



2022 ANNUAL REPORT

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2022 BOARD OF DIRECTORS

Chairperson – Scott Nicholas
Director of Administration – Tanya Parkins
Director of Community & Inclusion – KerryNN Westcott
Director of Finance – David Nicholas
Junior President – Kristan Wood
Senior President – Greg Hannon
Director of Revenue – Wayne Preston
Director of Communications – Jacqui Phillips
Director of Insights & Innovation – Kathleen McMahon

2022 JUNIOR COMMITTEE

Junior President – Kristan Wood
Junior Secretary – Kellie Newton/Emily Papworth
Junior Registrar – Carolyn Wood
Junior Treasurer – Lauren Keelan
Team Manager Coordinator – Victoria Butler
Female Football Co-ordinator – Amanda Cellante
Auskick Coordinator - Samantha Dunkinson
General Committee – Michael Allen
General Committee – Scott Walker
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) – Karen Little
Netball Operation's Manager – Ali Gottliebsen
Match Day Operations Manager – Jason Davis
General Committee – Nathan Allen
General Committee – Phil Vanderdrift

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 - SCOTT NICHOLAS

2022, was a year of stability, and a year of growth. Across almost all areas of the club we saw the benefits of consistency in an uninterrupted season for the first time since 2019.

This is significant for a number of reasons; but it was enormously rewarding to see all of our players across football and netball programs back doing what they love, and to see all of our hard-working volunteers back inspiring us with their dedication, their passion and their loyalty.

2022 was also the final year of the club's current Strategic Plan, which was helped us navigate through a number of tumultuous seasons, and assisted the club seek innovative solutions and opportunities for growth and to maintain our varying functions when others could not. Of the 27 key initiatives outlined in the 2020-2022 Strategic Plan, 17/27 have been completed, six remain in progress and four have not been completed. This reflects incredible progress for the club over the past three years across our three Strategic Priorities; *Sport*, *Business* and *Community*.

Some of the highlights of our *Sport* pillar include the significant growth in our Junior Pathway for boys and girls, a substantial coach development program, an innovative approach to football operations and the sustainable growth of our Senior Women's program. In our *Business* pillar we have; developed and strengthened club policies and governance, developed and implemented a Gender Equity Plan, diversified our revenue streams and embedded a cash-less operating system across almost all areas of the club. Finally, through our *Community* pillar we have; continued our connection to families, past players and our critically important Coterie Group, developed strong relationships with our Community Partners, and a long-term agreement with the EFNL to host finals.

I'd like to thank our Board of Directors for their vision in guiding our club forward, we are so fortunate to have highly skilled and dedicated volunteers in our corner. Thank you to Woody, Flash, Kerry, Kat, Jacqui and Wayne for their incredible work over the past 12 months. Special mention to Dave and Tanya who will be finishing in their roles on the Board, both have played a significant role in steering the club through difficult times and their leadership and resilience has been critical in our club's continued growth and will not be easily replaced.

Finally, as I stand down from my role as Chairperson I'd like to thank everyone for their support over the past four seasons. I'm grateful for the opportunity given to me by Woody and the Board in 2018, to lead the club that I have loved so dearly since I started in Auskick in 1996. I've worked with and learnt from incredible people and am proud to see the club in a stronger position than ever before, particularly given the rapid change in community football, growth of women's and girls programs and challenges presented through COVID.

I can't wait to get back into the 2023 season as a volunteer, a coach, a supporter and maybe even a player!

GO HAWKA!

2. DIRECTOR OF ADMINISTRATION – TANYA PARKINS

Was fantastic to complete a full season for 2022 for our players, supporters & committee members and get back to playing footy.

We continued to work closely with council & new council members meant we needed to form strong relationships to have them continue to be supporters of us & all that we are striving to achieve at BHFNC.

This financial year we saw the council grant us funds which enabled us to place fake turf at the players races' at both grounds at Millers & Tormore.

This was of great benefit to our surfaces especially as the winter months took effects on our grounds, & to keep the Tormore Oval in good condition as we prepared for finals hostings.

We hope that 2023 we will get more direction from council as the discussion of new clubrooms continues to be a hot topic.

We continued to work strongly with the EFNL and believe that again great relationships have been built. We are great supporters of the EFNL & appreciate their assistance to us to accommodate our growing football community.

3. JUNIOR PRESIDENT – KRISTAN WOOD

What a fantastic year we have had. Our first full season in 3 long years.

We fielded 11 Junior teams in 2022(Mixed U8, U9, U10, Girls U12, U14, U16 Boys U11, U13, U14, U15, U17.5) and 5 of our 8 competitive sides played finals.

We had 240 registered players which is the first time we have been over 200 junior members since 2015. 5 of our players were invited to the EFNL presentation night for being in the top 5 vote getters of their respective divisions. Well done Reuben Calderon, Xavier Tronson, Joshua Clarke, Cayden Wood & April Dye AND 3 of these players were voted the Best and Fairest for their division. Congratulations to Xavier U11C, Cayden U14C & April U14C. Cayden was also selected in the EFNL U14 boys interleague side which played 2 games over the Queen's Birthday weekend.

Our club was one of 4 nominees for the Gordon Parker award. This award is presented to the Best Conducted Junior Club in the EFNL each year. We didn't win but this is acknowledgement of the great work our junior committee of Kellie, Emily, Lauren, Sam, Carolyn, Danny, Amanda, Mike and Victoria have done this season. As well as all our coach's, team managers, trainers, runners, goals umpires, time keepers etc. So well done everyone!

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!

4. SENIOR PRESIDENT – GREG HANNON

Although, as usual, our season had many ups and downs, I'd argue the ups outweighed the downs! Our senior men got more games and experience into our younger players, our senior women made finals, our Vets had fun and over 40 went on Sticka's Gold Coast health resort camp! Our Netball ball teams look likely to grow, our functions were most successful and our finals hosting campaign once again financially worked to give our club the financial backbone required to move into season 2023.

Congratulations go to 4 most deserving life members whom were inducted in season 2022. Rocket, Cam, Dave and Timmy were all so proud to become life members of the club they all love!



I wish to thank my senior committee for all their efforts this season. What a great team of people we have behind the scenes. Our great coaching staff and all the support staff that support our coaches and players. I also wish to thank our Board and wish those Board members that are standing down the very best as they move into a supporter role at The HAWKA! I particularly wish to thank Tanya, Dave and Scott for all their support of the senior committee over the years!

Next year we welcome Wayne Judge into the vital Director of Football Operations Role. Wayne has essentially already begun this role and has been doing a great job setting up the foundations for next season. We have recruited well and we are all eager to see how we perform in 2023.

Finally, to the many volunteers that keep our club operating so effectively, from Bomma, Leanna, Plugga and Panda in our coterie to Hamburger 1 boys to Horse in the beer tent to Joffa and Sami to Ellen, Billy, Jason and Kenny, what great people we have behind the scenes.

Our lists are strong, we are financially strong and we continue to strive to improve our club! Bring on 2023!!!!

5. FINANCE REPORT - DAVID NICHOLAS CPA

I am very pleased to report another remarkably successful year for the Club in financial terms. We have recorded a Net Profit of  for the year. This has been achieved after a full season of club activities as we came out of COVID restrictions. Our Operating Profit, (excluding Grants Income and Depreciation on Fixed Assets) is a very pleasing result of .

The hosting of the 1st Division Finals Series at Tormore Reserve was a resounding success with a net profit of £1,200 for the Club. This was due to the participation of well supported clubs; extra games due to the five teams in finals rather than four; the favourable weather; and the incredible work of volunteers. Boronia has a well-earned reputation for successful hosting of finals.

Our financial position is attributable to the hard work of our volunteers. These include the sponsorship and raffle committee (Flash, Wayne, Grant and Sam); our bar staff (Bill and Jason); canteen, BBQ and meals by Ellen and her helpers; and our merchandise and uniform team (Tanya, Maria and Karen). The net profit derived from these revenue streams was approximately £1,200 which offset the operational cost of our core activities - football and netball - with a net cost of £1,200. That provided the Club with a Net Operating Profit of £1,200. A further £1,200 income was gained by the expert work of our grants team (Kerryn and Karen) before we deduct depreciation / disposals on our assets of £1,200. This gives us a net profit of £1,200.

We have £1,200 in the bank; and fixed assets of £1,200. We have no problems with accounts payable or receivable. The Club is in a very sound financial position due the generous support of our sponsors, including the Hawks Nest Coterie Group; our loyal players, members, and supporters; and the hard-working volunteers. A huge thank you from me to Andrea and Lauren, our two terrific treasurers.

6. DIRECTOR OF COMMUNICATIONS – JACQUI PHILLIPS

This season we set out to implement an overarching Branding & Communications strategy which encompasses the foundations and pillars of the BHFNC brand. We identified the following:

Foundations

- Brand Identity & Logo
- Club Culture & Tone of Voice

Pillars

- | | |
|----------------------------|-----------------------------|
| • Uniforms & Paraphernalia | • Communications & Content |
| • Website & Blog/News | • Fundraising & Events |
| • Social Media & Digital | • Volunteers & Spokespeople |
| • Emails & Newsletters | • Surveys |

As a way to streamline communications and provide brand cohesiveness, we implemented a Communications Request Form, however, this was seldom used. It became evident that we require brand guidelines that multiple people within the club can reference when developing posters and communications rather than this responsibility sitting with one or two people. We will further develop tools to support this into the upcoming season and work to nominate key people to manage this.

Towards the end of the season, we completed a stakeholder survey in relation to the brand, including the logo and uniform colours. We had a positive level of engagement with approximately 10% of playing members completing the survey, as well as many other stakeholders from across the club. There were very passionate responses both for and against keeping the logo in its current form and varying opinions about the colours of uniform and off-field items. In the end, it was clear that the logo will remain in its current form. Confirmation of this allows us to push ahead with other projects like refreshing merchandise and the website.

We successfully communicated many events, milestones and other important information via our Facebook and Instagram channels, on our website, in the clubrooms and via our player groups. We have further aspirations to refine our communications, particularly how we communicate internally between committees and other stakeholder groups to ensure a good flow of information in a timely manner and to continually grow our effectiveness at communicating information, including using email more regularly.

7. DIRECTOR OF COMMUNITY & INCLUSION – KERRYNN WESTCOTT

Grants – had limited grants we could apply for due to success the year prior and limitations on any capital works as the Tormore redevelopment is planned. In 2023 we will again be able to apply for a range of small

grants. All grants completed have been acquitted including the Knox Council Development Grant (purchase of the Fridge and Freezer) and Boronia revitalisation grant (ice machine).

Child Safe Compliance – the Govt updated the Child Safe Policy with regards to sporting clubs on July 1 2022. EFNL provides some oversight to this sector, but the club is required to ensure that they have a number of matters in play for the 2023 season, including a Child Safe Officer, Training to all coaches, officials and team managers, and updating of the club policies. The document update will occur over the summer break and be in place for Feb and all compulsory training will be scheduled to ensure we can meet compliance.

Updating policies – the expired policies (review should occur every 2 years) will be updated for the 2023 season with assistance from the club. In 2023 we will look for further enhance the club programs, particularly in the female sport sector, through submissions for additional grant funds for projects that serve the BHFNC community.

8. DIRECTOR OF REVENUE – WAYNE PRESTON

Being that it was our first full year since 2019 and the introduction of Square ensured that we could maximise our income and profit.

Our regular events calendar continued to encourage supporters out of our Covid hibernation with highlights being the newly vamped Ladies High Tea, both Player functions and the second of our President's luncheons. We continued to trial new ideas with live music after some home games, player happy hours and the introduction of a promotion tab beer on game day with much success.

Sponsorship hit a record high which provided the club with a good known income at the start of the season for us to work with. This is a critical stream for the club and I can't thank our sponsors enough who continue to support us.

By far the biggest highlight was the Division 1 finals series in which the EFNL tasked us to host all 6 games opposed to the normal 4 games we had got previous years. We are very fortunate to host finals and it comes purely off the back of our dedicated volunteer base and the careful planning by the steering committee lead by David Murrihy. A huge thank you to all of you who helped during the series.

There are however still plenty of opportunities to be had with Memberships outside of players at what I consider to be a low rate. Merchandise was impacted by a review of our brand, but we hope to launch a new look range for next season. Hawka Lotto a success but we only had 73% uptake on numbers sold.

Next year is shaping up to be huge in which we plan to further build on what we have created this year and explore new opportunities.

I look forward in seeing you all down at the club again investing in our 2023 campaign!

9. DIRECTOR OF INSIGHTS AND INNOVATION – KAT McMAHON

There were no major projects delivered under the innovation banner in 2022 however we saw the true potential of the Square implementation from 2020.

Since implementing Square in 2020, we have processed over ██████ worth of sales via the Square terminals and our online website. In 2022 we processed ██████ of sales, almost three times the amount we processed in 2021 ██████. Square has made the tracking of sales easier and created a series of efficiencies across the club. This includes but is not limited to analysis of food and beverages consumed at functions and on game-day to support future ordering and given us the flexibility to manage ticket sales for functions across both the senior and junior clubs all online.

Hosting the Division 1 finals series using Square was a major highlight. Removing cash from all booths was widely adopted and meant we could process spectators at both BBQ and bar locations faster, no doubt leading to more sales.