



# **2023 ANNUAL REPORT**

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### 2023 BOARD OF DIRECTORS

Chairperson - Kat McMahon  
Director of Administration - Veronica Rankin  
Director of Community & Inclusion - Vacant  
Director of Finance - Vacant, David Nicholas (Acting)  
Junior President - Kristan Wood  
Senior President - Greg Hannon  
Director of Revenue - Wayne Preston  
Director of Communications - Jacqui Phillips

### 2022 JUNIOR COMMITTEE

Junior President – Kristan Wood  
Junior Secretary – Kellie Newton  
Junior Registrar – Carolyn Wood  
Junior Treasurer – Lauren Keelan  
Team Manager Coordinator – Victoria Butler  
Girls Football Co-ordinator – Alex Toomey  
Events Co-ordinator - Emily Papworth  
Auskick Coordinator - Samantha Dunkinson  
Equipment Manager – Michael Allen  
General Committee – Danny Weston

### 2022 SENIOR COMMITTEE

Senior President – Greg Hannon  
Senior Vice-President – Wayne Preston  
Senior Secretary – Grant Bertram  
Senior Treasurer - Andrea LeMarquand  
Football Operation’s Manager (Men’s) - Ashley Johnston  
Football Operation’s Manager (Women’s) – Candyce Wright  
Netball Operation’s Manager – Alisha Clark  
Match Day Operations Manager – Jason Davis/Geoff Bell  
General Committee – Nathan Allen  
General Committee - Sam Dunkinson  
General Committee – Phil Vanderdrift

### Life Members inducted in 2023

Gary Milne  
Greg Krenn

## **VISION**

The Boronia Hawks Football Netball Club is **one club**; working together for success, on and off the field.

## **MISSION STATEMENT**

The Boronia Hawks Football Netball Club is an inclusive and innovative organisation, valuing respect and loyalty to our people and our club. We provide opportunities for anyone wanting to support our sport, business and community.

## **CULTURE & VALUES**

The culture of the Boronia Hawks Football Netball Club is built upon and guided by the following values.

**Loyalty:** We're building a sense of loyalty between people and the club, to build a lifelong connection to Boronia.

**Respect:** We're one club, and we respect our history, our facilities, ourselves and others.

**Inclusion:** We're not just a sporting club; we are a family-friendly community club where everyone is welcomed and included.

**Innovation:** We're always looking at new ways to improve & develop everything we do, both on and off the field.

## **1. CHAIRPERSON - KAT MCMAHON**

What a year 2023 has been. One of the most successful years for the club, our off-field achievements paired with our on-field achievements are unheard of across local football netball clubs. This year came with unique challenges but it is clear that we truly are 'one-club'.

We were due to set our new strategic plan to take us into the next three years. This wasn't achieved, we had lofty goals at the beginning of the year and the reality is we are a volunteer run football netball club and other things arise that needed our focus. In 2024 we will bring this back to the priority list and I'm looking forward to seeing where we take this to continue the growth of our great club.

Four premierships across the junior and senior clubs, with two from our male playing groups and two from our female playing groups. A special inaugural senior women's premiership which hopefully can be added to in the near future. Many individual accolades given to our junior and senior players - a big congratulations to these players. My favourite achievement for the club this year has to be Ellen Johnson winning the EFNL Volunteer of the Year award. I heard Ellen's story for the first time this year, and we are just so lucky to have her as a member of our club. I'm inspired by everything she goes, 'be like Ellen'.

A big thank you to both the Junior and Senior Committees - Flash and Woody, you have pulled together incredible team of people who without them our programs would not be a success. Thank you and well done!

Another big thank you goes to the Hawks Nest Coterie Group - the support we receive every year is so appreciated but especially over the past challenging four years, the club is so thankful for the continued support.

I want to give a big thank you to every volunteer we have - whether you have helped for one hour or many hours, we are not a club without you. We are lucky to have the ultimate combination of quality and quantity of volunteers. With between 200+ volunteers helping in some way every year it makes what we do so much easier.

Finally thank you to the Board of Directors this year - with us losing three tenured board members at the end of 2022 it hasn't been the most conventional year but you have all done an incredible job and glad that you are all going again in 2023. A special thanks to Dave Nicholas, who stepped down formally in 2022 but continued to support acting Finance Director in 2023.

I am looking forward to season 2024, and can't wait for our first home games of 2024 so we can get together and chat all things footy and netball again. Go Hawka!

## **1. DIRECTOR OF ADMINISTRATION – VERONICA RANKIN**

Despite joining the board well into the season, and then nicking off overseas for a couple of months, it's been very interesting and rewarding to see what is involved behind the scenes at the club.

This year was another very successful year on field and off field. The board, committees and volunteers are truly exceptional, creating the basis for this awesome club, and allowing the players across the board to achieve great things.

We continued to develop and maintain a great relationship with Knox Council, who have been very supportive of Boronia Hawks. There were a couple of changes of our contact at the council this year, and moving forward we will continue to work closely with them and a broad range of stakeholders, which is particularly important as we work together on the planning and construction of the new clubrooms.

The EFNL have also been great supporters of our club, as we have been of them. Again, there were some changes in personnel this year, and we continue to develop mutually beneficial relationships with them, which provides opportunities for improvement and development.

We are excited for 2024, which we know will be a big year for the club.

## **1. JUNIOR PRESIDENT – KRISTAN WOOD**

Another very successful year for our Junior Hawks.

We fielded 11 Junior teams in 2023 (Mixed U8, U9, U10, Girls U12, U14, U16 Boys U11, U12, U14, U15, U17.5). 3 of our 8 competitive sides made the grand final with our U14 boys and U16 girls taking home the premierships cups.

We had over 240 registered junior players for the 2nd year in a row.

3 of our players were selected in the EFNL U15 inter-league sides (Cayden Wood, Kate Bourke & Penny Weston). 4 of our players were invited to the EFNL presentation night and all 4 won the best & fairest award for their respective divisions. Congratulations to Julian Bentley(U14D), Cayden Wood (U15B), Kate Bourke (U16C) & Max Collins (U17.5D).

Without the hard work of the junior committee of Kellie, Emily, Lauren, Sam, Carolyn, Danny, Alex, Mike and Victoria none of the above achievements would have been possible. Well done team! This season has once again shown that we truly are one club looking after each other. A couple of issues have arisen this year where I have lent on our Chair and Senior President for help. I really appreciate your support Kat & Flash.

The club has provided free fees for our junior program over the past 3 seasons. This initiative has helped build up our junior teams once again with us now aiming to have 13 teams in 2024. Our challenge now is to progress these teams up the divisions.

Finally I would like to acknowledge our major sponsors for the juniors: Awesome Conveyancing, The Hawks Nest Coterie Group, The Knox Club, GJ Gardner Homes and McDonalds Boronia. Thank you for your support.

Go Hawka!

## 2. SENIOR PRESIDENT – GREG HANNON

We now conclude what has been an amazingly successful 2023 season. With premierships in both our senior men's and women's teams, our club could not have asked for more! To Scott and Matt, well done on an incredible season!

Our success isn't just measured by premierships. We had far more 'event' type functions after home games, we had larger crowds that really enjoyed the quality of the football being showcased, we had more volunteers, we grew our junior club and the joy and success we had on the field were equally shared by our members and supporters. We call this club 'Culture' and our culture is quite special at the moment!

Thank you to our dedicated Coaching Staff, our Committee and Board, Woody's Junior Committee, our supportive Coterie and Sponsors, our team of volunteers, and our incredible list of players, both male and female in football and netball.

Our club continues to grow and with that comes the need for more support and help. If you want to get involved and offer your support in a volunteer capacity, please reach out to me - we need you!

We have already begun planning for next season. We must continue to improve our lists and work diligently to ensure Woody and his Junior Committee get all the support they need to establish really solid foundations for our club to build off in the years ahead.

Go Hawka!

## 1. FINANCE REPORT - DAVID NICHOLAS CPA

I am very pleased to report a successful year for the Club in financial terms. We have recorded a Net Operating Profit of XXXX excluding our non-operating items: grants income XXXX and depreciation XXXX. As I often say, we are a "not-for-profit" community club, and we wish to keep our sports and social activities affordable for members while ensuring that we operate on a sound financial basis.

Our financial position is always attributable to the hard work of our volunteers, including those on the board and committees. These include the sponsorship and raffle teams; our bar staff; canteen, BBQ and meals volunteers; our social event organisers; and our merchandise and uniform team.

The net operating profit derived from these revenue streams was [REDACTED] which offset the operational cost of our core activities - football and netball - with a total cost of [REDACTED]. That provided the Club with a Net Operating Profit of [REDACTED]. A further [REDACTED] income was gained through successful grants applications before we deduct depreciation of [REDACTED] on our assets. This gives us a net loss of [REDACTED], which although disappointing, is largely driven by the significant depreciation cost of our fixed assets and equipment.

We have [REDACTED] in the bank; and fixed assets of [REDACTED]. We have no problems with accounts payable or receivable, with only one sponsor failing to pay in 2023 after the closure of their business. The Club is in a very sound financial position due the generous support of our many loyal sponsors, including the Hawks Nest Coterie Group; our loyal players, who play for the club - not the money; our passionate members and supporters; and the hard-working volunteers. A huge personal thank you from me to Andrea and Lauren, our two terrific treasurers and to the Board members for their support during the year.

## **1. DIRECTOR OF COMMUNICATIONS – JACQUI PHILLIPS**

In the past year, we built upon our previous achievements and made further progress in advancing our branding and communications strategy. Our overarching approach encompassed the fundamental principles and key elements of the BHFNC brand. In our pursuit of brand excellence, we identified the following critical components:

Foundations:

- Brand Identity & Emblem: We defined and preserved the essence of our brand, adding consistency of colours, fonts and design, creating a cohesive and modern visual identity.
- Club Culture & Voice: We cultivated a unified and consistent club culture and tone of voice.

Pillars:

- Uniforms & Club Merchandise: We elevated the aesthetics and representation of our club through our off-field apparel, aligning it with our brand's visual language.
- Digital Presence: We enhanced our online presence by streamlining our social media communications, ensuring a more cohesive and engaging digital experience.
- Content Creation: We consolidated our content creation capabilities and stuck closely to a defined style, colours and fonts..
- Stakeholder Surveys: We gathered valuable feedback from stakeholders, enabling us to make further progress as a club, informed by the insights of those who matter most.

Our communication efforts yielded positive outcomes, with successful dissemination of event announcements, important milestones, and other critical information through our Facebook and Instagram channels, our website, clubrooms, and player groups. Streamlining communications has resulted in improved online engagement.

Recognising the volume of communications required throughout the season, we determined the need to further streamline our communications and to use tools for bulk production of content (where possible) and scheduling posts in advance. We also determined the need for additional volunteers to help manage the workload moving forward. This will ensure that during peak times in the season, the flow of information remains seamless and effective.

Looking ahead, we hold strong aspirations to continually enhance our effectiveness in disseminating information, including the more regular utilisation of email and modernisation of our website. These initiatives will keep us at the forefront of communication practices and reinforce our commitment to delivering a top-tier experience for our members and stakeholders.

## **7. DIRECTOR OF COMMUNITY & INCLUSION – VACANT**

This position was formally vacant in 2023, with Kerryn supporting in the first half of the year and then with respective committees supporting as required in both grants procurement and policies.

This role remains vacant however we will look to fill it and in the meantime have key board and committee members support activity that we need to ensure is completed. Watch this space.

## **2. DIRECTOR OF REVENUE – WAYNE PRESTON**

2023 was a year of consolidating the learnings of 2022.

It was also a year where we could analysis data captured in Square over the past 2 years and identify what is working and what requires more work.

We continued to work hard at our Sponsorship model and experimented with new initiatives such as live music after the game, introduction of a new range of pre-mixed spirits & wine and not to mention our new merchandise range.

Below is a snap shot of the results of our main revenue streams;-

Sponsorship	up 16% on 2022
Fundraising	up 23% on 2022
Bar Sales	up 19% on 2022
BBQ Canteen	up 83% on 2022
Merch & Uniform	up 245% on 2022
Grants	down 47% on 2022 (driven by us not being eligible for grants)
Memberships	down 307% on 2022

Overall I'm pleased to report that we saw a growth in revenue of 10% on 2022, which is a fantastic result.

Thanks to all our loyal members who supported the club in 2023 and I look forward to an even a better 2024!