

# 2018-19 ANNUAL REPORT



**ALTONA**  
HOCKEY CLUB



# PRESIDENT'S YEAR IN REVIEW

The Altona Hockey Club continues to have a strong presence within the Victorian hockey community and it was once again my pleasure to hold the role of club President this year.

This year has been a strong year for our club, making some big steps forward in our relationship with Council and featuring strongly in the HV Community Club awards at the HV awards night. While we did not see a great deal of success by way of Premierships, we had many individual successes with a significant number of people involved in state and national level competitions in both playing and officiating. Congratulations to the players, coaches and officials that found team and individual success in 2019, in particular the teams who did make it all the way to finals.

We have fielded teams at the highest grade in both men and women right through the senior and junior grades to social and masters competitions, which continues to be a significant achievement for a club of our size. We also saw a huge increase in the number of junior players at a HookIn2Hockey/U10 this year – a testament to the ongoing efforts of the junior sub-committee.

We have again achieved the benchmark set out by Hockey Victoria through the League Entry Criteria maintain our position in Premier League for season 2020. This included a significant uplift in the number of credentialed Coaches and Umpires that were registered for Altona and special thanks goes out to the people that made this possible.

Successful discussions with Hobsons Bay City Council have resulted in a significant reduction to our lease payments, which have gone a long way to easing the financial strain on the club this year. Finance will once again be a strong focus of the board on the off-season.

A huge thank you goes out to the board and their continued efforts to ensure the successful operation of the club. I would also like to acknowledge the hard work of all the people around our club that donate their time to help in the success of AHC both on and off the field. As a volunteer organisation this support is essential and often goes unrecognised. On behalf of the Board, and the wider AHC, thank you.

**STEPHEN RITCHIE**

# THE ALTONA HOCKEY CLUB BOARD

The Altona Hockey Club Board of Management is elected in accordance with the Constitution to control and manage the club in the best interests of our members.

The board continues to revisit, update and adjust its existing policies to maintain alignment with changing HV policies, legal requirements and community expectations to best serve the interests of the club and its members.

In 2019 the board consisted of 8 representatives for the full year, with Ian Bartlett, Nicola Langdon and Candace Guest stepping down at the end of 2018, and Benn Henderson and Peter Dolenc joining the board.

The Altona Hockey Club would like to take this opportunity to recognise and thank Ian Bartlett for his long-standing contribution on the Board, he was by far the longest serving Board member and takes a well deserved break from official duties in 2019 after serving in a number of roles over the years.

**STEPHEN RITCHIE**  
PRESIDENT

**ALEX TYRRELL**  
VICE- PRESIDENT

**PETER DOLENC**  
SECRETARY

**TRACEY DRAKE**  
TREASURER

**TAYLAH BRENNAN**  
FACILITIES & SOCIAL

**MEGAN NEWTON**  
SENIOR HOCKEY OPERATIONS

**JUSTINE COOKE**  
HOCKEY OPERATIONS

**BENN HENDERSON**  
SPONSORSHIP & FUNDRAISING

# MEMBERSHIP SUMMARY

2019 saw an overall reduction in members, mostly coming from the Junior and Social membership areas, this is in-line with wider Hockey Victoria trends despite our best recruitment efforts. See Appendix 2 for a trend of membership numbers over time.

Member Type	2018			2019		
	Male	Female	Total	Male	Female	Total
Junior - Hin2H	20	12	32	28	24	52
Junior - Under 8/Intra-club	8	8	16	5	4	9
Junior - Under 10	10	14	24	13	12	25
Junior - Under 12	25	12	37	15	8	23
Junior - Under 14	19	12	31	19	16	35
Junior - Under 16	23	12	35	18	9	27
Junior - Under 18	25	16	41	15	7	22
Subtotal	130	86	216	113	80	193
Senior	65	65	130	81	66	147
Masters	14	2	16	12		12
Subtotal	79	67	146	93	66	159
Social Members	12	15	27	4	7	11
Coterie Members	11	2	13	6	5	11
Life Members	12	4	16	12	4	16
Subtotal	35	21	56	22	16	38
TOTAL	244	174	418	228	162	390

Note: Members are counted only once, ie:

- Intraclub/Hin2H participants are counted as Hin2H only
- Junior/Senior players are counted as juniors only
- Masters/Seniors players are counted as seniors only
- Social members do not include playing members (there were 3 additional playing social members and 3 playing coterie members in 2019)



# WINTER TEAM SUMMARY



Winter Teams	2018				2019			
	Male	Female	Mixed	Total	Male	Female	Mixed	Total
Junior - Under 10	1	1		2	2	1		3
Junior - Under 12	2	1		3	2			2
Junior - Under 14		1	2	3		1	2	3
Junior - Under 16			2	2			2	2
Junior - Under 18			1	1			2	2
Senior	5	5		10	5	5		10
Masters	1			1	1			1
<b>TOTAL</b>	<b>9</b>	<b>8</b>	<b>5</b>	<b>22</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>23</b>

# JUNIORS

JUSTINE COOKE

## JUNIOR SUB-COMMITTEE

The Junior Sub-Committee's role is to ensure the Junior section of the club runs efficiently. Tasks undertaken included making sure teams had First Aid kits and safety equipment at the beginning of the year, to ensuring umpires were rostered for junior games and ball boys were available for all Premier League home games. The focus again this year was to try and increase junior player numbers as well as attendance at junior social events, as well as a continued focus on coach and umpire development.

The Junior Sub-Committee for 2019 was: Ben Guy, Karen Symons, Linda Samson, Tiff Bartlett, Veronica Campello, Joanne Harvey, Andy Roberts, Neil Stiefel, Hazel Young and Justine Cooke.

Thank you for all of their hard work throughout the year.

## 2019 TEAMS & RESULTS

TEAM	LADDER
U10 Boys District West	3rd
U10 Girls District North West	7th
U12 Boys Shield B	5th
U12 Boys Pennant Central NW	9th
U14 Mixed Shield B	8th
U14 Mixed District North West	5th
U14 Girls Shield B	7th
U16 Mixed Shield A	6th
U16 Mixed District NW Central	6th
U18 Mixed District North West	8th
U18 Mixed District NW - Blue	Premiers





# JUNIORS

## JUNIOR SOCIAL EVENTS

### *FAMILY FUN DAY*

The Family Fun day was a great success for 2019. Throughout the day there were events which kept the kids entertained in-between Premier League games. Activities included a jumping castle, Hockey Darts, Face Painting, Chocolate Toss, Colour Run, as well as a Lolly Jar guess and multiple raffles. It was great to see so many juniors involved and mixing with the senior players on the day.

### *IPOD SHUFFLE*

The iPod Shuffle was a good night with all attendees on the dancefloor at some stage. Most of the glow sticks were utilised and the pizzas ordered kept the dancers on the dancefloor!

## RECRUITMENT

With the junior numbers forming a key component of the League Entry Criteria as well as the future of the club, recruitment was again a big area of focus in 2019. The overall number of junior teams grew this year with a second U18 team entered.

This year the club was also a finalist in Hockey Victoria's Hookin2Hockey Club of the year category, and the results of successful Hookin2Hockey program were: 23 x kids participating in the Stick2Hockey program & 22 x kids in the 2 x U10 teams.

This is the best retention we have had so far, and a testament for how much time and effort Karen Symons has put into the program.

**THANK YOU** to all Coaches, Team Managers, Umpires, Parents, Ball Kids and everyone else who played a part in this year's hockey season. The club could not run without the number of volunteers we have, assisting in the canteen, cooking BBQ's, donating items for raffles, driving players to matches, assisting in fundraising and attending at social events etc etc.





# WOMENS

## PENNANT & METRO

### MEGAN NEWTON

Pennant C were able to retain their spot in the grade for 2020. Despite, finishing 8th, the team were very competitive in most games but just couldn't get over the line to take home a few more wins. Graham Norman stepped up to coach the team this season, I would like to thank him for all his efforts this season including helping other teams whenever he was available.

Pennant D were successful in making finals, finishing third during the home and away season. Despite an amazing effort scoring an equaliser with 7 minutes of the game to go, they couldn't quite get over the line against KBH Brumbies in the Preliminary Final. Lyn Calle was the highest goal scorer with 17 under her belt. The team also welcomed Tristen Lee, one of our junior players, as goalkeeper. With only a small amount of experience as a keeper, Tristen proved that she was more than ready for the challenge.

Metro West were the success story of the season bringing home the flag! Finishing third in the home and away season, they were the only team to defeat Craigieburn. The team fought their way to the Grand Final defeating Footscray and Sunshine on the way. The Grand Final saw them playing Craigieburn, defeating them 4-1. Justine Cooke, fresh out of retirement, was the lead goal scorer for the season with 9 goals.

Thank you to everyone who helped this season whether it being coaching, team managing, helping in canteen, doubling up or playing in a grade out of their comfort zone. Without your help, we wouldn't have had the success that we have had this season. Here is hoping for another successful season in 2020.

### 2018 TEAMS & RESULTS

TEAM	LADDER
PREMIER LEAGUE	10th
PL RESERVE	12th
PENNANT C	8th
PENNANT D	3rd
METRO B WEST	PREMIERS



# WOMEN'S PREMIER LEAGUE

BEN NEWELL

2019 was a year of change for both our WPL and WPLR teams.

The group was challenged with all the changes that occur with a new coaching lineup. It's a credit to both teams that they embraced all these changes that were implemented and supported each other throughout the year.

WPL finished 10<sup>th</sup>, 2 points out of the finals. Drawing far too many games didn't help us and if we can convert some of these into wins next season we should be playing finals.

The groups' performance improved steadily throughout the year, only losing 2 games in second half of the season.

Thank you to the leadership group for all your help and support this season. The ability of Bronte, Taylah, Dan and Jess to drive the culture within the group as well as support the players when needed was remarkable.

WPLR struggled for numbers at times during the year. Finishing 12<sup>th</sup>, the team showed some positive development throughout the season. Merryn did a fantastic job developing the kids and hopefully we'll see some of them debuting in WPL shortly.

Some highlights for the year include:

- Jess Brennan selected in the WPL All Star team.
- Sophie Martin selected in the Australian Country Team
- Josie Erbsland and Claudia Beamish selected in the SSV U/16 side.
- 2019 also saw Piper Willems and Claudia Beamish make their WPL debut.
- Jess made the Emerging Squad; Claudia made the U18s Squad and Piper the U15s Squad.

Thank you to Merryn Brennan for all her support and assistance during the year. Her work with the WPLR side was greatly appreciated by the players.

Thanks also to Barry Fox for managing the girls this year, Marco De Muri for all his hard work and commitment helping at trainings and Michelle Kerley for her help with the WPLR side.





# MENS

## PENNANT & METRO

### STEPHEN RITCHIE

After struggling to find players to field our three senior sides in 2018 it was fantastic to see a big turn out this year with almost enough players to consider entering an extra team.

Numbers at training were huge and competition for spots was fierce which added to the excitement of the year.

On field results were mixed with Pennant B and Pennant E consistently troubling opposition teams but struggling to chalk up wins. Both teams sat towards the bottom of the table as the end of the season closed in with some handy results keeping us out of relegation territory.

The Metro B side had a very different experience, with a number of double-digit wins and displays of dominance during the year. The 5s made it all the way through to the big dance but were unlucky on the day and came home runners-up, a great effort by all involved.

Thanks goes out to all the players, team managers, coaches, helpers and supporters that helped get teams on the park each week. Looking forward to carrying some of the momentum from this year into 2020.

### 2019 TEAMS & RESULTS

TEAM	LADDER
PREMIER LEAGUE	10th
PL RESERVE	12th
PENNANT B	9th
PENNANT E	8th
METRO B WEST	2nd
MASTERS 35+ BNW	4th





# MEN'S PREMIER LEAGUE

## STEVE CAMPBELL

2019 proved to be a year of up and downs, growth and soul finding for our Men's Premier League Squad, both on and off the field.

Due to the current nature in Australian sport and in the hockey community in Victoria the club struggled to find a full time coach. With all avenues exhausted the role of coach was placed back on the players.

With the support from many I was appointed player/coach with a network developed around me made of the leadership groups from the Premier League and Premier League Reserve teams, Alex Tyrrell as assistant coach, Morris Burgess as PL Reserve coach, David Burns as training assistant, Matt Guest as hockey support and Peter Dolenc as leadership and culture consultant and Kellie Roadley as team manager.

Everyone listed above played a significant part in the preparation of the season, setting up our off field structures & processes and planning & directing our on field performance. I would like to take this opportunity to thank them all for their time, commitment and for providing me the ongoing support throughout 2019.

At the start of the 2019 season lots of time and energy went into exploring the squad's culture including our mission, vision, goals and how our squad links and interacts with the wider club. The leaders of our squad felt that this was an important step to help guide our decision making and define what it means to represent Altona Hockey Club at the highest level. This work will continue in 2020 and evolve for many years to come as new players, coaches and families become involved with the senior men's sides.

With a better understanding of our off field culture we started to prepare for our 2019 season with the laying of our foundations (Respect, Commitment, Effort and being Relentless) allow us to build towards our on field success. The squad received great support and feedback from our diehard supporters and other members of the AHC (and other clubs) who commented positively on our brand and style of hockey. However, as a squad the results did not go our way with both teams dropping winnable games in the first 8 rounds of the season. In the end these early slip ups and others towards the end of the season meant the Premier League Side finished 9th while the Premier Reserve Side finished 12th.

As a whole the squad was not happy nor proud of our results, but, we were pleased that we continued on our planned path, stayed strong as a group, continued to apply our foundations and further developed ourselves, including the bleeding youth in both teams.

To ensure a better outlook in 2020 the squad participated in a thorough review process involving the coaches, leaders and squad members. From this review a total of eleven recommendations were developed to ensure we continue to Strive for ultimate success by addressing key elements, on and off the field, to improve us as a team, individual and hopefully to inspire other to join our squad.

Finally, I would like to thank all players, Premier League, Premier League Reserves and Pennant A, for their support, respect understanding and commitment. I look forward to seeing our squad grow in 2020 and reap the rewards of our growth and development.



# TROPHY WINNERS

JUNIORS	Best & Fairest	Runner-Up	Coaches Award
UNDER 12 NW Pennant	Hamish Ralston	Antonia Kafamanis	Hugo Fischer
UNDER 12 Shield B	Jamie Lam	Brandon Villanueva & Will Buckland	Emilia Mifsud
UNDER 14 NW District	Sebastian Curzon	Tyson Klieve	Elisha Bergman
UNDER 14 Shield B	Jacob Yacono	Matt Chamberlain	Noah Curtain
UNDER 14 Girls Shield B	Stella Pilkington	Harriet Morton & Olivia Anderson	
UNDER 16 NW District	Lachlan John	Amelia McKellar	Kym Yaniv
UNDER 16 Shield A	Corey O'Neil	Sebastian McGrath	Sebastian McGrath
UNDER 18 North West Gold	James Bergman	Emily Jinu	Thomas Braham
UNDER 18 North West Blue	Nicholas Myyrylainen	Kade Clowes	Matthew Knowles

SENIORS	Best & Fairest	Runner-Up	Coaches Award
Women's Premier League	Taylah Brennan	Bronte Kerley	Sophie Martin
Men's Premier League	Mack Dolenc	Harry Dolenc	Connar Otterbach
Women's PL Reserve	Leah Polacsek	Kayla Williams	
Men's PL Reserve	Benn Henderson	Alun Welsh	
Women's Pennant C	Megan Newton	Chloe Clowes	
Men's Pennant B	Damien Luci	Tim Pugh	
Women's Pennant D	Lisa Hopkinson	Nicole Harris	
Men's Pennant E	David Howell	Scott Prentice	
Women's Metro B	Liesel Hansson	Jo Whitford	
Men's Metro B	Brett Harris	Calum Mudford	
Men's Masters	Roger Walter		

CLUB AWARDS	Recipient
Cyril Turner Award	Taylah Brennan
Tommy Thompson Award - Best Clubperson U21	Tim Symons
Best Junior Clubperson	James Bergman & Nicholas Myyrylainen

# INCLUSION



## BRONTE KERLEY

In 2019 inclusion in our club was celebrated through the Women's Round, Men's Health Round and Pride Cup Round initiatives. Great thanks to the AHC community who are always so visibly supportive of these activities and their aims. Our work in this area resulted in the AHC being a finalist and top 3 in the Hockey Victoria Community Club of the Year Award.

Women's Round focused on building rapport between the womens' and junior girls' sections of the club with the communal building of the Steph Gracie Memorial Gardens. Four garden beds were built over two weekends by the Women's Premier League Squad and several junior girls. The gardens are now in full bloom over spring and we were lucky to have some healthy vegetable produce. Many thanks to all involved and Bunnings Altona for their generous donations.

Both our Men's and Women's proudly wore the Women's Round pink and Men's Health Round blue support socks. Thank you to Jacob Patterson and Courtney Fox for assisting the arrangement of these days.

Most notably 2019 saw the initiation of the Pride Cup Round, an initiative to support all members of all creeds into the AHC community. Altona celebrated the day with the reveal of the new rainbow sashed Altona Pride Cup Kits, development of an inclusion pledge, installation of an inclusion pledge board and a rainbow themed bake stall. The day was a great success and we look to go bigger and better next year. Great thanks to Glenn & Mel Porra and Pete Dolenc for their generous donations towards the rainbow kits, Ben Newell and Alex Tyrrell for arranging the special uniforms, and the WPL squad for providing the bake stall.



# 2019 REPRESENTATIVES

## NATIONAL REPRESENTATIVES

**Andrew Scanlon** - Senior Australian Indoor team, HC Melbourne Squad, Senior Victorian Indoor team & U15 Victorian Indoor coach  
**Heath McDonald** - U21 Australian Indoor & U21 Victorian Indoor  
**Matt Barnett** - U21 Canadian Development Tour  
**Cooper Burns** - U17 Australian Development Tour, U18 Australian Indoor Camp, U18 Victorian Indoor & Outdoor team & Emerging Vikings.  
**Cale Rout** - Senior Australian & Victorian Country teams  
**Sophie Martin** - U21 Australian Country & Senior Victorian Country Teams  
**Naish McDonald** - U18 Australian Indoor Camp, U18 Victorian Indoor team, U13 Victorian Indoor Coach, U13 & U15 National Championship umpire  
**Peter Byrne** - Australian Over 65 Team & Victorian Over 65 team  
**Tim Sheahan** - International Hockey 7's, Hockey One & Premier League Grand Final umpire

## STATE REPRESENTATIVES

**Jess Brennan** - Premier League All-Star Team, Senior Victorian Indoor team & U18 Victorian Indoor coach  
**Connar Otterbach** - HC Melbourne, U21 Victorian team & Emerging Vikings  
**Ben Hooppell** - Hockey one with Adelaide Fire  
**Taylah Brennan** - Senior Victorian Indoor team  
**Kieran Symons** - Senior Victorian Indoor team & U21 Victorian Indoor coach  
**Zaige Porra** - Senior Victorian Country team  
**Jyah Johnson** - U21 Victorian Indoor team  
**Peter Symons** - Victorian Over 60's team  
**Anne Weston** - Victorian Over 60's team  
**Shannon Healand** - Masters National Championship umpire  
**Claudia Beamish** - Under 16 SSV team & U15 Indoor Victorian team  
**Josie Erbsland** - Under 16 SSV team & U15 Indoor Victorian team  
**Nye Roberts** - Under 16 SSV team & U15 Indoor Victorian team  
**Riely Kenny** - U15 Victorian Team  
**Ben Guy** - U13 Victorian team assistant coach  
**Steve McDonald** - U13 Victorian Indoor coach  
**Matthew Chamberlain** - U13 Victorian team  
**Fletcher Guy** - U13 Victorian team  
**Jacob Yacono** - U13 Victorian team



## JUNIOR STATE CHAMPIONSHIPS

*Under 13* — Rachael Kenny, Annabella Orange, Odile Roberts, Matthew Chamberlain, Fletcher Guy, Kai Henning, Lucas Meiers, Jacob Yacono, Hamilton Woodman.

*Under 15* — Mickayla Norman, Stella Pilkington, Riely Kenny, Thomas Kruger, Luke O'Neil, Gus Orange

*Under 18* — Claudia Beamish, Chloe Clowes, Josie Erbsland, Riley Bowe, Brock Draper, Nicholas Myyrylainen, Corey O'Neil, Nye Roberts.

*Coaches* — Jarryd Otterbach, Nathan McDonald, Thomas Myyrylainen, Josh Pace, Sarah Furian, Andrew Scanlon, Ben Guy.

*Umpire* — Nathan McDonald

# LEAGUE ENTRY CRITERIA



STEPHEN RITCHIE

2019 marks the third year of the League Entry Criteria and once again AHC has successfully met the requirements set out by HV to maintain premier league eligibility for both our women's and men's sides for season 2020.

A key change in the LEC this year was an increased requirement for credentialed coaches and umpires, which took a significant amount of coordination throughout the year to achieve. Thanks go out to Steve and Naish McDonald and Justine Cooke for their efforts to ensure that we satisfied these requirements.

We saw a significant uplift in lower grade mens players in 2019 which eased some pressure on fielding teams, however numbers in lower grade womens remain a concern. Maintaining the minimum 5 teams in mens and womens to meet the LEC will be an ongoing challenge for us.

Junior numbers at the HookIn2Hockey/U10 level were the best we have seen but the challenge is now to continue to deliver this year on year – a significant amount of effort goes into coordinating juniors and we will need to keep a focus on this in coming years.

So while we are doing well to continue to meet the LEC it is not without challenges and our efforts will need to continue to increase in order to maintain Premier League status in coming years.

I would encourage everyone to consider what they can do to assist in the space as we move forward, be it:

- Joining the board or a committee
- Completing coaching/umpiring accreditation
- Helping out with running junior clinics
- Encouraging friends/family to come and play (particularly in the lower grade competitions)

# FACILITIES

TAYLAH BRENNAN

## CANTEEN

This season the operating of the canteen was supported through the contribution of many. Tim Symons took on the managerial role which consisted of supplying goods, assisting with the preparation and handling of food and equipment in accordance with safe food handling procedures, and opening and closing the canteen as required.

The staffing of the canteen for junior games continued as per previous years with team managers allocating families on a roster basis. This system worked successfully again this year and all volunteers supported the role enthusiastically. The staffing of senior games was managed by a roster system. This worked quite well but we are in the process of reviewing and refining the process to ensure it runs smoothly.

This year we tried a few new types of food on the canteen menu and found that this resonated well with the members. We are looking forward to continuing to invigorate the canteen menu and atmosphere to help turn a profit for the club.

## BAR

2019 was a successful year in the Bar, including quite a few occasions that the fridges were emptied and needed to be restocked during events. We have created a great relationship with Brew Works in the creation of own Altona Ale for the Fundraising Gala that we have continued to stock and sell, as well as their Brew Works Apple Cider and Ginger Beer. These are among the countless other options, often at members requests to make sure everyone has something they are happy with.

A big thank you to Merryn Brennan, for purchasing and stocking the bar before all home games and functions at the club as well as manning the bar for countless hours throughout the year, and thank you to everyone who volunteered their time behind the bar during the year.

## UNIFORM

For 2019, the main areas that were focused on were:

- Uniform sales — ensuring that we sold all old and excess stock and ensuring the shop is open at the busiest times and advertising these hours;
- Ensuring items are on display (using notice board on the door);
- Having sales on items that have been in stock for a long period of time.

Things we are looking at in 2020:

- Changing the supporter apparel supplier and range to ensure we have enough stock and everyone has access to the off-field range.

A huge thank you to Kerrie Myyrylainen for running the shop and all the behind the scenes effort that goes into keeping this available for our members.



# SOCIAL

TAYLAH BRENNAN



This year we had a wide range of social events, these consisted of; the Fundraising Gala at the end of 2018, then for 2019, the Season Opener, iPod Shuffle, Texta Party, AHC Hoedown, Bogan Bingo, Trivia Night and Vote Count Closing the season out.

It was great to see lots of new faces at most of the events this year and we look forward to the planning process so we can continue this trend into 2020. These social events greatly help the atmosphere at the club and make the AHC feel like an extended family.

A huge thank you to the AHC Social Committee for all the effort that every event took to organise, run, decorate, and all the new and fun ideas that you all bring to the table.

# COMMUNICATIONS

ALEX TYRRELL

Communications ran relatively smoothly in 2019, however, there are plenty of opportunities to amplify the messages of good work that the club is doing.

A highlight this year was our story on the inaugural Pride Cup round which was shared via Hobson's Bay Council and on the Hockey Victoria website as well as our own site and Facebook reaching a wide audience. Throughout the season we continued with our weekly newsletter communication for vital news, the website to attract new players and provide information and social media to celebrate success of our teams and individual club members.

A big thank you to everyone who has helped with the communications this year, including Tyson Kerley for his incredible design work, Bronte Kerley for her work on social media as well as planning communications, and Caleb Scanlon returning for the Legends Bar video series and contributing significantly on social media.

If you are interested in contributing to the club newsletter, any social media platform, website or any other means in 2020, please get in touch.



# PERFECT HARMONY COTERIE

Perfect Harmony was formed in 2014 as the pre-eminent supporter group of the Altona Hockey Club to help with our ambitious facility development plans.

Thank you to the members of our Perfect Harmony Coterie Group in 2019 for their continued support

PETER DOLENC  
BRONWYN KELLY  
ROB BURNS  
MORRIS BURGESS  
TRACEY DRAKE  
GREG DRAKE  
ROB BURNS

KAREN SYMONS  
GLENN PORRA  
MEL PORRA  
ROD JOHNSON  
BRIAN FANNING  
MERRYN BRENNAN  
KEVIN BRENNAN



HEY ~~LOO~~K US OVER

ALTONA HOCKEY CLUB



# SPONSORS

## BENN HENDERSON

The Altona Hockey club is fortunate to have the support of a number of sponsors including local businesses. All of our sponsors are important to the club and provide many benefits to the members.

As we move into the new season, Altona Hockey Club is keen to work with new partners for additional sponsorship and promotion of our club. If you are looking to support our club in any way, please contact us at [enquiries@altonahc.org.au](mailto:enquiries@altonahc.org.au).

We would like to thank **Altona Podiatry** for their individual player sponsorship of Jacob Yacono, **Under Pressure Home Helpers** for their sponsorship of Ben Hooppell, **Kids by the Bay** for their sponsorship of Joel Downey, and the following companies who supported us in 2019:

### MAJOR PARTNER



We would like to thank Burbank for signing on to continue to be the Premier Partner of the Altona Hockey Club in 2019. This has now been a longstanding partnership with Burbank over the past 9 years and now continuing into the future.

### GOLD SPONSORS



### BRONZE SPONSORS

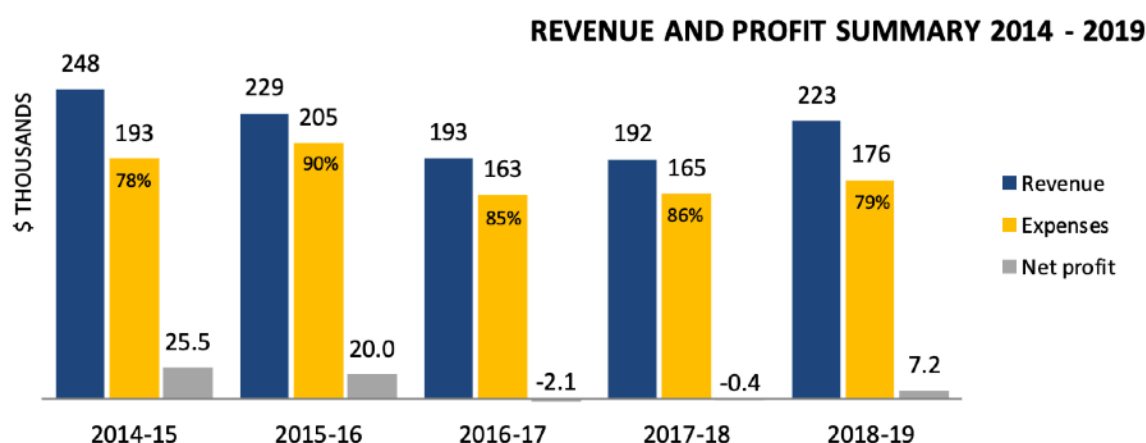


# FINANCIAL REPORT 2019

FOR THE YEAR ENDED 30 SEPTEMBER 2019

## Overview

After four years of declining revenue, we saw an improvement of \$30,000 in 2018-19. This growth is due to a successful year in bar sales and membership fee collection. In particular, significant efforts in the final months of the year and savings on rental costs turned our forecast loss into a profit.



## Financial Position (Balance Sheet)

The cash balance at the end of financial year is approximately \$126,000. This covers the sinking fund of \$96,000 for facilities improvements (see 'Reserves — Ground Replacement' in the balance sheet), and approximately two months of expenses (\$15,000 per month on average).

The ground replacement sinking fund has not been increased for the 2018-19 due to poor financial results over the past two years. This means less cash available to contribute to future pitch replacement or other pavilion upgrades. Donations to the Australian Sports Foundation fund can be made available for this purpose, but these do not form part of the clubs reportable financial position.

## Income Summary (Profit and Loss)

The final result for 2018-19 was a profit of \$7,186 after interest and depreciation. A loss of \$5,000 was forecast in the budget but the successful negotiation of a new rental agreement for the facility helped achieve an overall saving of \$10,000. These savings will continue over the next three years and will assist the club to contribute more to future facilities improvements.

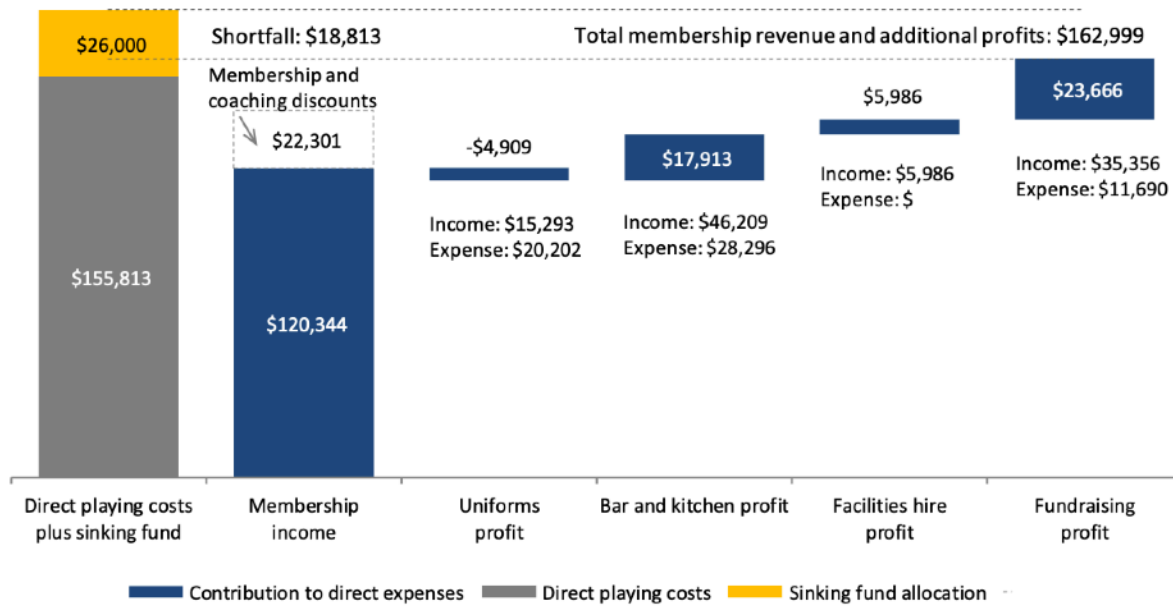
Our current versus previous years' performance is illustrated below. These charts indicate the relative contributions of our key revenue generating activities (uniforms and social memberships, bar and canteen, facilities hire and fundraising and sponsorship) towards the direct costs associated with hockey at AHC.

Direct costs, indicated by the grey columns in the charts below, include all competition fees, coaching and playing expenses, facilities costs (including depreciation), basic administration costs (e.g. phone, internet, stationery), finance charges and insurances. Our total operating costs are higher than this figure, once the costs of our income generating activities are added in (e.g. cost of sales and fundraising outlays).



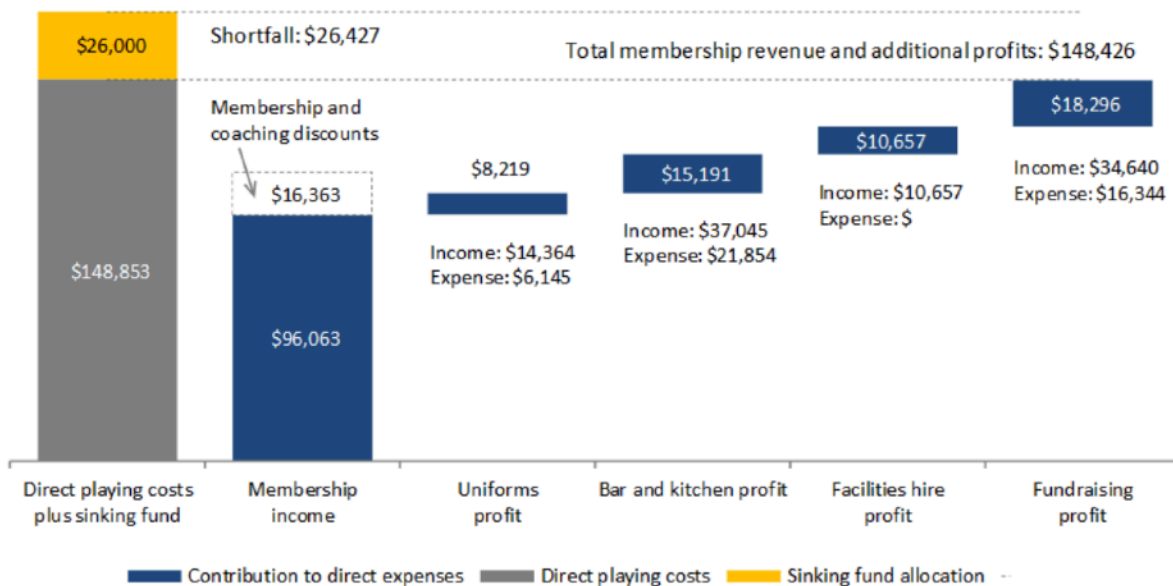
## Current year performance 2018-19

Total direct costs: \$181,813



## Previous year performance 2017-18

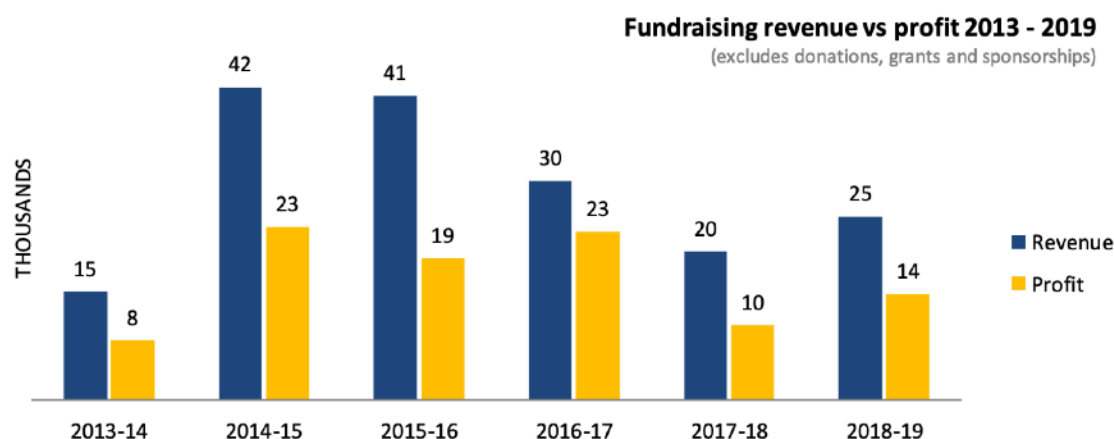
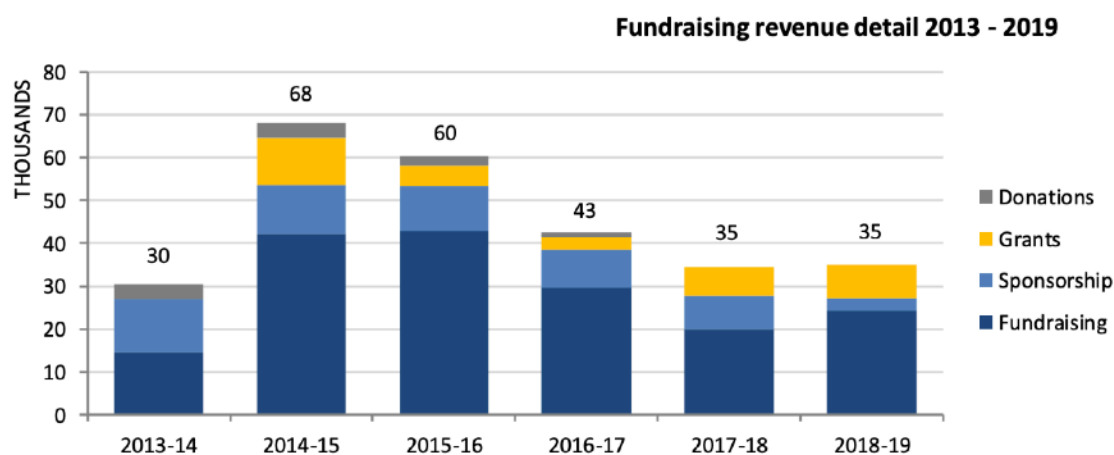
Total direct costs: \$174,853



## FUNDRAISING SUMMARY

Fundraising efforts in 2018-19 matched our results in the previous year, with higher fundraising income making up for lower than anticipated sponsorship income.

Looking over the past 6 years, our fundraising has not been able to reach the heights of 2014-15 and 2015-16. In these years, both a fundraising gala and \$2,000 draw were held – by far our largest fundraisers.



The results of the 2018-19 fundraising events are outlined in the table below. This list does not include sponsorship, grants or donations, which totalled \$10,600.

2018-19 Fundraiser	Revenue	Outlays	Profit
Raffles	\$975		\$975
Regional PL match	\$750		\$750
Pride cup	\$301		\$301
Junior fundraising	\$238		\$238
Team photos	\$189		\$189
<b>Subtotal (ex GST)</b>	<b>\$2,453</b>	<b>\$0</b>	<b>\$2,453</b>



2018-19 Function	Revenue	Outlays	Profit
Gala 2018	\$15,895	\$8,572	\$7,323
Trivia night	\$1,628	\$225	\$1,403
Family fun day	\$1,251		\$1,251
iPod shuffle 2019	\$1,168		\$1,168
Bogan bingo	\$1,896	\$1,300	\$596
Hoe down	\$451	\$205	\$246
Texta party		\$29	-\$29
Premier League launch		\$41	-\$41
<b>Subtotal (ex GST)</b>	<b>\$22,290</b>	<b>\$10,373</b>	<b>\$11,917</b>
<b>TOTAL (ex GST)</b>	<b>\$24,742</b>	<b>\$10,373</b>	<b>\$14,369</b>

## MEMBERSHIP FEES

In the previous two years, we reported abnormally high amounts of outstanding fees, with over 20% unpaid at the end of financial year. While some of these fees have now been recovered, over \$12,000 of bad debt was written off this year. Where possible, the club will still attempt to recover this lost income in future years, but the likelihood is low for members who do not return to play.

A new approach to invoice reminders was trialled in 2018-19 to improve timely fee payments. This was more effective at the end of the season than it was at the beginning. No significant change in payments was noticed after the first email campaign in February/March, but approximately \$10,000 was collected in September following reminders sent at the end of the season.

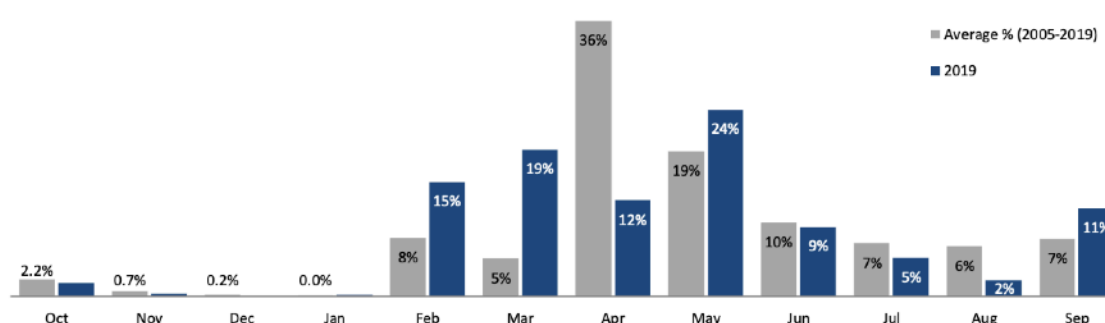
As stated in last year's financial report, the trend towards casual participation may be a factor in receiving fees on time, as people take longer to decide their commitment to playing and training.

2018 Membership Fees	
Outstanding at 30 <sup>th</sup> Sep 2018	<b>\$21,306*</b> (22% junior, 78% senior)
Total recovered in 2019	\$7,987 (40%)
Total written off as bad debt in 2019	\$12,382
Total still to be recovered in 2020	<b>\$937</b>

2019 Membership Fees	
Outstanding at 30 <sup>th</sup> Sep 2019	<b>\$6,140</b> (37% junior, 63% senior)
Percentage fees collected at 30 <sup>th</sup> Sep 2019	91%

\*Excludes fee refunds to be issued.

Fee payments by month





ALTONA HOCKEY CLUB, INC.  
SUGARGUM DRIVE, ALTONA, 3018  
[WWW.ALTONAHC.ORG.AU](http://WWW.ALTONAHC.ORG.AU)

THANK YOU TO MICHAEL BOWE  
FOR HIS PHOTOGRAPHY  
THROUGHOUT THE YEAR  
SUPPLYING MANY IMAGES FOR  
THIS ANNUAL REPORT.

REMAINING PHOTOS BY JOSH  
YOUNG, BRONTE KERLEY & ALEX  
TYRRELL.

2018-19 AHC ANNUAL REPORT  
COURTESY OF ALEX TYRRELL.

