



BRUNSWICK
♦ FOOTBALL CLUB ♦

BRUNSWICK FOOTBALL CLUB INCORPORATED

ANNUAL REPORT 2020

NOVEMBER 24, 2020



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Introduction

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 2020 of Brunswick Football Club Incorporated.

Tim Purdey, Secretary

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1. Message from the President

I am again pleased to present my president's report for the 2020 season.

The season that never was, and the year that many of us will never forget due to the Covid-19 Pandemic. No amount of planning could have helped with the restrictions that were placed on the community as a whole at the start of the year and the subsequent cancellation of the season by the VAFA was the correct decision, even if it was disappointing from a playing point of view. Like always, we put the health and well-being of our players, our coaches, our volunteers and our members at the top of our priorities and I want to commend the committee, the playing and the coaching groups especially for their flexibility and commitment to providing that safe environment when training was allowed. We certainly look forward to getting our players back to training in the near future when restrictions allow them to.

Off the field this year could have gone either way, and we see a lot of community clubs struggling financially after no season and a loss of sponsorship. I am pleased to say that our club will post a modest profit for 2020 after some fantastic outside of the box fundraising and of course our sponsors that have continued to support us even through the pandemic. The club will again need the support of our fantastic Brunswick community as we face a season next year with uncertainty around restrictions, as well as carrying over player memberships from 2020 into 2021. I am confident that we again can have the club in a strong position financially and look forward to seeing more great work from our finance team led by Vu Nguyen and our Sponsorship team led by Craig Mott.

I would like to thank the club's committee for their efforts this year and look forward to continuing to build towards next year. It is fair to say a lot of planning from 2019 was thrown out the window for 2020 but we again look forward to having a positive impact on the football club and the wider community. Thank you to those committee members who are stepping down this year, your efforts are much appreciated.

Community clubs like ours don't function without the valuable contributions from our sponsors and coterie members who give their time, their money and their knowledge to the club to help make it a better place.

Our sponsors have had a very difficult year and we are looking at ways that we can support them even more next year as they re-open and reassess the impact of any shutdowns and economic downturn. They have stayed loyal to us, with many still providing their sponsorship even though their businesses had to close for extended periods of time, highlighting their love of the club. We would like to thank our sponsors for 2020 and look forward to having them on board for 2021.

We would also like to thank our coaches for 2020 whose efforts have been monumental in a variety of circumstances, albeit without any football actually being played. To Tim and Joe, and their coaching teams, the club and the players thank you for your contribution this year. Coaching is a massive undertaking in normal circumstances and the flexibility, adaptiveness and communication you showed within the Covid uncertainty is certainly appreciated. You both remain undefeated as senior coaches! Having stepped down for family commitments, the club



wish Tim and his wife Alannah well in their next phase of their life as parents and hope to see you down the club sometime in the future.

We are excited in the appointment of Tom Hunter as senior men's coach and look forward to seeing what he brings to the club both on and off the field. The senior men have been promoted to Division One next season and we look to push forward with a bunch of young talent coming into calculations next year, especially from the Under 19 group. We are also looking forward to getting Joe Larizza into his role as senior coach of the Renegades and look forward to him actually coaching a game after creating great rapport with the group over the preseason in 2020.

Some of our key achievements this year include:

- **Keeping the club cash positive in 2020**

A huge amount of work has gone into erasing this debt in previous years, this year was about salvaging and saving money wherever we could. Led by our treasurer Vu, we have exceeded our expectations around where we would end up after a year with no football and are proud of our efforts to remain cash positive going into 2021.

- **Silver linings - redevelopment**

We obtained a state government grant to refurbish and renovate the clubs change rooms and social club. I am pleased to say that because of the lack of people traffic around the club this year, the silver lining is that the renovations commenced and are now completed. This means a significant renovation to the existing change rooms, adding an umpire's room (with entry not via our club rooms!), a massive storage room for the growing nature of our club, a refurbishment of the trainers' rooms and a nice new and clean floor to the change rooms, replacing the carpet that has been there for longer than we would like to admit. We already had fantastic change rooms in terms of size but we now think we have change rooms that rival anyone in community football.

In the social club we have also seen large amounts of change. A new entranceway leading into a completely refurbished interior which includes a brand new bar overlooking the oval, a brand new industrial kitchen and brand new toilets and amenities. Without any football this year, the new clubrooms could be (Covid safe) packed come round one next season!

We are now campaigning with our federal member and local council to match the state government offer which would allow us to fully upgrade the social rooms and grandstand as part of the next stage of the master plan redevelopment.

- **Silver linings – team additions**

With the lockdown came more time to spend at home with significant others and it is exciting to see our community has and will grow in the near future, with many of our members and past players announcing the arrival of future Brunswick dragons. Congratulations to Dan O'Donoghue on the arrival of twin(!!) girls recently, as well as the



imminent arrival of newborns to Peter Carter, Jess Finlay (a junior Wolf) and Michael O'Donoghue and all the other Brunswick people who are expecting. We look forward to more little people running around the club soon!

In a year where we haven't had any football, and therefore no need for a presentation night, I will take the opportunity here to congratulate the winner of our Best Clubperson Award.

Congratulations to Matt Roberts for the 2020 Leo Smythe Award.

Matt has shown the community spirit that embodies our club as a whole and has supported the club in a year where he has had to close his business due to the pandemic. He supports the club as a sponsor, as an unpaid assistant coach during a normal season and this year has run club specific training sessions online that has enabled the players to remain connected in a time that we had to remain in lockdown. While Matt charged for this online service, 100% of the funds have been transferred back to club as an addition to his paid sponsorship for 2020, which is phenomenal. Many of the players attend Max Results and Matt was also pivotal in helping the club secure MCAP as our physiotherapy sponsor. He supports NOBs, Renegades and Brunswick JFC players alike and enables us to show growth under the one club pillar. Matt will also play a big role in the preseason training programs, working with the coaches to set a program that allows our players to get the best out of themselves for the (hopeful) upcoming 2021 season.

Matt sits outside of the committee but still puts in a lot of time and effort towards making the club a better place to be. A culmination of many years of dedication to the club, we the committee think that Matt is a very worthy recipient of the 2020 Leo Smythe Award. Well done Robbo!

Finally, training for 2021 will soon commence in what is a bonus to where we thought we might start training (Feb/March 2021), with a committee formed armed with a database of potential new recruits and returning stars. Stay tuned to our social media updates for announcements. We will again have three men's teams and two women's teams, which is great for sustainability for the club.

I look forward to a successful 2021 both on and off the field.

Thank you

Jarryd Browne, President



2. Financial Report

Summary

Given the Covid-19 impact on all sporting organisations in Victoria, the Club was reasonably successful in minimising costs and maintaining cash flow in 2020.

For the financial year ending 30 September 2020, the Club finished with an operating profit of \$8,258, an excellent result considering that a loss of \$11,500 was projected when the season was officially cancelled.

Operating costs

The positive financial result was due to the Club being able to significantly minimise its operating costs and negotiate annual fixed costs, including the following:

- VAFA affiliation fees reduced by 75%, to \$5,526 (compared to \$23,372 in 2019)
- Insurance was significantly discounted to \$545 (compared to \$4,947 in 2019)
- Ground rental and utility costs were significantly decreased due to the waiver of rental by Moreland City Council and minimal use of facilities, totalling \$624 for the year
- Other major expenses incurred include \$4,000 for Men's Coaching, \$1,250 for Women's Coaching and uniform expenses which will be used in season 2020
- Accounting fees are offset by \$7,200 in sponsorship with the remaining \$890 being direct on-costs from accounting software and iPad hardware

Creditors

The accounts as at 30 September 2020 show a balance of \$11,920.64. This balance largely reflect invoices which were issued post-30 September 2020 but relate to the season's expenditure. At the time of publishing this report, all creditors were paid except for the \$2,617 reimbursement to the Brunswick Junior Football Club.

Cash holdings

The Club has \$40,489 in cash at the end of the 2020 season, this compares with \$9,290 at the end of 2019. However, \$29,099 of this is tied to the specific commitments:

- \$11,921 of trade creditors (refer to above note regarding creditors)
- \$5,000 from the 'Change our game' grant
- \$12,178 from player memberships paid in 2020 which are treated as pre-paid for 2021

When the above commitments are taken into account, the Club would have \$11,390 cash at bank.



Player Subscriptions

This Club's operating profit excludes all player memberships received of \$12,178 – which have been treated as pre-payments for the 2021 season.

In the pre-season and up until the official notice of cancellation of the season by the VAFA, the club had 61 players paying a deposit or in full. The majority of these were from the Women's team who once again had strong interest in new players joining the Club.

Sponsors

As at March 2020, the Club had secured \$41,809 worth of sponsors, however, \$23,174 became uncollectable due to Covid-19. Therefore, net revenue from sponsors for the year was \$18,635.

We sincerely thank all our sponsors for their support during this incredibly difficult year for all businesses, with the following returning sponsors having re-committed at the start of the season:

- Blue Rock Advisory
- Welcome to Brunswick
- Victoria Hotel
- Melbourne Centre for Athletic Performance
- Tax Store
- Max Results
- Nelson Alexander
- Northrop Consulting Engineering Services
- Melba's Food Hall
- Clancy Constructions
- Laguna Pools
- RPD – Richardson Plumbing & Drainage
- WBP Group – Property Valuers
- BJS Jewellery
- Fad Gallery Bar
- Network Capital Consultants
- Cera Stribley Architects
- Dineamic (supplier sponsor)
- BLK (supplier sponsor)



And a particular thanks to our new sponsors for 2020:

- Factory Café Bar
- Hope Street Space
- Sacred Heart Mission
- The Fox & Daisy Wine Room
- Los Hermanos Mexican Taqueria

The full list of 2020 sponsors and how to contact them can be found on our website at:-

<http://brunswickfootball.org.au/sponsorship/current-sponsors/>

Supporter Memberships

Even during the pandemic, the Club was able to increase its Supporter Membership revenue by over 300% from \$1,147 to \$3,625.

This is a result of a new membership packages and social media drive by the sponsorship committee and a particularly extraordinary outcome given that the great majority of new supporter members coming on board after the official cancellation of the season – a very big thank you for your support.

Donations and Grants

Through the Australian Sports Foundation, the Club was able to provide participate in a program which provides tax deductible for donations made to the Club. This program raised an incredible \$7,313 which significantly contributed to Club's ability to pay its operating costs for the year.

We acknowledge, and we especially thank, our Coterie members who provided their ongoing support for the Club through this program in lieu of our regular Coterie annual membership.

The Club was also able to secure an addition \$1,500 of grants. A further \$5,000 from 2019 for the 'change our game' grant remains unspent.

Vu Nguyen, Treasurer



3. Office Bearers, Officials and Best Clubperson 2020

Executive

President – Jarryd Browne

Vice-Presidents – Kelly Dungate & Peter Hevey

Secretary – Tim Purdey

Treasurer – Vu Nguyen

General Committee Members

Samantha Arthur, Angus Coverdale, Jessica Finlay, Lauren Hagan, Craige Mott & Denise Zumpe

Senior Men's Coach

Tim O'Dwyer

Senior Women's Coach

Joe Larizza

Best Clubperson (Leo Smythe Award)

Matt Roberts

4. Life Members

WG Stuckey	WH McCabe	JB Adams	HE Leigh
LF Murray	AStO Murray	LF Carney	RF Hagan
AJ Hughes	BJ Neill	RW Spurling	PV Peasnell
JW Russell	KA Hughes	JM Elderfield	DB Maguire
KJ Meredith	RJ Fitzpatrick	SB Maguire	JM Murray
MJ Drew	J Griffin	AF Duggan	DE Fogarty
NF Robertson	MR Welch	B Curley	C Fogarty
RW Skinner	MP Borch	DP Butera	PW Fennelly
PF Jongbloed	SJ Maule	BA O'Connor	MS Purcell
TG Scanlon	PG Weir	SF Hibbert	GJ Kennedy
P Considine	P Lacava	G Moloney	T O'Toole
DG Zabrieszach	R Kelsey	D Perrone	J Marchbank
M Hannebery	B Sexton	J Turnbull	J Nelson
G O'Toole	D Arthurson	M Lynch	B Conti
P O'Dwyer	P Booth	M O'Toole	L Boyle
B Collison	P Leigh	AJ Ryan	J Barker
P O'Farrell	P Hevey	F Pascoe	P Kearney
A Trimboli	D Tonkin	S Sleep	M Barker
T Ludeman	T Purdey	T Waters	G Foulds
T Halpin	B Skahill	C Dobson	M Keown
C Ford	J Browne	D King	C Le Maitre
D Hevey	K Adams	K Hennessy	L Hennessy
D Joyce	B Sheehan	J Zumbo	