



## **Tuesday November 26, 2024, McKinnon Hotel**

President Jason Burt (JB)  
Secretary Malcom Roach (MR)  
Minutes taken by Kaylene Simpson (KS)

### Attendees

In attendance at the start of the meeting are 15 (See attached attendees list)

### Apologies

Henry Simon, David Scott, Mike Whitney, Tim Hille, Roger Wood, Clive Singleton, Damian Cleary, Greg Hammond, Alan & Cheryle Burt, Harrison Burt, Greg Holman

### Committee in attendance

Kirstie Edwards (KE)  
Tracey Burt (TB)  
Chris Roach (CR)  
Tim Ashford (TA)

Meeting officially started at 7.03pm

Attendees welcomed by Malcom Roach

## **Agenda following club rules**

**Item 1** – confirm minutes of previous AGM (2023) and any special meeting held since then (there was none).

Minutes are available from the secretary  
Chris Roach confirms minutes as accurate  
Tracey Burt seconded

**Item 2** – receive and consider 2024 annual report

Jason Burt summarises the report highlights  
Thanks to the committee for their contributions  
Summary of the President's report read by Jason Burt

Collective acknowledgement of Bomber (Gary Murray) for his long-term contributions to the club  
Specific acknowledgement to Richard Simon for his fundraising and leadership to secure a new score board and netting behind goals.

Specific recognition to BJ Hardwick (in attendance) for his captaincy leadership

## **Item 3**

Financial report delivered by Jason Burt in absence of treasurer Greg Hammond

Loss of \$12000, a significant improvement on loss of \$30,000 in 2023.  
\$12000 in shares in Murrumbeena bank confirmed today

Specific recognition of Tim Ashford for his excellent sponsorship engagement

Outlook: to achieve a financially sustainable position over the next 3 years to have \$50K in the bank.

#### **Questions –**

**Richard SIMON (RS)** – congratulations on the committee for increasing gender diversity and programs and directions that have rolled out.

Concerned that the report made swipes at the previous committee and felt offended (5 of previous committee still on committee this year). Wording of the last sentence suggested an unsafe club.

**JB** - Our focus this year was strongly on inclusivity. No offence to the previous committee and president was ever intended. Intention was to build on a club that wasn't broken. Change in focus for the committee, and the return of a women's team and the creation of an inclusion and diversity sub-committee.

**RS** - Correction to the annual report required, AFL contributed \$4.5K to the goal netting project. AFL contribution must be acknowledged in public documents.  
Is the report on the website?

**MR** – not yet, have had some technical challenges to upload.

**Alan NAYLOR** - Thanks for the reassurance that we are in a strong financial position, however, expenditure up 30% and income up 30% but large portion of that was shares and grants (for netting). Hasn't been a great rise in income. Expenses at highest level ever been. Effectively a \$30K loss if not accounting for share income.

**JB** – would need to defer to Greg for granularity, but spending was higher to build trust in our players and club longevity. Coach costs were high, need to strip that back in 2025. Hard to justify that spend going forwards.

Purchased playing guernseys, an asset we will keep.

Not holding a lot of merchandise stock, although more expensive than we first realised, that resulted in a partnership and financial reassurance from merchandise partner.

**AN**– line item in finance report titled player benefits, suggests that is \$0. What is that?

**MR** – this is the codes for the players who paid their subs early so that they could purchase merchandise.

**AN** - Suggest calling that line 'merchandise'

**Steve MANNING** - Payment for water carriers and umpires – seems very high

**JB** – didn't anticipate making 7 finals, very expensive exercise.

**MR** - \$2000 per week to play finals with no way to have club functions (for revenue) as matches distributed at different venues

**RS** – umpires fees paid directly to VAFA (separate invoice)

**MR** – met with VAFA representative last week, huge range of umpires turning up at different games. Asking for there to be a register of clubs who can supply volunteer umpires, (especially goal and boundary). No point paying for umpires if we have volunteers standing around.

**SM** – why were nomination forms not circulated to members for 2025 committee. If being inclusive, you would encourage people to join.

**MR** – committee has followed the rules, nothing says a nomination form needs to be sent out. No prior time limit, it can be done on the evening.

**Tracey BURT** – has had many conversations across the community to be as inclusive as possible to contribute in many ways. A form is the final sign off.

**Ray WOOD** – accepts the forms are not a formal requirement but could go out, and have in the past

**JB** – taken on board that we can do that but felt not necessary this year.

**Leo DALTON**

Every year annual report and nomination forms for applying for committee were always on the website as a news item to be read in advance. Suggests this is useful. Put on the web for the future.

**RS** – question on revenue. No income against auction revenue for 2023. But was run last year and last 2 years. Question for Greg. Raffle income and subs are one cost.

**Pamela SIMON** – comment on treasurer report, financing women's side. Mentions cost savings in men's program to offset women's. What does this mean? Hope the women's team might bring in own income. Would not like to see the men's budget be cut (unless overspent).

**JB** - only cost cutting would be coaches and after game catering.

**PS** - On field support remaining the same?

**JB** – yes, medical and on field remains exactly the same and losing nothing from the men's program.

**MR** – Cost saving will come from Simon Andrews and Paul Kennedy not continuing.

**PS** - all agree the women's team will bring in more revenue and specific sponsorship

**JB** - community sport about inclusion support and diversity, a lot of sponsorship opportunities, grants opportunities.

**MR** – This year we received grants for away ‘pride’ playing jumper, training singlets, etc. Grants can be a good source of income, state government, Glen Eira Council, South East Water. Will look to do more in this space next year.

**PS** - any linguistically diverse players?

**RS** - Congratulate Christopher Roach on the social program. The golf day, the first he knew about it was the Instagram post. U19 and coaches, what was the history of the day.

**JB** – yes, it was presented that way, but it grew from Sam Bailey proposing a game of golf that went beyond the u19’s original catch due to their limited availability with exams. 16 spots were booked and filled to help Sam not lose his deposit. The post hadn’t intended to show it was an exclusive event. Could have been posted better.

**RW** - Revenue for \$200 club was down, worried it might be down further. A lot of the people participating are not on social media, they rely more on email. Need to keep the comms open across all channels.

**Tim HARKIN** - I would email or text those that haven’t renewed, that helped to maintain the numbers. Expanded in 2021 to 125 numbers as sold out in 2020 (covid, intro of video draw online).

**Christopher ROACH** – based on our database, he sent a letter to everyone (350) that we didn’t have an email address for, got responses back from people who hadn’t heard from the club in more than 20 years. Can add the video if we think that will help.

**RW** – send an email out for who won each week.

**MR** – meant to encourage everyone to attend the club on Thursdays.

**TH** - They removed the caps and increased the numbers. When people didn’t need to come to the club, participation increased. Some people donate their money back to the club.

**RW** – over the years the rules have been tweaked to increase revenue

**JB** - we will review this, it’s a fabulous revenue maker for the club. Would like to see our players get more involved. Suggest that we could syndicate the numbers.

**Kirstie EDWARDS** – group of students assist last year and are updating a database and helping with the website which will help us refine our communication processes.

**RW** – treasurer report, prior expenses incurred, \$7200, wasn’t there in 2023.

**JB** - refer to Greg.

#### **Item 4** Election of 2025 committee members

President - any nominations? Jason Burt is 2025 President

Treasurer – any nominations? Greg Hammond is 2025 Treasurer

Secretary – any nominations? Malcom Roach is 2025 Secretary

Sponsorship manger – Tim Ashford  
Player and community wellbeing – Kirstie Edwards  
Merchandise and membership – Kaylene Simpson  
Social and player liaison – Chris Roach  
Community and volunteer engagement – Tracey Burt  
Registration and transfer – Damien Cleary  
Football operations – Greg Holman

**PS** – Greg Holman might need an assistant

**JB** - Jacee Young interested in being more involved in football operations, talked about the role with Flame and he will guide her. She will do a lot of the on-ground work with lots of support from Flame. Need to think about team managers and footy ops structures in the new year.

### **Item 5 membership for 2025**

**JB** - Monders members \$1000. Launching the concept of the club 14, representing 14 flags. Same amount of money as Monders but will associate the member by name with a specific flag. Player connection piece with a specific player, to help make more engagement with the players. Go live very shortly.

Club membership \$250, replaces Brown & Blue membership. Will be another connection piece to a player, can nominate or committee can connect.

The connection with numbers is favoured in general

\$100 community membership

\$50 young guns

**AN** - knows who has worn every number and will provide list to MR

**JB** – looking to find someone that can support Tim Ashford in his sponsorship and engagement with the members to ensure they get what they have signed up for. Follow up with auction items. Building capacity around sub-committees.

**MR** – player numbers – famous numbers in the club, would be good to get the database to link up to current player numbers.

### **General business**

**RW** - Club started in 1932, soldiers in WW1. Started because concerned for the youth of the area. Our colours are sacred with them. Hoping our jumper remains the same, if ever contemplated to be changed, should be widely consulted to all membership.

**MR** – heading towards 100 years, return the playing guernsey as close to original that would be fitting to the anniversary. Very difficult to match those colours. But keep the design and 2 colours.

**Jo Turner** OJFC President - Acknowledge the cross collaboration, has been a tremendous year. Important part of inclusion to align the junior and senior club.

**JB** - U19 players coming through have been a huge boost for the club and the women that have come along in that age bracket.

**CR** - good supply of incoming U17 from juniors. 8 have already started training with U19.

**AN** - The annual report is a perpetual record therefore it may be good to have more detail about the award winners, life member recipients' details, etc.

More recognition of notable former players/members who have passed away.

**MR** - Noted for next year.

**AN** - Last played Elsternwick 75 years ago (incoming 2025 game)

**Gary Murray** – mentioned that he thought Geoff Woodford should have been mentioned in the annual report.

**JB** – Thought he had covered everyone in his general “thank you” to all volunteers.

Meeting closed at 8.08 pm.