



Ormond Amateur Football Club Inc. 2024 Annual Report

2024 Committee

President	Jason Burt
Treasurer	Greg Hammond
Secretary	Malcom Roach
Community	Tracey Burt
Football Operations	Greg Holman
Sponsorship	Tim Ashford
Wellbeing and Inclusion	Kirstie Edwards
Merchandise	Kaylene Simpson
Registrations and Transfers	Damien Cleary
Player Liaison and Social	Christopher Roach
Senior Club Captain	Benjamin Hardwick
Vice-Captain	Harrison Burt

STATEMENT OF PURPOSES

The purposes of the Ormond Amateur Football Club Incorporated are:

- 1. As a member of the Victorian Amateur Football Association (and/or any successor association/league), to encourage, promote, foster and develop participation in Australian Rules football, particularly in Ormond and the surrounding region*
- 2. To work with and support the Ormond Junior Football Club (OJFC) in its Auskick and junior football (Under 8-17) endeavors, and to provide a pathway for OJFC players into senior football*
- 3. Together with the OJFC, to generate a club and community environment (including the provision of suitable amenities and facilities) in which members, supporters and residents can freely participate and which supports a sense of belonging for all those involved.*

President's Report – Jason Burt

It is a pleasure for me to present the President's Report as part of the 2024 O AFC Annual General Meeting.

Before mentioning the learnings and highlights from season 2024, it is timely to remind the Ormond Community of the challenges and adversity that faced the newly formed committee. Not only did the Club lose the stability of long serving Committee Office Bearers, Richard Simon (President), Steve Manning (Secretary) & Tim Naylor (Treasurer), the on-field performance resulted in the Club being relegated from Premier C to Division 1. The hangover from COVID 19 resulted in many of our senior players travelling throughout the season leaving Greg Hoskin and the coaching staff to field an inexperienced and young O AFC team throughout many weeks of the year. Many of those returning players failed to understand the reality of their impact by traveling throughout the season and decided to leave the Club in disappointment after relegation. Furthermore, some senior leaders also made the decision to leave O AFC for opportunities elsewhere.

Both Greg Hoskin and Andy Dandridge made the decision to finish up in their Senior Coaching roles.

A successful business mentor, Geoff Harris – owner of Top Deck/Flight Centre, once presented a concept that adversity is often the best platform to provide opportunity and the newly formed O AFC Committee moved forward to not just survive, but to thrive in season 2024.

The Committee's mantra was to build trust amongst the players and the appointment of Kyle Pinto was a tremendous parting gift of the previous administration. His enthusiasm for the role and genuine understanding of what the Club needed was a great starting position. He quickly worked through the 2023 playing list and confirmed the coaching staff for 2024. The Committee was then comfortable to set an aggressive agenda that promoted diversity and inclusion alongside introducing two significant roles/portfolios of Community & Volunteer Engagement (Tracey Burt) & Player & Community Wellbeing (Kirstie Edwards).

Along with a shift in personnel which presented stronger gender equity amongst the committee, we also acknowledged the need to present our players in an on and off field uniform that was consistent and a proud representation of the O AFC community. New Balance/Belgravia was engaged to design the on and off field apparel and the decision was made to appoint numbers to players, rather than the random approach that had crept into the football operation over recent times. Players embraced this approach and secured playing numbers by committing financially before Christmas. Through consultation with the players and major sponsor, Vicaccess, the clash jumper was redesigned to represent the inclusion of the Pride Community. Another significant step towards embracing inclusion and diversity.

Under the direction of Tracey Burt (Community & Volunteer Engagement), the volunteer workforce increased, and the Club enjoyed the support of many new faces. Credit to Gary Murray, Tim Harkin, Jacee Young and Damien Cleary for their commitment to the Team Manager roles of each respective team and the consistent work of Ken Stanton, Hamish Burt, Mark Davis and Jacee Young across football operations, O AFC bar and catering. Our presence in the community has grown as we are a consistent feature at the Caulfield Racecourse Rotary Market and Bunnings Sausage Sizzle in Oakleigh. All great fundraising initiatives and opportunities to shine a light on O AFC.

The Club acknowledges the commitment and energy of Gary 'Bomber' Murray over the past 17 years and officiating at more than 420 O AFC senior games as he steps away from the role. The Club will not be losing Gary from the Ormond community rather he will be a constant supporting all teams in 2025.

The introduction of an organised and very active Social Committee, led by Chris Roach, consistent post-game catering for all teams and the renewal of the O AFC Dart's Premier League ensured the vibe at the Club on a Thursday night was at an all time high. Tim Hille, O AFC Past Player, took charge of the

microphone to guarantee that players had a laugh while learning valuable lessons about O AFC historical facts and 1% questions.

Our new physiotherapy partnership with Physio Sports Brighton, Paul Valentini, provided significant support to our players while enhancing the amazing work delivered by Rob Grey, Strength & Conditioning Coach, Paul Kennedy, Rehab & Conditioning Coach, and Sport Trainers; Kamela Schroader, Miriam Fernandez, Casey Bell, Abdullah Al Masud, Sefy John and George Lam. Alongside the intermittent support of Mark Beaves, Chris Roach, Jane Hanson and other parent helpers.

With the new V A F A / A F L concussion policy to implement and enforce on top of the player maintenance and injury management his team of passionate club officials again delivered above expectation.

The Club acknowledges the commitment and expertise of Paul Kennedy over the past years as he steps away from his role. The Club will not be losing Paul from the Ormond community rather he will be a constant watching his boys represent Ormond for many years to come.

To the coaching staff led by Kyle who assisted to guide all teams to a finals campaign. While the outcome of each final was not ideal, the coaches, Anthony Quon, Oscar Perrson, Simon Andrews, David Machin, Ravi Presser (Warren Bailey), Michael Jukes and Will Sayce need a special mention for their dedication and commitment to their respective teams. Quality coaching and care for the players was the cornerstone of the football program throughout 2024 and the retention and growth of player numbers in 2025 will provide ample reinforcement.

The Club and Committee thank the entire coaching staff and specifically wish Simon Andrews, Ravi Presser and Michael Jukes well for their plans in 2025 as they have all decided to step away from the coaching roles.

While player sponsorships increased to 18 throughout 2024, membership through Monders, Blue & Brown & Community Memberships was not at the level the Club would have wished for. To all members, thank you for your financial commitment to O AFC and be assured your contribution has been utilised to support the key focus areas of diversity and inclusion throughout the Club. The 200 Club, a major fundraiser, was also below where we it has been in previous years. The Committee will continue to review membership and fundraising activations from 2024 to ensure we take the learnings into 2025 and are well prepared the upcoming campaign.

Fortunately, Club sponsorship has been strong with the ongoing support of our major sponsors, Buxton, Vicaccess, Murrumbeena Community Bank – Bendigo Bank, McKinnon Hotel and the contributions by many other committed sponsors. Murrumbeena Community Bank – Bendigo Bank & Glen Eira City Council have also contributed generously to the two major projects led by Richard Simon throughout season 2024. Contributions to the replacement of the EE Gunn scoreboard (30K Sponsorship) & installation of behind the goals Netting (Approx. 15K Sponsorship) have been allocated to each project on the back of outstanding work from Richard Simon.

The Club was successful in accessing \$4.5K from the AFL through the Telstra Football Country Grant. These funds have been utilised to support the 'Behind the Goals' netting project.

The Clubs new strategic plan for 2025-27 will be launched early in 2025 with the key focus areas,

1. Football
2. Club Operations
3. Community

The committee has been aggressive in our purpose, key performance indicators and action items. As temporary custodians of O AFC we will endeavour to push for a Club that enjoys diversity, inclusion and sustainability.

The Club embraced a huge number of Under 19's who returned O AFC to senior football at that level, successfully disrupting the flow of Ormond Junior players from McKinnon Secondary College to Glen Eira Football Club. These players were immersed into the senior environment and credit must be gifted to our senior leaders, Benjamin Hardwick (Captain), Harrison Burt (Vice Captain), Ethan Hanley, Jackson Hille, Sam Mason & Jeremy Simon. The energy that the Under 19's delivered throughout the year (on & off field) was infectious.

O AFC will welcome women to the Club in 2025 with a high number of players committing through the expression of interest and 'Meet the Coach' day held in October. The Women's team is another step towards a truly diverse and inclusive club, and we can look forward to experiencing the 'Vibe' when all teams are together. Oscar Perrson has been appointed as the Senior Coach of the women's team and will be supported by a strength & conditioning coach, team manager and football operations volunteer.

The Committee was bold in their decision making throughout season 2024. A strong approach was implemented to build community with the purpose to represent O AFC as an exciting place to play football – no matter what level of football. In each portfolio, the committee sought to improve and support the experience of the supporter, member, volunteer, coaches and players. This approach was not conversative and required a level of effort and risk through disruption to the traditional operations of the O AFC. The committee has completed its first year of service proud of where the club is positioned on and off field.

An example being the well-attended O AFC 2024 season celebration and presentation night at Marvel Stadium. The event was a highlight of the year for many supporters, members, coaches, players and families.

The night also enabled two greats of Ormond to be inducted as Life Members, Henry Simon and Jason McDonald.



One of the most passionate and competitive players to represent O AFC, Henry Simon was welcomed to the Life Members community at the O AFC 2025 Season Presentation/Celebration Night.

Henry Simon

Under 19 player 2011; equal 4th Best & Fairest
Senior player 2011-2024 - 150th Game in 2022 & 188 in total.
Senior B&F 2012 and Best 1st year player
Senior Vice Captain 2017
2018 Senior Premiership
Senior Leading Goalkicker 2019.



Another passionate and competitive Monder, Jason McDonald was welcomed to the Life Members community at the O AFC 2025 Seson Presentation/Celebration Night.

Jason McDonald

Under 19 player 2009-2010

Senior player 2012-2024,

150th O AFC Games in 202, 195 Games in total.

2nd Thirds B&F 2014, 3rd Thirds B&F 2015,

Thirds Captain 2016

Thirds Vice Captain 2023

Most importantly both Henry and Jason are remarkable Club people, loyal to the Brown & Blue.

Personally, I would like to thank every member of the committee for their unwavering support and dedication over the past 12 months and look forward to continuing to work together to make the O AFC a place where everyone feels safe and included.

Strength in the face of adversity.

Jason Burt

President, O AFC.

Season's Highlights

Individual Accolades

Neil Le Page Club person award – Chris Roach

Monders Mateship award – Jonty Sharman-Smith

Best first year player – Senin Seymour

Life Memberships – Jason McDonald and Henry Simon

Milestone games

Damien "Pisto' Cleary played a league record breaking 435 games

Lachlan Upstill 250

Jeremy Simon 150

Sam Stait – 150

Jonty Sharman-Smith 100

Nick Topakas – 100

Michael Bannan – 100

Kristian Dompietro-100

Football Operations – Greg Holman

A very successful home and away season with all 4 teams making finals. Unfortunately, we were not able to replicate that form in the final series with all teams losing their finals matches. We lost a total of 7 finals matches.

The recruitment/retention committee under the guidance of Mike Whitney has met a couple of times and there is some positive progress being made. I know the issue of the finals performances have been high on their agenda and our requirements to develop both on and off the field for next season,

All the coaches from this season: Kyle Pinto, Oscar Persson, Simon Andrews, Anthony Quon, Dave Machin, Richard Abell. Ravi Presser, Warren Bailey, Jason Burt, Michael Jukes and Will Sayce are to be congratulated on their work ethic, understanding and commitment to a game plan and their willingness to develop both the individual player on and off the field and the team.

They worked well together understanding and completing their roles on match day and at training to a high standard. There was good robust discussion around selection always wanting the best for the individuals and teams. We were fortunate to have both Michael Jukes and Will Sayce able to ensure we had the numbers to field a competitive Thirds team week to week

Two of the coaches from this year have indicated they will not be continuing. Simon and Ravi. Simon will no longer be involved so I thank him for his significant contribution over the past few years while Ravi will hopefully still be involved in some support role.

Oscar will take on the role as the coach of the women's side and also continue to support the senior team when available. We have advertised for an U/19 coach and still going through the process as this report is being written.

Congratulations to our onfield leaders who did an outstanding job in coordinating the teams, motivating the players and supporting them in their endeavours to improve individually and as a team. To B.J. Hardwick and to Harrison Burt [acting captain during B.J.'s injury], Chris Roach, Miles Nathan [Kai Baker Hill and Jason McDonald were Captains during Miles injury time out] and Asher Dunne for the U/19's

Thank you to Gary Bomber Murray, Tim Harkin, Jacee Young and Damien Cleary who did so much work to get the teams on the ground each week as Team Managers. They were able to access volunteers to undertake various roles on game day which was not always easy however they persevered and filled the roles each week to their credit.

We were well served by our club umpire, Steve Aarons who has indicated he will continue next year. I thank Steve for his outstanding contribution over many years always reliable and consistent. We need to identify someone to support Steve in this role especially with extra teams being registered. We again were well served by Ox Fisher who runs a business to provide umpires on request. Ox never lets us down and can access umpires at short notice.

We had a great team of medical and support staff including Rob Grey, Paul Kennedy, Sean Flanagan [Physio] and our 6 trainers: Miriam Fernandez, Kamela Schroeder, Casey Bell, Abdullah Al Mebud, Sefy John and George Lam. 3 of the trainers were new and developed their skills as the season progressed. The aim is to retain all 6 trainers which will be necessary with the additional team. Paul has decided not to continue, and Rob will not be available on game day. It is extremely important I feel that we retain the services of Sean as our Physio based on feedback from this year.

I thank Paul [PK] for his wonderful contribution over many years always supporting the players and coaches with the best possible advice and exercise program to develop their bodies and also deal with injuries.

I would like to thank Jason for his support and guidance in this role and all of the committee for your support and assistance in delivering the role.

Treasurer's Report and Financial Accounts – Greg Hammond

After a difficult season on and off the field in 2023. The club experienced a great season on the field with all 4 teams making the finals. Whilst making a loss of approximately \$12,000 dollars for the year, this was a significant improvement on last year's loss of well over \$35,000. The result this year included a gain of just over \$20,000 on the sale of its investment in the Bendigo Bank. The sale of these shares was compulsory upon the acquisition of the Murrumbeena branch by the East Malvern branch. The committee has recently made the decision to invest in the East Malvern branch of the Bendigo Bank. This is the first time that this opportunity has been made available to the club since the change in ownership and will only strengthen what is an already strong relationship. An application for shares in their latest capital raise has been completed, which is due to close on 18 December 2024. The club expects to receive quarterly dividends from this investment, with the prospectus stating they have paid dividends every quarter for the past 45 quarters.

Whilst not returning the levels of 2022 and 2021, our corporate sponsorships increased significantly this year, which is a great achievement in these difficult economic times. On behalf of the club and committee I would like to thank all club sponsors, the club could not survive without your continued support. I would also like to acknowledge Tim Ashford for his tireless efforts working with our sponsors.

During the year the club worked to develop and expand on new and existing revenue streams and will continue this work for 2025 and beyond. In addition, the committee has identified some cost savings for the 2025 in football operations which will see the cost of the men's teams reduced going forward. This is particularly important as the club will have to meet the increased costs of a woman's team in 2025. Congratulations to all involved in seeing the return of women's football to the club in 2025, it is truly an exciting time.

Over the off-season the committee will be working hard to develop a value proposition for the clubs' sponsors, members, players and volunteers. Thanks to all volunteers who assisted with fundraising efforts during the year including those that helped behind the bar, canteen and with all the club's revenue streams. Special thanks must go to Tracy Burt, Hamish Burt and Damien Cleary for their efforts with canteen, bar and raffles respectively.

On behalf of the committee, I would also like to thank the club's generous player sponsors, members and donors for their ongoing support this season. Your contributions are invaluable. I personally cannot wait to be involved again with the club in 2025, and strongly believe that a very exciting season, both on and off the field, lies ahead.

Wellbeing and Inclusion – Kirstie Edwards

This season both the Junior and Senior Clubs committed to a combined partnership to begin enhancements in community wellbeing and inclusion. It was a pleasure to be the representative for this role across both clubs. Notwithstanding the enormity of work to be completed in these areas, I believe we finished this season having kicked off some sound initiatives, with built in sustainability strategies to strengthen and build on as the seasons progress.

Let me share with you some of our accomplishments.

Wellbeing

- Monders Mateship Protocol developed.
- Tackle Your Feelings Education session completed
- Private and individual wellbeing referral process launched
- Another successful year of the Sporting Peer Program



Inclusion

Inclusion Working Group formed with priority focal points:

- effective and inclusive pathways between all programs of the club
- enhanced female participation on and off the field and
- an increase and enhancement of the clubs' connections with and inclusion of people with all abilities.



Ormond Social – Chris Roach

This year, the social committee, comprised of Amy Price, Hamish Burt, Luke Fletcher and Chris Roach, was tasked in late November to construct a social calendar to ensure the Ormond functions were a place that all individuals enjoyed. Inclusive of players, partners, friends, and family, the functions were places people wanted to be but also wanted to bring other people to increase the Ormond community. Another one of the goals of the committee was to transfer away from the traditional approach of trying to make the functions a money-making enterprise. Invest in the community's goodwill to increase attendance before incorporating a money-making aspect in future years. Our main events are summarised below.

Season Launch

This was conducted at a bar in St. Kilda after the first practice match of the season. It was well attended with approximately 70-80 individuals in attendance with no charge other than what they chose to purchase at the venue. This function set an excellent tone for the year and allowed everyone to intermingle across grades and friendship circles. The learnings from this in the future are to potentially investigate hosting the season launch at a venue with which we have a previous sponsor link or try to establish one.

Ferret Racing

Ferret racing was a new concept for the Ormond community. Initially, it was met with confusion and hesitation. Once promoted and explained, all 20 Ferrets were sold for the night, and the club raised a profit. The credit of the night must go to Whitey from Whiteys Ferret Racing for supplying the ferrets and all the infrastructure required for a successful function. Congratulations should also go to the winning ferret Simon's Stallion, owned by Jeremy Simon.

Games Night

Games night was the first function aimed predominantly at the players and their partners. It contained two major game areas—one for beer pong and the other for FIFA and other PS5 games. Individuals could buy into different tournaments as the night progressed, crowning multiple winners. The main takeaway for the social committee of this function was to be selective in which drinks are included as free drinks.

Mid-Season Ball

The Mid-season ball was located at the Elwood Sailing Club and had 85 attendees, including five who used their tickets through their deluxe player sponsors. The night was a huge success, thanks to Amy Price for constructing and organising the grazing platter throughout the night. The night was a coming together of all teams, with every team represented strongly by partners and families.

Presentation Night

The presentation night was held at Marvel Stadium and was initially slated to be held at the Danvers Room; however, due to its popularity, the room size had to be increased to the "Feast" room in the Medallion Club, which included views over the harbour. The night was an enormous success, with a record 190 attendees celebrating the year. The night began with Riley Deledio (OAFC U/19 Player) singing and playing guitar to entertain the guests as they arrived. Special mention also must go to Warren "Wazz" Bailey, the master of ceremonies for the night. The function has set a new benchmark for OAFC presentation nights, and with the inclusion of a women's team in 2025 and increasing inclusivity of the club; the goal is set at 200 attendees for 2025.

Summary

This year's social functions have created an environment that welcomes all players and families. This needs to continue to improve and develop and should/will be at the forefront of the organising committee in the future. The turnaround in functions this year and the enjoyment that was had by all have set solid foundations that can be built on going forward. Thank you to everyone who helped in any way; the functions would be nowhere near as successful without your efforts.

Community and Volunteers – Tracey Burt

Committees, working groups, volunteers and helpers all make up the “behind the scenes” of a community club and play a major role in setting the benchmark for an inclusive, vibrant and successful supportive community.

Our 2024 year proved this to be true – we all played a role in boosting participation in our volunteer and working groups and our community, to support our Ormond players, our performance coaches and medical assistants.

Fundraising opportunities were introduced to help with additional financial support for Club operations and the purchase of new footballs for preseason training. We enjoyed the comradery of undertaking Bunnings sausage sizzles and assisting our Rotarian friends at the monthly Caulfield Racecourse markets with our players being the best car park attendants in Ormond!

On behalf of the committee, coaches and support staff – our heartfelt appreciation and our sincere thanks to each and every person who has contributed to the operating of our community club. Whether your contribution was occasional or whether you committed to hours each week for one or various roles – it was all for a great cause! Ormond’s success on and off the field in 2024 has been the result of time, commitment and dedication of many helping hands.

We look forward to introducing more new faces to our community in 2025 and we guarantee a connected, “Growing our Community Volunteer Group” with fun times ahead.

Merchandise – Kaylene Simpson

This year saw us establish a new partnership with Belgravia Apparel, providing New Balance AFL-licenced styles. The pre-season kicked off with new training singlets followed by new personalised training tops. We provided a broad range of OAFC branded clothing from smart-looking polos to hoodies, everyday shorts and puffer jackets. A few players trialled a NB backpack with resounding success, look out for it again in 2025. We were proud to launch our new reversible guernsey representing our inclusive club values as our clash top or special event rounds. This marks a shift in our philosophy to provide players with their ‘own’ number in perpetuity. Get in early December to order your gear for next year!

Club Corner

Seniors

Coach: Kyle Pinto

Assistant Coach: Anthony Quon

Awards:

1st B&F: Jack Mason

2nd B&F: Jackson Hille

3rd B&F: Rhys Kennedy

Best 1st year player: Senin Seymour

Reserves

Coach: David Machin

Awards:

1st B&F: Kai Seeto-Grossi

2nd B&F: Lachlan Upstill

3rd B&F: Ben Williams, Dylan Smith

Thirds

Coach: Michael Jukes

Awards:

1st B&F: Chris Heaslip

2nd B&F: David Machin

3rd B&F: Tim McDonald

U19's

Coach: Ravi Presser

Assistant Coach: Warren Bailey

Awards:

1st B&F: Josh Hine

2nd B&F: Sam Bailey

3rd B&F: Kane Vaughan

Sponsorship – Tim Ashford

OAFC was proudly supported by the following local businesses. We are grateful to your continued support.

Buxton Bentleigh, McKinnon Hotel, Vicaccess, Mattress and Pillow Science, Tobin Brothers Funerals
MRC Foundation, Stahmers Carpets, Murrumbeena Bendigo Bank, Gartly and Associates
David Southwick MP, Mesh & Bar Pty Ltd, All Good Electrical, Hammond Consulting

