



Management Committee Minutes

27 November 2023

Attendance: Nicole Cadogan (Chair), Jane Stoodley, Donna Endresz (vidcon), Nick Osborne (vidcon), Janine Curtis, Dwight Graham, Emily Reed (vidcon), Hannah Morgan (vidcon), Liv Lane (vidcon), David Cadogan

Apologies: Jackie Jukes, Bec Farquharson, Nadine Galloway, Kylie Williams, Veronica Lange, Nikki Spence, Lauren Jukes, Liz Gold

Management Committee Meeting Opened: 6.00pm

- 1. Previous Minutes:** The Secretary moved that the minutes from the previous meeting held on 16 October 2023 be accepted as a true and accurate record.
Seconded: Jane
Carried
- 2. Action Items:** Nick reviewed the open action items in Attachment 1. New action items have been added from this meeting.
- 3. Correspondence:** See attachment 2.
- 4. Out of session Business:** Nil
- 5. Treasurer's Report:** The Treasurer presented the October report at Attachment 3 and moved that the report be accepted.
Seconded: Jane
Carried
- 6. Club Fees 2024.** The Treasurer presented the budget in Attachment 4. The Treasurer moved that we keep 2024 rego costs same as 2023, and Tri series costs at \$130 per player The Treasurer also moved to continue coach/manager subsidies \$50 and \$25 respectively as per Club Policy *Coaching and Official Subsidies*
All three motions seconded Nicole
Carried

| | Club Component | Total |
|------------------------|----------------|-------|
| • NSG (5yrs) | \$14.00 | \$100 |
| • NSG (6 – 9yrs) | \$37.98 | \$175 |
| • Juniors (10 – 17yrs) | \$56.67 | \$210 |
| • Seniors | \$89.68 | \$265 |
| • Tri-series | \$N/A | \$130 |

7. Registrar's Report:

Port Waratah Coal Services Grant. The Registrar explained that on 19 September he was advised by telecon that we were unsuccessful in the September round of Port Waratah Coal Services (PWCS) grants. Due to the high number of applications, PWCS is prioritising to Clubs that have NOT previously received a grant. However, PWCS will hold on to our submission and re-submit it in February rounds. **No further action required** of us at this time.

Local Sports Grant Program. The Registrar submitted an application to Local Sports Grant Program for \$3449. The outcomes will be advised circa March 2024, for use not earlier than May 2024. **No further action required** of us at this time. The application of \$3449 comprised of:

- \$2000 – NettyHeads Junior Coaching Sessions
- \$650 – NettyHeads Coach the Coach training session
- \$799 – 6m x 3m Gazebo purchase

8. **Strategy Committee Recommendations:** Continuing on from the September Committee Meeting, Nick made the following Strategy Committee Recommendations:

- **Recommendation 10:** Set days that grades/teams will train before registration so that all players are aware of training days early enough to adjust other activities, where possible.
Agreed
Action: Coaching Convenors [AI 122: CLOSED – Business as usual]
- **Recommendation 11:** Ensure all coaches have support via effective strategies
Agreed
Action: Coaching Convenors [AI 123: CLOSED – Business as usual]
- **Recommendation 12:** Continue to promote and attend more Carnivals to showcase WNC at external community events, and develop *esprit de corps*
Agreed
Action: Team Managers [AI 124]
- **Recommendation 13:** Implement a comms strategy for promoting the Club and recruiting players at the start of seasons. This may include having the Club participate in local recreational activities eg parkrun or a fun run in Waratah Uniform.
Agreed
Action: Comms Officers [AI 125]
Action: Social Convenor [AI 126]
- **Recommendation 14:** Create a fun acronym/ jingle/ song / catch phrase to encompass our values in relation to sportsmanship, integrity and community to create a Club rallying cry.
Agreed
Action: Strategy Committee [AI 127]
- **Recommendation 15:** Implement recognition and reward to those that refer / recruit a friend. There was discussion as to how we could manage that. Nick suggested he add a question to PlayHQ registration along lines of “Did someone tell you about Waratah? If so, could you tell us who it was”, and look at possible recognition at the end of the season
Agreed
Action: Registrar [AI 128]
- **Recommendation 16:** Use retention as a metric to determine how the Club is ensure the Club is actively meeting the needs of its members and sustaining its players. The 2024 retention target should be a stretch target of 70% (2023 was a 65% retention of 2022 members). The Registrar will report the outcomes to the Committee at a meeting once registrations are complete.
Agreed
Action: Registrar [AI 129]
- **Recommendation 17:** Develop the exit survey to better inform the Club for future sustainability, strategic direction and improvement.
Agreed
Action: Nick - Strategy Committee [AI 130]

9. **Coaching Convenor Report:** Hannah and Bec excited about future season and aiming to have all teams appointed with a coach prior to registrations. Aim is for Juniors to train on a Tuesday. New teams from Medowie will train in Medowie. All coaches will be required to complete at least mandatory foundation level training.

10. **Umpiring Convenor's Report**

Donna proposed a Waratah Junior Umpire Development Program to ensure future pipeline and nurturing of umpires. Identified need to support junior umpires. Each team to identify some players from each team and each to be appointed with a mentor. Aim to have a badged/competent umpire on other side of court as a learning tool and working as a team. Proposed financial incentive to support umpires on achieving various levels. As per proposal for seniors, each team may pay \$60 and have umpires allocated at appropriate games.

ACTION: Secretary to add agenda item for further focussed discussion to be held at first meeting of 2024 [AI 80]

11. **Communication Officer Report**

Emily presented the attached Communications Strategy (Attachment 6). The strategy was noted to be an excellent innovation, and the Comms Officer will execute the plan for 2024.

12. **Sponsorship Report**

Liv provided the following update:

- Sponsorship arrangements are underway for 2024 season
- Liv is liaising with CAT and OP Finance Currently regarding 2024 sponsorship
- Nicole to contact Molycop regarding ongoing sponsorship
- Liv is awaiting contact information and permission from Nicole to contact Tilly's, Molycop & Mayfield Bowling Club regarding continuation of sponsorship for 2024
ACTION: Nicole to reach out to Bowling Club & Molycop and provide handover and contact details. [AI 131]
- **ACTION:** Kat Easton had interest from Makin Mattresses. Liv to follow up interest [AI 132]
- Potential for Certificates of Appreciation to be drafted for all 2023 Sponsors, & sent to all sponsors with a Season update summary from 2023.
ACTION: Liv to provide end of 2023 wrap up to each sponsor [AI 133]
- Potential for Sponsorship Package/ Form to be drafted for 2024 sponsorship with different levels of sponsorship and included advertising etc.
ACTION: Liv to draft document to formalise various levels of sponsorship and associated investments by next meeting [AI 134]

13. **Uniform Coordinator Report. Nil to report**

14. **Fundraising Report**

At this stage raffles will still be going ahead so we will need volunteers for the first Friday of every month. December is covered but we will be needing teams from the new year.

ACTION: Secretary to follow up with Lauren to check January date is needed [AI 135]

ACTION: Liv & Comms to communicate the importance of our sponsorship relationships to the ongoing sustainability of our club, in an ongoing way [AI 136]

Proposed dates for fundraising activities 2024:

- Trivia night: Sat 25 May
- Pie drive:
 - hand out forms 25 May,
 - receive back by 15 June,
 - pick up from bowling club on Fri 5 July.
- **ACTION:** Lauren to contact Mayfield Demonstration School to ascertain their pie drive date. [AI 137]
- We may need to move this pie drive date back due to school holidays and closeness to Trivia Night.
- David suggested bingo night which could be a junior fundraising activity.
ACTION: David to check if bingo is allowed for minors [AI 138]

15. **NNA Meeting Report:**

Jane attended the NNA AGM on behalf of the Club. She provided the following update:

- Increased volunteers are needed for the grading committee.

- Graders rely on information from the Clubs so please be thorough.
- A request was made for the preliminary grading to be sent to Club Secretaries/Registrars on the Sunday prior to the viewing on Monday night. Review will be Monday 11th March 5:30 -8 pm. This would appear to have been accepted but Jane wasn't convinced the relevant people knew to what they were agreeing.
- Where Intermediate Grades need to be created then Clubs will be notified on the Saturday so that they have Sunday to shuffle players between teams if desired.
- Season start dates are 5th & 6th April. Previous suggestion of grading rounds has been rejected.
- Tri-series team registration Friday 23rd February
- Winter Competition registration Monday 4th March
- Disabled parking in discussions with Council
- Ellen Monaghan is the NNA MPIO. All members should be aware of their NNA and Club MPIOs.
- Netball NSW has recommended that all complaints should go via Clubs before being directed to NNA if they cannot be resolved in-house.
- A question was put forward re change facilities for umpires – it was agreed that the facilities need to be upgraded and Council is aware.
- A fancy bubbler which can be used to refill water bottles was requested. It will be taken to Hunter Water.
- A suggestion was made to review the timings between games post Covid. Sue Burbridge will consider but didn't seem keen.
- Umpiring committee requested that all Clubs have an umpiring rep available at the court at all times to deal with any issues.
- Consultation is currently underway re the canteen and the best way to manage it without resorting to paying an employee
- Di Burns will be holding a Rules session in February to review changes to the rules.
- A motion to maintain the NNA portion of fees to the 2023 level was carried. Netball NSW is increasing their fee component by 5% but have removed all fees for non-playing members so they can get a better indication of the volunteer workforce.

16. Tri-Series Report

Jane advised that TS trials have concluded (rescheduled twice due to wet weather). Suggested indoor venue as first option. Champs and Opens teams have been filled and all have accepted and some players have been elevated, demonstrating the pathway. 23s still looking for defender and mid-court and will have mini-trial on Thursday to run trial. Jane will now follow up with registration details. Approx 10 players will need new uniforms. Jane to coordinate with Liz for uniform purchases once registration finalised. Pre-season training starting Wed 21 Feb 24.

Dwight moved a vote of thanks to Jane for her role in coordinating trials.

Seconded: Nick

Carried

17. Social Coordinator Business. Nil report

18. Any Other Business:

- **Email System:** Dwight raised issue with emails not being received through our Waratah emails (redirected emails behaving like spam). Nick working on the issue with provider.
ACTION: all affected to ensure @waratah emails are added to safe sender filters. [AI 139]
- **Team Stack.** Nicole has set Stack team app up for use.
ACTION: Managers to encourage all members to sign up and utilise for messaging [AI 140]
- **Senior trial date:** Thursday 22 February.
ACTION: Hannah to source the use of indoor court for these trials [AI 141]
- **Friday Raffles.** David advised this Friday (01 December) the ham raffles are on, therefore anyone wanting to dine will need to book a table for dinner

19. Next Meeting Date:

ACTION: Secretary to approach Club for room availability for next meeting – 6pm. Monday 5 February

Dates to note:

Registration Day Sat 3 February

Pre-season Training: Wednesday 21 February

Senior trial date: Thursday 22 February.

Meeting Closed: 7.56pm

Janine Curtis

Secretary

Attachment 1: Action Items
WEF 27 November 2023

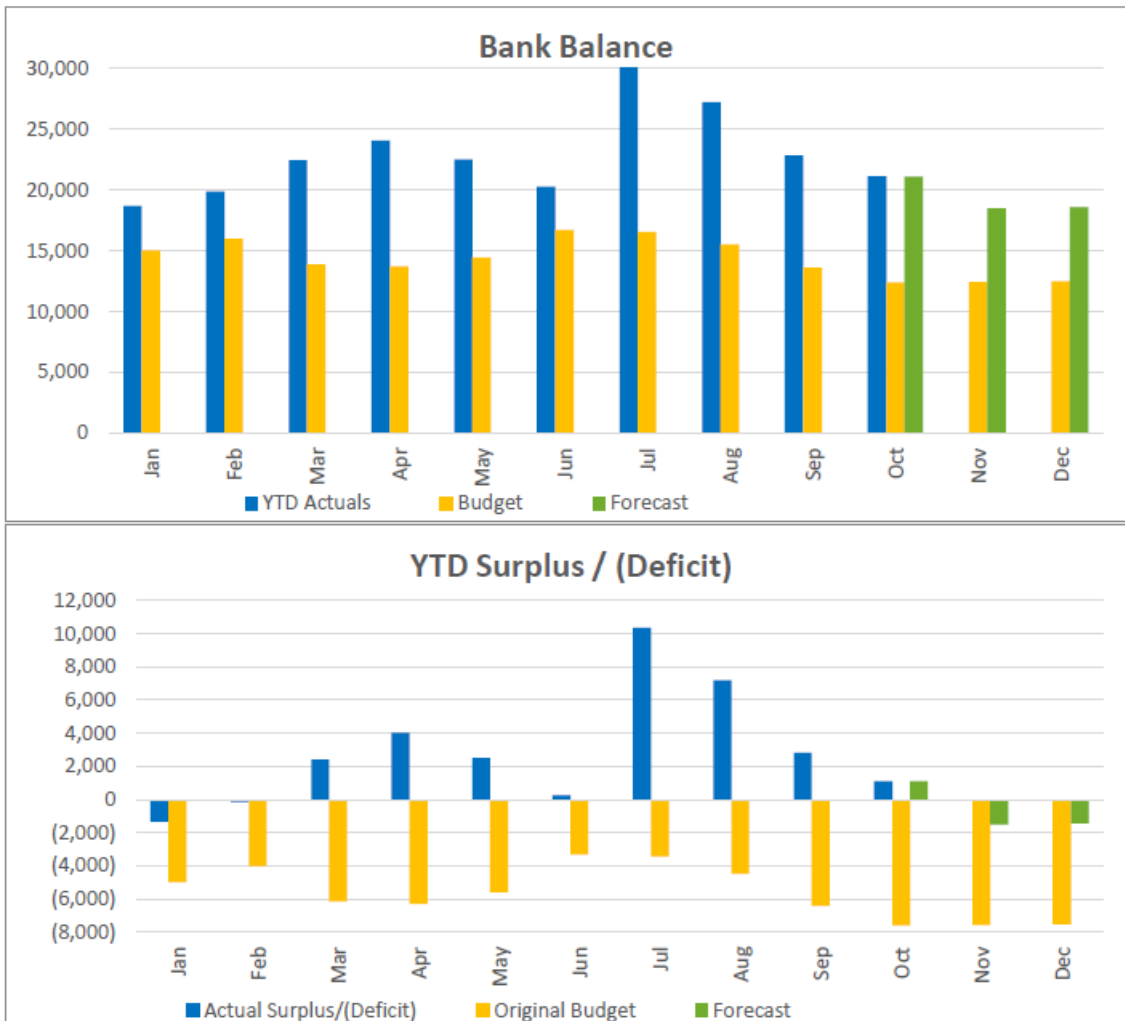
| | Action Item | Lead | Due by | Status |
|-------------------------------------|--|--------------------|---|--|
| 2 | Regular review of goals and tasks | Secretary | May 2023 | Standing agenda item two or three times per year |
| 12 | Promote rego through Club signage | Nicole | 12 Oct 22 April 2023 July 2023 | MWBC advised they would be happy to have their sports club signage up permanently. [Nick] 28/11/22: Quotes received. [Nick 29/12/22]" Nick has received 10 x coreflute signs 900mm x 600mm CM 23/01/22. Meeting will defer decision re large sign until later in the season. For April meeting. CM 03/04/23. Meeting will defer decision re large sign until at least July CM 26/6/23. Nicole advised she is liaising with Baseball and Cricket Clubs re potential to create single large sign that acknowledges sponsorship to several sports Clubs. CM 7/8/23. Nicole has engaged Cricket and Baseball clubs. She is waiting on final details from them, but reports that they are in favour of the intent. CM 6/9/23: No further details. Nicole to continue to chase up |
| 30 | Update / refresh Club website | Asst CommsO / Nick | 01 Jan 24 | CM 24 Feb 23: Nick to engage MCM to see if we can separate database from website, and maintain emails. Intent is to possibly revert to PlayHQ website options. 3/2/23 Nick discussed with and sent email to MCM who will send other design options via email. |
| 31 | Explore vacation care activity or come and try netball session through WEMOOSH for example. Bec available to assist. | Strat Planners | 2024 | Strategic Planning Committee to review in 2024 |
| 66 | Registrar consider the "really late registration" factor when building teams | Registrar | Closed | Added to Registrar's Duty Statement 22 Nov 23 |
| 67 | Registrar be observer in 2024 selections, but NOT a selector | Registrar | Closed | Added to Registrar's Duty Statement 22 Nov 23 |
| ACTION ITEMS FROM 26 June 23 | | | | |
| 80 | Donna to present umpiring training proposal to Exec out of session | Donna | 01 Jan 24 | Exec to review proposal. Secretary to add agenda item for further discussion to be held at first meeting of 2024 and may require further focussed discussion |

| | Action Item | Lead | Due by | Status |
|--|--|--------------------------|-----------|--|
| ACTION ITEMS FROM 07 Aug 23 | | | | |
| 92 | Janine & Nick to add any past enquiries' details to OneDrive\2024\Registrar\2023 Enquiries | Nick / Janine | 01 Jan 24 | Ongoing |
| 94 | Nicole to contact Molycop re: continuing sponsorship. Uniform Coord to buy appropriate apparel as soon as members register | Nicole / Uniform Coord | 01 Dec 23 | 6/9/23: Nicole advised no action as yet. However, Club to manage 2024 purchase at risk. |
| NEW ACTIONS FROM 06 Sep 23 | | | | |
| 106 | Amy to draft a change proposal re NNA forfeit rules for the Executive (Action: Secretary) to present to NNA | Amy / Janine | 01 Oct 23 | Email sent to NNA Secretary 16 Nov 23 Keep open until response received |
| 107 | Coaches and managers to get names of prospective umpires to the Umpiring Convenor early in 2024 | Coaches / Managers | 30 Jan 24 | |
| 108 | Buy up to five benches (at approx. \$55 per bench), with Nicole to arrange placing the "Currawong" and "Waratah Netball" logo on the benches | Nicole | 01 Jan 24 | Benches bought 8 th September. Still waiting on logos (Nicole) 26/11/23: Still in progress |
| 110 | Strat Rec #1: Set up a Netball board in the Bowlo | Nicole | 01 Jan 24 | 26/11/23: In progress. Nicole has identified a position, and will engage the Bowlo. |
| 112 | Strat Rec #5: Create a Comms strategy | CommsO | 01 Jan 24 | Commso presented the Marketing Strategy, and will implement it and report against it in future meetings. |
| 113 | Strat Rec #6: Design an infographic to present our goals and values to the membership | Liv | 01 Jan 24 | |
| 115 | Strat Rec #8: Exec to discuss include hoodies, training shirts, and Molycop as part of compulsory uniform | Nick / Coaching Convenor | 01 Jan 24 | 26/11/23: Coaching Convenor, icw Nick, to ensure coaches and managers enforce uniforms for players. Guidance to be provided at coaches and managers meeting. |
| 117 | Strat Rec #9: Replace Senior/Junior training with combined training at similar age groups. | Nick / Coaching Convenor | 01 Jan 24 | |
| NEW ACTIONS FROM 16 Oct 23 AGM and Comm Meeting | | | | |
| 118 | Source pricing for double sided pinnies | Liz | 01 Jan 24 | 26/11/23: Still in progress |
| 119 | Source quote for new gazebo bag | Dwight | 01 Jan 24 | 26/11/23: Still in progress |
| 120 | Source pricing for pinnies bag to protect velcro patches | Liz | 01 Jan 24 | 26/11/23: Still in progress |
| 121 | Promote Tri-series trials on socials | Donna | Closed | Completed |
| NEW ACTIONS FROM 27 Nov 23 Committee Meeting | | | | |
| 122 | Strat Rec #10: Set days that grades/teams will train before registration | Coaching Convenors | Closed | Business as usual |
| 123 | Strat Rec #11: Ensure all coaches have effective support via effective strategies | Coaching Convenors | Closed | Business as usual |

| | Action Item | Lead | Due by | Status |
|-----|--|------------------------------|---------------|---|
| 124 | Strat Rec #12: Continue to promote and attend more Carnivals | Team Managers | | |
| 125 | Strat Rec #13: Implement a comms strategy for promoting the Club and recruiting players | Comms Officers | Closed | Comms strategy adopted, and will be managed by CommsO |
| 126 | Strat Rec #13: Consider option to have the Club participate in a local fun run or similar activity | Social Convenor | | |
| 127 | Strat Rec #14: Create a fun acronym/ jingle/ song / catch phrase to encompass our values | Strategy Committee | | |
| 128 | Strat Rec #15: Implement recognition and reward to those that refer / recruit a friend | Exec | 07 Sep 24 | 26/11/23: Nick to add question to registration in PlayHQ, and to track info across the season. Committee will then consider recognition at, for instance, end of the season |
| 129 | Strat Rec #16: Create and review a retentions metric, and report back to Committee. | Registrar | 09 Mar 24 | |
| 130 | Strat Rec #17: Develop an exit survey | Strategy Committee | 01 Jun 23 | |
| 131 | Nicole to provide Bowling Club & Molycop contact details to Liv | Nicole | 13 Dec 23 | |
| 132 | Follow up sponsorship interest with Makin Mattresses. | Sponsorship Officer | 01 Jan 24 | |
| 133 | Provide end of 2023 wrap up to each sponsor | Sponsorship Officer | 25 Dec 23 | |
| 134 | Draft document to formalise various levels of sponsorship and associated investments | Sponsorship Officer | 05 Feb 24 | |
| 135 | Follow up with Lauren to check January date is needed for raffle support | Secretary | 01 Jan 24 | |
| 136 | Communicate the importance of our sponsorship relationships (particularly the Bowlo) | Sponsorship Officer / CommsO | 01 Jan 24 | |
| 137 | Contact Mayfield Demonstration School to ascertain their pie drive date | Fundraising Convenor | 05 Feb 24 | |
| 138 | Check if bingo is allowed for minors | Dave Cadogan | 05 Feb 24 | |
| 139 | Ensure @waratah emails are added to safe sender filters | All Committee Members | 01 Dec 23 | |
| 140 | Encourage all members to sign up and utilise TeamApp for messaging | Coaches and Managers | 05 Feb 24 | |
| 141 | Source the use of indoor court for trials 22 Feb 24 | Coaching Convenor | 22 Feb 24 | |



|October 2023 Finance Report



Notes

YEAR-TO-DATE VARIANCES

At 31 October we had \$22,112 in the bank, which is \$8,713 above where we had budgeted. The year-to-date operating result of a profit of \$1,096 is also \$8,713 better than budget.

The main drivers in the result being different from the budget are:

- \$11,921 of registrations, which is \$2,921 ahead of the budget. We have 2 more teams than I budgeted, most senior teams are full of players and we had several casual registrations throughout the season.
- Sponsorship of \$16,961 is \$9,961 more than the whole year budget. This is due to the unbudgeted receipts of the Currawong Aviation Training Services (\$3,000), OP Finance (\$3,000) sponsorships related to the Triserries, Currawong Aviation Training Services (\$775) sponsoring new balls and bench seats, and \$4,686 of Tillys sponsorship for our juniors.
- Apparel (uniforms):
 - Sales of \$4,407 are \$3,907 more than budgeted
 - Purchases of \$19,403, are \$9,668 ahead of budget

- The net difference of \$14,996 is covered by sponsorships for the Triseries (\$6,000); Molycop (\$2,500) and Tillys (\$4,686) sponsorships: and club reserves (\$1,810) – noting the purchase of \$677 in stock recently distorts this.
- Fundraising of \$4,708 is \$2,928 ahead of budget. This includes the Trivia night and the monthly raffles at the Bowling Club.
- Preseason costs are \$1,823 under budget due to running only a few Nettyheads sessions.
- Pie drive profit of \$500 was budgeted but the actual profit was \$919.

FORECASTING

I am forecasting we will have \$18,578 in the bank at year end, which is \$1,438 below where we started the year but \$6,087 ahead of the budget. I am forecasting the year to be a loss of \$1,438, which is also \$6,087 ahead of the budget.

The significant improvement over the budget is due to:

- Year to date variances outlined above
- We were unsuccessful in gaining the Port Waratah Coal Services \$1,500 grant and I have removed it from both forecast revenue and expenses
- Executive has agreed to purchase 30 new match balls at a cost of \$1,320, which I have forecast later in November
- I estimate there will be another \$823 of stock purchases late in the year as we stock up for next year.
- A number of other smaller variances

Other

- Nil



October 2023 Finance Report



Waratah Netball Club Inc

Financial Report

YTD, ending 31 October 2023

| Income | 2023 Month Budget | October Month Actuals | Variation Fav / (Unfav) | 2023 YTD Budget | 2023 YTD Actuals | Variation Fav / (Unfav) | 2023 Budget | Forecast | Variation Fav / (Unfav) |
|--------------------------|-------------------|-----------------------|-------------------------|-----------------|------------------|-------------------------|----------------|----------------|-------------------------|
| Registration | - | - | - | 9,000 | 11,921 | 2,921 | 9,000 | 11,921 | 2,921 |
| Sponsorship & Grants | - | 275 | 275 | 7,000 | 16,961 | 9,961 | 7,000 | 16,961 | 9,961 |
| Fundraising | 150 | 205 | 55 | 1,780 | 4,708 | 2,928 | 2,180 | 5,000 | 2,820 |
| Pie Drive Income | - | - | - | 5,500 | 7,243 | 1,743 | 5,500 | 7,242 | 1,742 |
| Apparel Sales | - | - | - | 500 | 4,407 | 3,907 | 500 | 4,407 | 3,907 |
| Other Income | 50 | (760) | (810) | 500 | 10 | (490) | 600 | 10 | (590) |
| Presentation Fees | - | - | - | 800 | 1,120 | 320 | 800 | 1,120 | 320 |
| Total Income | 200 | (280) | (480) | 25,080 | 46,369 | 21,289 | 25,580 | 46,661 | 21,081 |
| | | | | | 46,369 | | | | |
| Expenditure: | | | | | | | | | |
| Coach and umpire deve | 83 | - | 83 | 833 | 620 | 213 | 1,000 | 720 | 280 |
| Equipment | 21 | - | 21 | 208 | 95 | 113 | 250 | 145 | 105 |
| Coaching Equip & Balls | - | - | - | 750 | 1,254 | (504) | 750 | 2,574 | (1,824) |
| Pie Drive Costs | - | - | - | 5,000 | 6,324 | (1,324) | 5,000 | 6,324 | (1,324) |
| Trivia Night | - | - | - | - | - | - | - | - | - |
| MyClubMate Fees | - | - | - | 500 | 465 | 35 | 500 | 465 | 35 |
| Preseason | 200 | - | 200 | 2,700 | 877 | 1,823 | 2,700 | 877 | 1,823 |
| Presentation | - | - | - | 5,000 | 7,314 | (2,314) | 5,000 | 7,314 | (2,314) |
| Presentation Vouchers | 1,000 | 1,230 | (230) | 2,060 | 2,290 | (230) | 2,060 | 2,290 | (230) |
| Court hire | - | - | - | 1,850 | 1,658 | 193 | 1,850 | 1,858 | (8) |
| Registration | - | - | - | 3,090 | 3,676 | (586) | 3,090 | 3,676 | (586) |
| Apparel Purchases | - | - | - | 9,735 | 19,403 | (9,668) | 9,735 | 20,226 | (10,491) |
| Fundraising Costs | 21 | - | 21 | 245 | 847 | (603) | 300 | 885 | (585) |
| Miscellaneous Costs | 73 | 200 | (128) | 725 | 449 | 276 | 870 | 749 | 121 |
| Total Expenditure | 1,397 | 1,430 | (33) | 32,696 | 45,273 | (12,576) | 33,105 | 48,102 | (14,997) |
| FY18-19 Inc/(Exp) | (1,197) | (1,710) | (513) | (7,616) | 1,096 | 8,713 | (7,525) | (1,441) | 36,079 |

| Bank Account | | Petty Cash | |
|----------------------|---------------|----------------------|------------|
| Balance at 01 Jan 23 | 20,016 | Balance at 01 Jul 21 | 292 |
| Total Credits | 46,369 | Income: | |
| Total Debits | 45,273 | Outgoing: | |
| Current Balance | 21,112 | Closing Petty C | 292 |
| | -955 | | |

| Net Worth | | Outstanding Debtors | |
|----------------------------|---------------|---------------------|---|
| Bank Balance | 21,112 | Registration | - |
| Petty Cash | 292 | Uniforms | - |
| Less debtors | - | | |
| Net Worth | 21,404 | | |
| | | | |
| Increase/(Decrease) | 1,096 | | |

-\$955.00

check ok

DI Graham
Dwight Graham
Treasurer

Attachment 4: Proposed budget 2024



2024 Draft Budget Version 2

Overall the draft budget is forecasting a profit of \$1,184 and that we will end the 2024 year with \$19,774 in the bank.

Key decisions:

1. **Triserries Player Contributions** – Noting the forecast \$6,000 of sponsorship, the proposal is \$130 per player, leaving an estimated \$613 shortfall
2. **Registration Fees** – Given the increase by NNSW, along with the well documented cost pressures on families and WNC's strong financial position, it is proposed to reduce the WNC portion by the same amount (as the NNSW increases) to hold all individual players registration fees at the 2023 amounts (\$265, \$210 and \$175 respectively). This will see registration revenue reduce by approximately \$600.

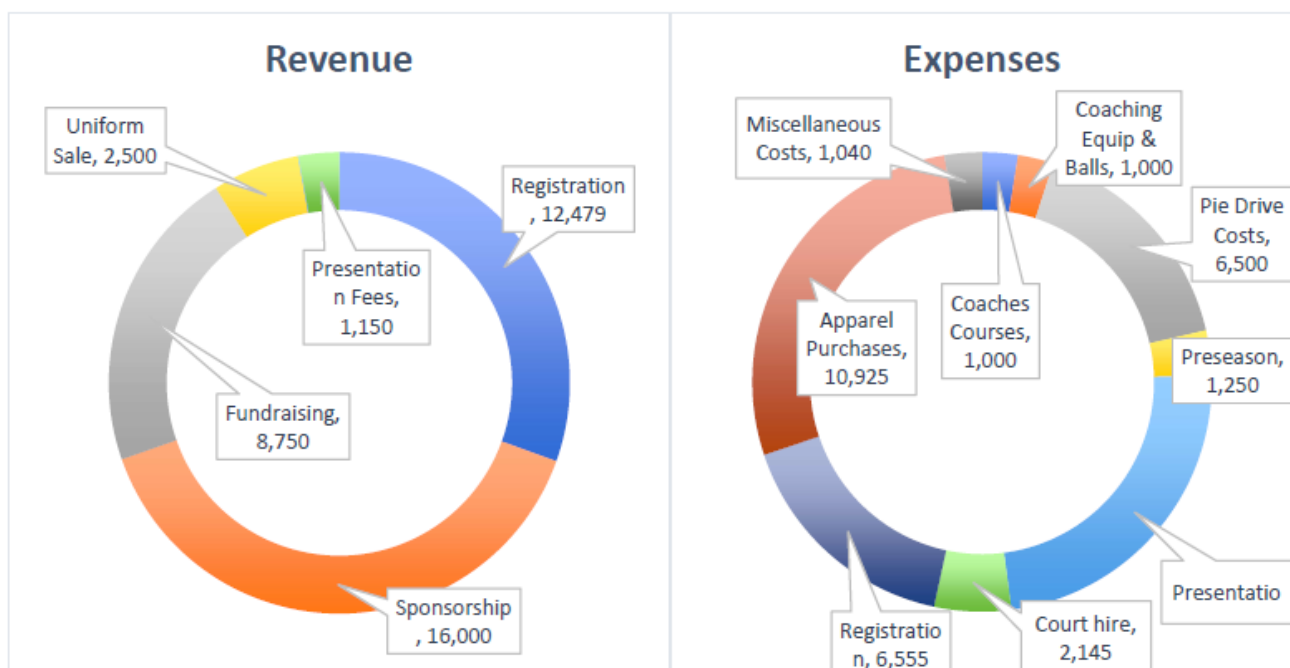
Recommendations

I recommend that Executive:

1. Consider and approve the Registration fees for all players
2. Consider and approve the player contribution for the Triserries players
3. Continue to explore opportunities to gain further sponsorship,
4. Maximise revenue opportunities, and
5. Where possible, minimise costs.
6. Adopt the attached 2024 Draft budget, as amended by items 1 and 2.

Headline Numbers:

Profit: 1,184; Bank Balance (31 Dec 2024): \$19,774; Revenue: \$40,899; Expenses: \$39,715



Key assumptions

- With the exception of Triserries players, registration fees for the players are proposed to be unchanged from 2023. This means a reduction in revenue to the club of approximately \$600. There are other options presented below.
- Team numbers are the same as 2023
- Triserries players, it is proposed all pay \$130 towards the cost of their registration (including additional \$30 per player fee). This is compared to 2023 where Champs paid zero, while the Opens and 23s paid full regos but not the Triserries \$30 fee. The 2024 approach has been endorsed by the Triserries Champs players.
- Triserries runs at a loss of \$613. Although other scenarios are presented below.
- A small profit of \$1,184 results

Key discussion points

Registration fees

NNSW has had a small increase in its fees while NNA has held its fees at the 2023 amounts. WNC fees in 2023 were:

- Seniors \$95
- 10-17 yrs \$60
- 7-9 yrs \$45

2024 registration fees options for Exec to consider include:

| Fees Options | |
|---|---------------|
| | Profit Result |
| Option 5 Total player contribution stays at 2023 amount | \$ 1,184 |
| Option 1 WNC portion stays at 2023 amounts (total registration go up by \$7-\$8 per player) | \$ 1,795 |
| Option 2 Increase WNC portion by \$5 per player | \$ 2,430 |

Triserries – costs, sponsorship and fees

- Sponsorship is assumed to be:
 - CATS \$3,000
 - OP Finance \$3,000
- Costs are estimated at \$10,808
- Player contributions are assumed to be \$130 per player and 3 teams of 10 players
 - \$160 per player would eliminate the current net cost
 - Additional sponsorship could also see the current net cost eliminated.

| Triserries | |
|---------------------------|--------------|
| Uniforms | 1,800 |
| NNA & NNSW Registrations | 5,205 |
| NNA Additional Fee | 900 |
| WNC Rego | 2,408 |
| Court hire | 200 |
| | <hr/> |
| | 10,513 |
| <i>Less</i> | |
| Player contributions | 3,900 |
| Sponsorship | 6,000 |
| | <hr/> |
| | 9,900 |
| | <hr/> |
| Net surplus/(cost) | (613) |

Sponsorship and Grants of \$16,000 is assumed. This includes:

| Sponsorship | |
|----------------------------|-----------|
| Mayfield West Bowling Club | \$ 3,000 |
| Port Waratah | \$ 1,500 |
| Molycop | \$ 2,500 |
| Tri-Series | \$ 6,000 |
| Tilly's | \$ 3,000 |
| Other | |
| | <hr/> |
| | \$ 16,000 |

With the exception of the Bowling Club and the Triserries items, all sponsorships and grants are totally offset by additional apparel purchases. So, if they do not come to fruition, then the purchases can be removed. Hence there will not be an affect on our finances.

Fundraising

Assumptions:

- \$1,500 from the Trivia night
- \$500 from the Pie Drive

- \$250 from other misc fundraisers
- Nil from the Bowling Club meat raffles, based on feedback that this is likely to stop.

Apparel

| Apparel - Uniforms | |
|-------------------------------------|---------------|
| Sales | 2,500 |
| Purchases: | |
| Related to sales | 2,125 |
| Related to Tri-series | 1,800 |
| Related to other grants/sponsorship | 7,000 |
| Total purchases | 10,925 |

Other assumptions

- Court costs
 - NNA Lights \$1,595
 - Wet weather alternative venue \$550
 - \$2,145
- Preseason, including Nettyheads, Gala day \$1,250

Conclusions

The draft budget produces a small surplus but being small, could disappear quickly with unexpected expenditure. The forecast is based on a few assumptions which need approval by the Executive.

In particular, the registration fees for all players including the Triseies players, needs consideration and approval.

Budget

| Income | 2018-19 Actuals | 2019-20 Actuals | 2020-21 Actuals | 2022 Actuals | 2023 Forecast 25 Nov 23 | 2024 Budget | Variance to 2023 Actuals Fav/(Unfav) |
|----------------------|--------------------|--------------------|--------------------|---------------|-------------------------------|----------------|---|
| Registration | 18,140 | 20,202 | 26,471 | 6,911 | 11,921 | 12,479 | 558 |
| Sponsorship & Grants | 3,500 | 5,500 | 8,500 | 12,350 | 16,961 | 16,000 | (961) |
| Fundraising | 7,435 | 905 | 2,178 | 2,228 | 5,252 | 1,750 | (3,502) |
| Pie Drive Income | 2,974 | 0 | 5,474 | 6,416 | 7,242 | 7,000 | (242) |
| Apparel Sales | 478 | 0 | 2,057 | 3,171 | 4,407 | 2,500 | (1,907) |
| Other Income | 1,126 | 358 | 1,311 | 620 | 139 | 20 | (119) |
| Presentation Fees | 630 | 620 | 0 | 820 | 1,120 | 1,150 | 30 |
| Total Income | 34,284 | 27,585 | 45,990 | 32,516 | 47,042 | 40,899 | (6,144) |

| Expenditure: | | | | | | | |
|--------------------------|----------------|---------------|---------------|---------------|---------------|---------------|-----------------|
| Coaches Courses | 621 | 300 | 150 | 1,147 | 720 | 1,000 | 280 |
| Equipment | 1,983 | 56 | 143 | 0 | 145 | 250 | 105 |
| Coaching Equip & Balls | 767 | 428 | 960 | 1,423 | 2,574 | 750 | (1,824) |
| Pie Drive Costs | 5,024 | 0 | 4,751 | 5,556 | 6,324 | 6,500 | 177 |
| Trivia Night | 23 | 0 | 342 | 36 | 0 | | 0 |
| MyClubMate Fees | 433 | 0 | 464 | 495 | 465 | 500 | 35 |
| Preseason | 536 | 186 | 1,412 | 1,015 | 1,027 | 1,250 | 223 |
| Presentation | 3,726 | 4,545 | 1,174 | 4,570 | 7,314 | 8,000 | 686 |
| Presentation Vouchers | 810 | 0 | 0 | 0 | 2,290 | 1,300 | (990) |
| Court hire | 14,859 | 16,020 | 19,861 | 1,396 | 1,658 | 2,145 | 487 |
| Registration | 630 | 0 | 2,337 | 268 | 3,676 | 6,555 | 2,879 |
| Apparel Purchases | 2,667 | 4,875 | 6,269 | 6,840 | 20,226 | 10,925 | (9,301) |
| Fundraising Costs | 4,094 | 0 | 0 | 319 | 847 | 300 | (547) |
| Miscellaneous Costs | 663 | 923 | 1,152 | 656 | 599 | 240 | (359) |
| Total Expenditure | 36,499 | 27,333 | 39,016 | 23,720 | 47,864 | 39,715 | (8,150) |
| Surplus/(Deficit) | (2,216) | 252 | 6,973 | 8,796 | (822) | 1,184 | (14,293) |

Attachment 5: NNA Calendar 2024

| Proposed Fixtures Schedule 2024 | | | | | |
|--|--------------|--------------------------------|---------------------------|----|--|
| <u>Date</u> | | <u>Further activities</u> | <u>Friday Night Games</u> | | |
| 6th April | 1 | | 5th Apr | 1 | |
| 13th April | 2 | | 12th April | 2 | |
| 4th May | 3 | | 3rd May | 3 | |
| 11th May | 4 | | 10th May | 4 | |
| 18th May | 5 | | 17th May | 5 | |
| 25th May | 6 | | 24th May | 6 | |
| 1st June | 7 | | 31st May | 7 | |
| 8,9,10th | | Senior state Titles | | | |
| 15th June | 8 | | 14th June | 8 | |
| 22nd June | 9 | | 21st June | 9 | |
| 23rd June | | Adverse Weather Day see Policy | | | |
| 29th June | 10 | | 28th June | 10 | |
| 6,7,8 | | Junior State Titles | | | |
| 20th July | 11 | | 19th July | 11 | |
| 27th July | 12 | | 26th July | 12 | |
| 3rd Aug | 13 | | 2nd Aug | 13 | |
| 10th Aug | 14 | | 9th Aug | 14 | |
| 11th Aug | | Adverse Weather Day see Policy | | | |
| 17th Aug | 15 + minor | Minor R14 | 16th Aug | 15 | |
| 24th Aug | semis | Major R14, minor & major R15 | 23rd Aug | 16 | |
| 31st Aug | Finals | | | | |
| 7th Sept | Grand Finals | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

This information refers to NNA Adverse Weather Policy

· Games not played due to weather conditions in the first round will NOT be replayed. No points will be awarded for these games.

· Games not played due to weather conditions in the second round will NOT be replayed providing the CORRESPONDING GAME in the first round was played. No points will be awarded for these games.

· If the corresponding game in the second round is also not played due to weather conditions, then it will be played on either 23rd July or 20th August.

Attachment 6: Comms Strategy

Introduction:

Waratah Netball Club is dedicated to empowering members to shine, enriching the community, and promoting sustainability at all levels of netball participation. This marketing plan and communication strategy aims to leverage social media platforms, primarily Facebook and Instagram, to effectively convey the **Club's values of Community, Integrity, and Sportsmanship** whilst also incorporating the club objectives.

Club Objectives

- OBJ 1. Develop a Sense of community.
- OBJ 2. Promote netball throughout the community.
- OBJ 3. Foster sportsmanship in ourselves and others.
- OBJ 4. Make the Club an attractive and positive environment for members.
- OBJ 5. Grow to include teams in all age groups.
- OBJ 6. Develop our players, umpires, coaches and managers.
- OBJ 7. Experience success.
- OBJ 8. Maintain strong governance.

Prepared by: Emily Reed - *Communications Officer*

Table of Contents

| | |
|--|-----------|
| MARKETING PLAN | 21 |
| <i>SWOT Analysis:</i> | 21 |
| <i>Marketing Objectives:</i> | 21 |
| <i>Target Audience:</i> | 21 |
| <i>Marketing Strategies:</i> | 21 |
| <i>Budget</i> | 22 |
| <i>Monitoring and Evaluation:</i> | 22 |
| COMMUNICATIONS STRATEGY | 23 |
| <i>Comms Objectives:</i> | 23 |
| <i>Content Themes:</i> | 24 |
| <i>Platform-Specific Strategies:</i> | 24 |
| <i>Sponsors:</i> | 25 |
| <i>Comms Tasks & Roles:</i> | 26 |
| <i>Performance Metrics:</i> | 26 |
| TIMELINE | 27 |
| <i>November - December:</i> | 27 |
| <i>January - February:</i> | 27 |
| <i>March - April:</i> | 27 |
| <i>Ongoing:</i> | 27 |
| CONCLUSION | 27 |

MARKETING PLAN

SWOT Analysis:

Internal Analysis:

- Strengths: Established community presence, committed members, core values alignment, established Facebook following.
- Weaknesses: Limited online presence on Instagram, outdated branding, potential for increased member engagement and member turnout at Mayfield Bowling Club.

External Analysis:

- Opportunities: Growing interest in netball, potential sponsorships, collaborations with local businesses, new Active and Creative Kids voucher program.
- Threats: Competition from other sports clubs, member (existing and prospective) financial difficulties.

Marketing Objectives:

- Increase Club Membership.
- Enhance Community Engagement through targeted events and initiatives.
- Nurture and strengthen sponsorship relationships for sustainable growth.
- Increase member attendance and participation at events.
- Increase engagement and following on Instagram and Facebook.
- Engage regularly on social media to maintain engagement and reach.

Target Audience:

- **Current Members:** Engage and retain existing members.
- **Prospective Members:** Attract new players of all ages and skill levels.
- **Local Community:** Build relationships with local residents, businesses, and schools.

Marketing Strategies:

Rebranding/Refresh:

- Develop a refreshed visual identity.
- Create a brand kit with logos, fonts, and brand colours.
- Ensure a consistent and professional image through branded posts.

Digital Marketing:

- Utilise Facebook and Instagram to create engaging content, such as videos/reels, articles, and interviews, to highlight the club's achievements, player stories, and community involvement.
- Launch online campaigns targeting specific demographics.
- Collaborate with the executive committee on regular email newsletters for member communication and updates.

- Ensure all communication materials reflect the club's values and vision.
- Utilise brand kit to maintain consistency across all channels.
- Feedback Mechanism: Establish channels for members to provide feedback and suggestions.
- Share informative content about netball skills, health tips, or interviews with coaches and players.
- Tailor communication efforts around seasons, focusing on registration drives, seasonal tournaments, and skill development sessions (NettyHeads).
- Acknowledge and celebrate member achievements, milestones, and contributions to the club and community.

Community Events:

- Advertise and promote community events and Community Initiatives: Highlight the club's involvement in local events, charity work, or community programs.
- Continue to engage with the wider community on social media.
- Encourage Member Participation: Create opportunities for members to volunteer or participate in community-driven activities.

Sponsorship Development:

- Foster long-term relationships with sponsors through regular updates and appreciation posts/tags on social media.
- Increase member attendance at Mayfield Bowling Club.

Budget

Potentially allocate resources for:

- Digital marketing campaigns.

Monitoring and Evaluation:

Key Performance Indicators (KPIs):

- Membership growth.
- Engagement metrics on social media.
- Member turnout at events.

Regular Evaluation:

- Conduct quarterly reviews to assess the effectiveness of strategies.
- Adjust tactics based on performance data and feedback.

COMMUNICATIONS STRATEGY

Club Vision

Our Purpose is to empower our members to shine, while enriching and connecting our community. Our Vision is to be a sustainable netball club that caters for all levels of participation and competition.

Comms Objectives:

Enhance Member Engagement:

- Foster a sense of community among club members.
- Highlight individual and team achievements.

Community Connection:

- Promote Waratah Netball Club as an integral part of the local community.
- Share stories and events that highlight community involvement.

Social Media Presence:

- Continue to grow Facebook and Instagram presence with consistent visual themes and established brand voice.

Consistent Messaging:

- Ensure a unified brand voice across all communication channels.
- Create and reinforce key messages that reflect the club's values and vision.

Crisis Communication Plan:

- Develop a plan for handling potential crises or negative publicity.
- Communicate transparently and promptly with members and the community.

Improve Internal Communications:

- Create a live document to be used internally for coaches, managers and committee members to communicate content requests for social media.
- Create team folders in OneDrive for managers and coaches to upload images of their teams to streamline and simplify the process for Comms Officers.
- Requests for specific player posts to be emailed to comms@waratahnetball.asn.au with the players name, team details and photo.
- Ensure clear communication of roles to minimise overlap and/or confusion.

Content Themes:

Member Spotlights:

- Regular features on outstanding performances, personal achievements, and milestones.
- Encourage members to share their netball journey and experiences.
- Showcase diverse stories to reflect the inclusivity of the club.

Community Involvement:

- Highlight the club's participation in local events, charity drives, and community outreach programs.
- Share stories of members contributing to the community in line with the club's values.

Behind-the-Scenes:

- Offer a glimpse into the club's day-to-day operations, practices, and preparation for matches.
- Showcase the hard work and dedication of coaches, volunteers, and support staff.

Game Day Highlights:

- Create engaging content around matchdays, including highlights, player interviews, and behind-the-scenes footage.
- Encourage members and fans to share their matchday experiences on social media.
- Reinforce the values of sportsmanship and teamwork through matchday narratives.

Training and Skill Development:

- Share content focused on skill development, training routines, and tips from coaches.
- Encourage members to share their training progress and achievements.
- Emphasise the club's commitment to fostering skill growth at all levels.

Throwback Moments:

- Share nostalgic content, such as photos and videos from memorable events in the club's history.
- Encourage members to share their favourite club memories.
- Build a sense of tradition and continuity within the club community.

Platform-Specific Strategies:

Facebook:

- Utilise Facebook Events for upcoming matches, tournaments, and community events.
- Share longer-form content, such as match highlights, interviews, and in-depth stories.
- Encourage member engagement through comments, likes, and shares.

Instagram:

- Emphasise visual storytelling through Instagram Stories and IGTV.
- Leverage Instagram Reels for short, engaging clips and challenges.
- Use Instagram Live for real-time updates, Q&A sessions, and behind-the-scenes moments.

- Refresh bio with the established brand voice.
- Refresh highlight reels with a consistent visual theme.

TikTok (Future Expansion):

- Research and understand TikTok trends and challenges.
- Create content that aligns with TikTok's creative and energetic culture.
- Engage with trending challenges to increase visibility.

Google:

- Add browser icon (or Favicon) to website - See [here](#).
- Add images to Google Business profile.
- Update logo on Google Business Profile.
- Add Facebook link on Google Business Profile.

Website:

- Update logo on website (current logo is poor quality).

Sponsors:

- Mayfield West Bowling Club
- Currawong Aviation Training Services
- Open Plan Finance
- Molycop Steel
- Tilly's Childcare Waratah
- Port Waratah Coal

Comms Tasks & Roles:

| TASKS & GOALS | PLATFORM | WHO | WHEN |
|--|--|--|--|
| Respond promptly to comments, direct messages, and mentions with a consistent brand voice. | Facebook, Instagram, Email, Google and all other channels. | 1) Donna 2) Nicole 3) Emily | Ongoing |
| Actively engage with the audience by asking questions, conducting polls, and encouraging user-generated content. | Facebook and Instagram. | 1) Emily 2) Donna | Ongoing |
| Promote post-game events at Mayfield Bowling Club. | Social media, Email, and group chats. | 1) Managers & Coaches 2) Comms Officers | In the week leading up to the post-game event and on the day of. |
| Establish a consistent posting schedule to maintain audience engagement. Tailor the frequency of posts to each platform's optimal times for user activity. | Instagram and Facebook. | 1) Emily 2) Donna | Initially to be established in November/December 2023 and maintained thereafter. |
| Create engaging and valuable content consistent with the club values and branding. | Instagram and Facebook. | 1) Emily 2) Donna | Ongoing |
| Ensure the list of sponsors is current. Upload updated, high quality logos for sponsors. | OneDrive | Sponsorship Officer (Liv Lane) | November/December 2023 and update as required. |
| Provide a list of members who do not consent to the use of their images on social media to the Comms Team. | Email and OneDrive | Registrar (Nick Osborne). | After Registrations. |
| Upload images of players, teams, behind-the-scenes etc. to the relevant folder. | OneDrive | 1) Coaches and Managers. 2) Donna | Weekly during playing season. Existing photos to be uploaded to be utilised prior to the new season commencing. |

Performance Metrics:

Regularly analyse performance metrics, including engagement rates, follower growth, and content reach. Use insights to refine content strategies and improve overall communication effectiveness.

TIMELINE

November - December:

- Develop brand guidelines and strategy.
- Revamp branding and social media profiles.

January - February:

- Launch targeted digital marketing campaigns.
- Active Kids voucher (expires 31/01/2024) and new Active and Creative Kids Voucher (available from 01/02/2024).
- 01/01/2024 Online Registrations open.
- 03/02/2024 Registration Day.
- Initiate partnerships with local businesses and organisations.

March - April:

- Continue community engagement efforts.
- Gradings and late registrations.

Ongoing:

- Regularly update content on all communication channels.
- Evaluate strategies based on member feedback and engagement metrics.

CONCLUSION

This marketing plan and communications strategy provide a comprehensive roadmap for Waratah Netball Club to achieve its vision, increase membership, and enhance community connections. By focusing on rebranding/refreshing, digital marketing, community events, and sponsorship development, the club can create a strong and sustainable presence in the local community while staying true to its core values. Regular evaluation and adaptation will ensure the strategy remains relevant and impactful.