road and have had two nights there after training on Thursdays. They donate two large Pizzas a week as awards, so everyone should get one by seasons end.

Our player group have all worked hard to improve their fitness and skills, and it is starting to show in games with more fluent use of the footy during games. The Parent group have been very supportive, and always display behaviour that exemplifies the standards/ guidelines of the YJFL. We are all working hard and enjoying everything that Football brings, fitness, skills, friendships and valuable character lessons.

## 16. Appendix 1 – Auditor's Review



Kearney & Co

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5 November 2018

John Deininger Treasurer Brunswick Junior Football Club Inc PO Box 120 Brunswick West VIC 3055

#### Brunswick Junior Football Club Inc Independent Assurance Practioner's Review Report

Dear John,

We have reviewed the accompanying financial reports of Brunswick Junior Football Club Inc for the year ended 30 September 2018.

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

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

#### **Our Responsibility**

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

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

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

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#### Conclusion

Based on our review, nothing has come to our attention that causes us to believe that these financial reports do not give a true and fair view of, in all material respects, the financial position of Brunswick Junior Football Club Inc as at 30 September 2018 and its financial performance flows for the year then ended in accordance with the Australian Accounting Standards.

Should you have any queries, please contact our office.

Yours sincerely,

ī,

Lachlan Ezard Senior Manager (Accounting)

5/11/2018