



ALTONA
HOCKEY CLUB

2020-21 ANNUAL REPORT



PRESIDENT'S YEAR IN REVIEW

Looking back at 2021 - for myself personally, it is two full years as President and not one regular winter season completed to date during my term. Echoed through this Annual Report you will read the theme that it has been a tough and challenging year in many ways. From an administrative point of view, every event and game during the year was cherished but also organised tentatively with a feeling that it could be cancelled at any time. It was a difficult environment to operate in, and it took a lot out of many club members, however, we still managed to achieve an inordinate amount with our available time and resources this year.

Against the backdrop of COVID-19, some of the key highlights for the year;

- Admitting our 2011 - 2020 AHC 'Legends' with a large (in-person) function.
- Multiple fundraising efforts for various charities through the year by both official AHC events and events run by members. There really was an incredible amount this year, from Pride Cup, Victoria Police Legacy, WomenCan, The Prostate Cancer Foundation, to a fund to support one of our members in need - thousands and thousands of dollars were raised this year.
- We streamed our first ever Premier League game, run fully by AHC Club Members and received great engagement when crowds could not attend.
- We streamed Education and Mental Health sessions with the Pride Cup organisation and Lin Jong.
- Connor Otterbach and Cooper Burns were both selected for an Australian U21 Training Camp.
- We continued to cement our spot as one of the strongest Indoor Hockey clubs in Victoria.

These achievements and highlights are all in addition to our core function of providing hockey for our community, and creating a place for our community to come and always be welcome, which in 2021 came with many extra requirements to make sure we did it in a safe manner.

In addition we close the year in a stable financial position, although not where we would like to be in normal circumstances, this stability in difficult circumstances is due to the work of previous administrations and ongoing work of Tracey Drake as Treasurer. We have survived two of the toughest financial years and can look to the future.

As a Board one of our major achievements this year was to write our 2021 - 2024 strategy, to set the future direction of our club. I would like to thank Pete Dolenc for leading this process, and the whole Board for their engagement over many sessions. I am extremely proud to say this strategy is representative of our ambitions as a club, and this is a direct result of Pete's leadership and skill facilitating the process and the Board's engagement. I would encourage all members to read the document in the Appendix of this report.

I can only talk about these achievements due to the enormous amount of work that goes into the club from a wide ranging base of volunteers, players, coaches, umpires and supporters who make up our community. As always, a huge thank you to all of the Altona members who have contributed in any way over the past 12 months - one of the events that was unfortunately cancelled was our volunteer luncheon to thank everyone in person - it is inspiring to see the work and passion that go into making our club the community and place that it is.

ALEX TYRRELL

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.

In 2021 the board consisted of 8 representatives for the full year, with Tiff Bartlett joining the board during the year to make 9. Stephen Ritchie and Hazel Young stepped down at the end of 2020.

ALEX TYRRELL
PRESIDENT

TAYLAH BRENNAN
VICE- PRESIDENT

PETER DOLENC
SECRETARY

TRACEY DRAKE
TREASURER

TYSON PRIDDLE
SENIOR HOCKEY OPERATIONS

BENN HENDERSON
FACILITY OPERATIONS

JO EVELEIGH-WHITFORD
SPONSORSHIP

KIERAN SYMONS
FINANCE OPERATIONS

TIFF BARTLETT
JUNIOR HOCKEY OPERATIONS

SECRETARIAT REPORT

PETER DOLENC

Administratively, the club has had a very busy 2021. Apart from the interruptions that the Covid lockdowns saw us work our way through, the Board made some important progress on some critical but perhaps less visible work.

Our 2021-24 Strategy is the culmination of many hours of work by all Board members and covers a time horizon that should see us well into the club room redevelopment activities. During this process, we reflected on what the AHC is, and more particularly what our purpose is as a club within the HBCC community - we are clearly more than just a hockey club and believe that the strategy reflects that to all of our members, guests, partners and stakeholders. I encourage members to review it and talk to us about it.

We have also reworked a number of our policies, in particular our Member Protection Policy, which has been updated to incorporate our previous Child Protection policy and has expanded provisions around our commitments to inclusion as a club. Our Injury Prevention Policy now includes Concussion Protocols that apply across all grades. We are continuing to review and align existing policies with HV and HA to ensure that our governance standards remain high.

In order to better support a wider program of year round hockey activity at our club, we are currently applying for a change to our Restricted Club liquor license to allow us to support member events all year.

The board met 10 times for 'regular' meetings over the course year, 8 of which were held virtually. In addition, we met on 4 separate occasions to develop the 2021-24 strategy.

MEMBERSHIP SUMMARY

The Membership Summary for 2021 shows a drop of 15 senior members (down from 159) and 9 junior members (down from 193) compared to 2019 pre-pandemic numbers. The junior side was boosted by a fantastic Hookin2Hockey turnout showing great appetite for hockey at younger ages. Despite this relatively small drop, we are quite a way off 2018 junior numbers (216).

Member Type	2020			2021		
	Male	Female	Total	Male	Female	Total
Junior - Hin2H				41	34	75
Junior - Under 8/Intra-club				5	2	7
Junior - Under 10	2	2	4	7	11	18
Junior - Under 12	3	2	5	15	10	25
Junior - Under 14	7	3	10	14	13	27
Junior - Under 16	2	2	4	7	8	15
Junior - Under 18	3	1	4	13	4	17
Subtotal	17	10	27	102	82	184
Senior	2		2	76	60	136
Mid-Week / Masters				8		8
Subtotal	2		2	84	60	144
Social Members				3	3	6
Coterie Members	14	12	26	12	8	20
Life Members	11	5	16	12	6	18
Subtotal	25	17	42	27	17	44
TOTAL	44	27	71	213	159	372

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 & Coterie members do not include playing members or life members

JUNIORS

TIFF BARTLETT

WE ARE A PROUD
LEVEL 3
GOOD
SPORTS
CLUB.



This year our junior sub-committee consisted of Ben Guy, Jo Harvey, Linda Samson, Tiff Bartlett, Naish McDonald and Thomas Myyrylainen. We welcomed on board Kristen Orange, Andrew Meiers and Leanne Meiers, and say goodbye to our junior section treasurer, Linda Sampson, we thank her for all her hard work over the past 5 years.

Our H2H group ran a week of roadshows involving over 500 kids from local schools. We had approx 70 children attend our 'come & try' session, and from that, 44 kids register for H2H. During these sessions, Scott Buckland recruited 5 girls to play in his U/10's team and 2 boys joined the U/10 boys team. We also had 25 kids continue onto S2H. And that's where the covid rollercoaster began. Our 6 week program took almost 4 months to complete, and even then we only managed to run 5 of those sessions due to lockdowns and covid restrictions. But all that never dampened their spirits, they turned up to every session full of enthusiasm.



A big thank you to Andrew Scanlon for all his hard work in running the roadshows, H2H & S2H sessions again this year, as well as Benn Henderson, Lauren Winship and all the other coaches who volunteered their time.

Covid also contributed to us having to pull out 3 teams due to lack of numbers. This was common at a lot of other clubs and I'm sure like us, 2022 will be the start of the rebuilding

process as lockdowns and restrictions will hopefully be little to none. We managed to complete 8 of the 14 rounds of the interrupted season with a mixture of success, leaning and great team spirit.

In between lockdowns we continued to have a strong number of state and JSC representatives, both players, coaches, team managers and umpires.

A big thank you to all the coaches and team managers for all the work they put in this year, as well as all the parents who volunteered for canteen and bbq.

It was great to see an increasing number of junior umpires and ball kids. We really appreciate your contributions and hope you all continue in the coming years.

Going in and out of lockdown so many times made for a challenging and frustrating season. Unfortunately we were unable to run any social functions.

In true covid style we finished off with an online presentation night, with a big turnout of families watching on zoom. Certainly a first, and hopefully the last.

JUNIOR AWARDS



Teams	Best & Fairest	Runner Up	Coaches Award
U/18 Mixed NW	Riely Kenny	Sebastian McGrath	Eli Stefos
U/16 Boys Shield B	Jacob Yacono	Coen Sykes	Sebastian Curson
U/16 Girls Pennant	Rachael Kenny	Tristen Lee	Annabella Orange
U/14 Boys Shield B	William Buckland	Brandon Villanueva	Harrison Mills
U/14 Girls Pennant	Odile Roberts	Bianca Anderson	Kiani Howell
U/12 Boys Shield B	Aidan Whiteoak-Doloughan & Lachlan Marshall		Justin Curson & Thomas Zipevski
U/12 Girls Pennant	Safiyah Zeinou	Madeline Young	Georgia Zirkel
Steph Gracie Award Winners	Josh Jinu, Albee Damnics, Declan Whitford, Ella Brae, Hugo Fischer, Zoe Birch, Sacha Whitford		

SENIORS

TYSON PRIDDLE

It's hard to believe that after I've been on the board for two years in my role of hockey operations and in that time, we haven't completed more than 18 rounds of Senior Hockey! After the 2020 lockdown, all sides were extremely excited about the prospect of more hockey in 2021, unfortunately this wasn't to be.

Thankfully, the club was lucky enough to have settled coaching staff heading into 2021 and I would like to thank head coaches Ben Newell (WPL) and Zac Hawes (MPL), along with their support staff Merryn Brennan and Josh Coote for their extensive commitment, to the long term development Altona Hockey Club and essentially planning, scheduling and delivering 3-4 pre-seasons in the space of two seasons. Both squads are going through an evolution of sorts and it is exciting to see the development of a number of our home grown talent, along with other talented youngsters who have joined the clubs from other regions.

Additionally, I would like to thank the leadership squad in both the mens and womens, sections and players for their work regarding mental and physical health during a gruelling two years of lockdown. There were several player-led initiatives throughout the lockdown periods that kept the spirits and connections high, not to mention allowing players natural competitive instincts to kick in. It was incredible how easy both squads slipped back into gear after weeks and sometimes months away from picking up a stick.

Recruitment and retention will continue to be a focus throughout the offseason, with the aim of strengthening our depth in both Mens and Womens competitions, along with ensuring that we meet LEC requirements and continue to have one eye focused on the future. I would like to thank Stephen Ritchie, Tim Symons, Justine Cooke, Sonia Scanlon, Graham Norman and Hazel Young for their work with lower grades throughout the year, having the comfort of this strong coaching contingent has been fantastic for these teams and although not all results reflect that we are starting to see the benefits of younger players being exposed to senior hockey, alongside older players who have had experience at the top levels. Our goal and vision for a club style continues, with further coaching and player development opportunities coming in 2022.

We look forward to introducing a number of both HV and Altona inclusive initiatives such as midweek/masters hockey, summer hockey, walking hockey and accessing the fantastic new indoor hockey facilities at the state netball hockey centre. As hockey is a game for everyone, we encourage all members to bring a friend down to try out our great game and expose them to the people at our club. We have a level for everyone!

Finally, a big thank you to our volunteers including team managers, tech bench committee (Linda Sampson and Paul Kruger) and other off field staff, umpiring coordinators and junior committee. I would particularly like to highlight the work of Kevin Brennan and Morris Burgess, who stepped up this year to coordinate our data entry and record keeping for all matches across all grades. Their due diligence kept the board and coaching staff informed for selections and ensured there was never any confusion for player availability.

Bring on a full season in 2022!

SENIOR AWARDS



Teams	Best & Fairest	Runner Up
Women's Premier League	Danielle Schubach & Emma Aitken	Josie Erbsland
Women's Premier League Reserves	Lani Wright	Megan Newton, Beth Samson, Emily Wardeiner, Rheanna De Muri & Beth Samson
WPL Squad Most Improved		Rheanna De Muri
Men's Premier League	Ben Hoopell	Mack Dolenc
Men's Premier League Reserves	Naish McDonald	Zaige Porra
MPL Squad Most Improved		Harry Dolenc
Men's Pennant B	Joel Downey	Hamish Hudson
Women's Pennant C	Tristen Lee & Shannon Healand	Jazz Smith, Jo McDonald & Albee Damnic
Men's Pennant E	Brian Melville	Kane Ivory & Peter Weller
Women's Metro	Fleur Berryman	Rochelle Manu
Men's Metro	Ian Bartlett	Grant Cooke
2020 Tommy Thompson Award		Sarah Haslam & Thomas Myyrylainen
2021 Tommy Thompson Award		Naish McDonald & Mitchell Burns
Cyril Turner Award		Ben Guy

WOMEN'S PREMIER LEAGUE



BEN NEWELL

2021 was a challenging season for the group with multiple COVID interruptions and the season eventually being cancelled after 10 rounds.

The way the group handled the nature of the season is to be commended, taking all of these challenges in their stride and making sure our performances were improving as the season went on.

WPL finished the year in a stronger position than the previous one. We had a challenging fixture playing most of the top teams in the first 5 weeks however the group didn't drop their heads and we finished the season off strongly challenging for finals when the season was halted.

Injuries were a major issue for us, especially early but this did allow us to continue to inject youth into the playing group with another two teenagers making their debuts. This is a credit to Merryn Brennan and the work she's doing with the kids in the WPLR squad.

The WPLR squad had challenges again this season with numbers however the work put in by the players and the way they continued to improve throughout the season was pleasing. We may not be getting the results we want at the moment but the hard work this group is putting in is starting to show on the field. Every week they seemed to be playing better and with a bit more experience they will start to turn strong performances into more points.

I'd like to thank Merryn Brennan, Barry Fox and Marco De Muri for all their support this season. Each of them has been pivotal in ensuring we can attempt to give the group what they need to succeed. They all keep doing more than is asked of them and I'm very lucky to have them involved.

WOMEN'S PENNANT & METRO

JUSTINE COOKE & HAZEL YOUNG

PENNANT

I would just like to thank the board and all of the supporters around the club, for what they do for this amazing club. With out your hard work and dedication we would not be here today. Special mention to Kirsten Orange who helped pay our umpires, as well as Gus for umpiring most of our games, as well as Sonia Scanlon and Graham Norman for your assistance with the coaching on Wednesday evenings.

The season's results didn't show the improvement the team made through the ten games we played. I would like to make some honourable mentions to our midfielders who kept on running in all the games they played, and our defenders, who were strong all season. Our determined young strikers will be catching up with the one's very soon. As well as the couple of utility players who always tried their best no matter where they ended up on the field. And last but not least our two amazing goal keepers who did a marvellous job of getting in the way when the opposition tried to score.

We didn't have a great start to the season and finished 9th. But we certainly improved as the season went on. I would have liked to see if the season was not cut short how we would have fared. I encourage all Pennant and Metro players to continue to pursue their hockey playing dreams, and help each other through whatever the next pandemic, weather system, or plague the world can throw our way, you play for Altona and can do anything.

METRO

What a season it was. Starting off still champions and looking forward to see if we could do it again, not knowing even if our team would even make it on the field as the club was short of players. Somehow despite low numbers and lots of injuries throughout the season we ended up with a team every week. We also welcomed a few new players who fitted in really well.

What a great season it was, not many games played, but a lot of fun and new friendships formed. Wins, draws and a few losses didn't seem to break our fifths, even most of then turning up to training which was very strange for this side. And what a difference it made! Our first win had 5 different scorers, and finally after many, many seasons we had short corner options. Who would have thought?

This team plays best from the middle to the end of the season once we have started to work out each other strengths and weakness, so we were just beginning our home run to the finals when our season (like everyone's) was sadly cut short once again. We finished equal sixth, but were solidifying the team and looking forward to the finals series and a repeat of 2019.

If there is one highlight of the season, it was our calmest player being sent off with more than half the team not noticing... to be fair, the umpiring that game was the worst we had ever seen.

With almost five decades separating our eldest and youngest players, whether it is juniors getting some experience, people returning after many years away or people playing for the sheer love of the game, the team and the club, we continue to be a team of inclusivity and support, on and off the field.

Here's to 2022! Hopefully a lot less injuries, slightly more fitness, the bar being open, and love and laughter on and off the field.

MEN'S PREMIER LEAGUE

ZAC HAWES

Two years and no end points completed. Starting points realised but no real understanding of just how far we have come as a group.

This is tough to take, given just how invested the players are in the Altona Hockey Club and playing at the highest level. This is not just the representative players.

So, what has been achieved, what are the measurements of success that we can say that are clearly works in progress, and areas that we will continue to chase improvement:

- More representative exposure for the Men's Squad and we were able to get 8 of 9 nominations accepted to the extended squad of Melbourne HC. This needs to continue. We need to continue have a voice at this level and be pushing.
- Junior development in Premier League. This is so exciting for this group. Both Nye Roberts and Corey O'Neil were mainstays in the Premier League side this year and will continue to grow into their roles.
- Game awareness increased significantly through a reflection process that we will continue to develop and further enhance our learning. Not just self-learning but learning about others as well.
- Communication is something that has always been strong at Altona, but I believe in that our communication became more purposeful and constructive with regards to our hockey language. Listening is something we will also continue to strive to get better at.
- Skill development is something not only through the forced restrictions of covid but also was of high importance in my initial planning. While we improved significantly in the skill execution, we still have along way to go. There will be much more basic skill completion occurring under the duress of fatigue at training. Speed of completion will also be another aspect that will be incorporated heavily in our future trainings.
- Leadership is something that I am incredibly proud of with the group, and I can also see further improvements and real growth in the future. I need to thank both Harry Dolenc and Andrew Scanlon for their support over the last couple of years.

Other aspects:

- Juniors playing seniors will always be a discussion point and one that is keenly assessed with the focus of continual improvement. One thing I need to say is that the Altona men are certainly leaders in welcoming young men to the group and encouraging them to do their best. I need to mention Ben Guy here as he always has eyes at the back of his head with regards to this subject and it is always great to be able bounce ideas off him and gain a perspective about the juniors coming through.

We are certainly headed in the right direction in terms of our Club Goal of being heavily entrenched in the Finals.

I would like to thank Tyson Priddle for his unwavering support over the past 2 disruptive years. I will be continuing to call on your "hamstrings" mate.

MEN'S PENNANT & METRO

STEPHEN RITCHIE

It appeared that the early conclusion of season 2020 did nothing more than light a fire for the AHC lower grade mens teams, with a strong turn out in the lead up to season 2021.

We also extended Wednesday night training and opened the invitation to the U18 boys who were well represented each week.

Early preparation looked promising and a number of pre-season matches helped to provide some much needed match fitness.



Confidence was high as we rolled into the season and while the feeling was warranted for Metro B (particularly on the return of one Ian 'Bones' Bartlett to the side) who started in their usual dominating fashion, the Pennant sides were a little less fortunate and several well-fought battles failing to land on the winners list.

This trend continued through the season, with the 5's cementing their place at the top of the table. Pennant B was often unlucky on the scoreboard and plagued by injury, making it difficult to find a groove. Pennant E felt the pinch of players often shuffling in and out of the side on a weekly basis.

The tide began to turn after the return from the mis-season break (i.e. lockdown) with some stellar performances across the board, a few close calls and some much needed wins starting to see the Pennant sides edge up the ladder. An inspiring return to the snakepit from Olympian Matthew Guest in Pennant B was a notable highlight.

The season end came all too soon, particularly for the 5's who once again earned the right to play in September.

Congratulations to B&F winners:

Pennant B — Joel Downey | Pennant E — Brain Melville | Metro B NW — Ian Bartlett

Huge thanks to Tim Symons for his ongoing support with coordinating the lower grade teams. Also to Brendan Slaven, Grant Cooke, Kane Ivory and Brian Fanning for supporting team and training during the year.

Go A's



INCLUSION

BRONTE KERLEY

Even with only half a season we still had a lot on the Inclusion agenda for 2021.

We kicked off the year with two teams entering the Hockey Victoria Standout Cup, a day that supports LGBTIQ+ youth in hockey. Thank you to all who participated and to Kerrie Myyrylainen for supporting the players.

For Women's Round the Women's Premier League Squad supported the WomenCan charity by running an educational campaign and raising funds for Cervical Cancer. It was a very successful day with over \$1000 raised for the cause! Great thanks here to Bella Sotelo, Kayla Williams and Jane Galloway.

Unfortunately lockdowns impacted our plans for our second Pride Cup and the Empathy series leading up to the event. Whilst the two Juniors Headspace workshops have been postponed to next year, we were still able to run our Pride Cup Education and Resilience session virtually. Our Premier League squads learned about LGBTIQ+ inclusive language and attitudes in sport from Pride Cup. This was then followed by a Q&A session with the now retired Western Bulldogs player Lin Jong, about his experiences with mental health and sport.

Off the pitch we are participating in Victoria University's Change Maker program. Through a reflection and action process, the program aims to support us in better welcoming more people to our club.

As for Inclusion in 2022 - there's already a few things in the works, so watch this space!

WE ARE PROUD SUPPORTERS OF



PrideCup

CLUB SONG UPDATE

During the 2021 season, and while reviewing our clubs own practices, our membership put forward the idea to remove binary genders within the club song. A small change that makes an enormous difference to our diverse community.

The updated version came after a period of consultation with our members, allowing everyone to give feedback and make suggestions, as well as consultation with the Hobsons Bay City Council and the Pride Cup organisation prior to making the change.

The Altona Hockey Club's updated song:

Hey look us over
Here at A.H.C.
We're the blue and gold
In perfect harmony
Just pass the flag **A's**
Just pass the shield
And watch out all you other teams
Whenever we take the field
And beware of our **backline**
And our forwards too
When the goalie runs out
The other teams are through
And we're not short of a Premiership
When finals come around
We're Altona Hockey Club
The Mighty Seagulls
Altona Hockey Club

COMMUNICATIONS

CALEB SCANLON

Social media and newsletters played an essential role in keeping the hockey club connected and informed while we couldn't physically come together.

It was also important for the external communication of our club in marketing Altona Hockey Club to the broader community, while also attracting and retaining players to AHC.

On Facebook, we reached 37,425 people with our content — an increase of 225.5% on last year. On Instagram, we reached 12,787 people — an increase of 342.8% on last year.

53 emails were delivered over the past 12 months to 1,166 contacts.

The sharp rise in reach on social media can be attributed to several factors: our first time livestreaming a Premier League game and our Senior Presentation night; professional graphic design work from Tyson Kerley; and a deliberate focus on congratulatory posts across channels that perform well.

Communications highlights include Matt Higgins' induction into the Shepparton Sports Hall of fame, a consultative and successful campaign to introduce the updated club's theme song, promotion of the 2021 AHC Pride Cup series, NAIDOC Week Meet a Member interview with Nathan McDonald, and various milestone game announcements.



FACILITIES & SOCIAL

BENN HENDERSON
TAYLAH BRENNAN

This year has been an interesting and trying year. With our Renovated Clubrooms we were able to get a couple of social events organised through the year.

We had a successful Legends Bar Induction night of past and present serving members. Well done to all members whose names now hang along illustrious company at the Legends Bar.

We participated in online trivia event run by Locked Down Trivia. During a crazy lockdown period it was great to see so many different AHC teams participate and get involved.

We have just recently participated in the hockey club's first online Best & Fairest awards night. With new Life Members being inducted as well as all our on field playing awards it was a great night to celebrate the 2021 award winners.

Thank you to everyone that took the time to join in and to donate to the club. At the beginning of the year we made the decision to postpone the \$2000 draw, and we will look to hold the draw in 2022 as soon as restrictions allow, we would like to thank everyone who purchased tickets and held them over for draw due to the lockdown period. We look forward to putting on social events in the summer and early season to be able to see all the AHC faces we have missed seeing this year.

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.

Things we are looking at in 2022:

Changing the playing apparel supplier. 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.

Upgrade works to our facilities is due in the HBCC 2022/2023 budget, so planning should begin to take place in the next calendar year.



LIFE MEMBERS

At the 2020 Annual General Meeting we proudly inducted two life members to the Altona Hockey Club via unanimous vote.

Congratulations **Merryn Brennan** and **Morris Burgess**. Both have made long and numerous contributions to the AHC.

Morris played 235 State League 1 games from 1977 - 1996, including being the Men's Champion 3 times, and has been involved in almost all capacities from board roles to coaching.

Merryn was included in the Legends induction for the years 1991-2000, has been a board member for over 10 years, a recipient of the Cyril Turner Award, bar manager and coach among her many roles over the years.

Congratulations to both extremely worthy recipients.



J.K.Grant	R.Stewart
L.Fleming	V.Smith
J.Studley	R.J.Ford
W.Smith	C.Turner
K.O'Shannessey	D.Smith
F.T.Ranger	C.Brennan
P.Challis	P.Byrne
E.Phillips	J.Bartlett
A.Roadley	B.Forrester
B.Smith	P.Shields
I.Bartlett	P.Symons
K.Symons	M.Brennan
M.Burgess	

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. Since the start of 2020, the focus of the Coterie Group to assist with coaching.

We recognise coaching an area of critical importance in competing in Premier League, as well as continuing to develop juniors and helping us to thrive as a club.

We would like to take this opportunity to thank the following Coterie Club members who supported us during this tough year:

Alex Tyrrell	John Jumpertz	Peter Symons
Anna Ryan	Kevin Brennan	Phillip Patterson
Baz Holdway	Linda Samson	Rob Burns
Bob Guest	Marc Richardson	Ross Schubach
Brian Fanning	Marita Grech	Russell Dmytrenko
Bronwyn Kelly	Merryn Brennan	Sandra Guest
Carol Doloughan	Morris Burgess	Taylah Brennan
Danielle Schubach	Paul Kruger	Tracey Drake
Greg Drake	Peter Dolenc	Tyson Priddle



SPONSORSHIP

JO WHITFORD

It was a season that started with excitement and disappointingly, was over after only 10 rounds. Even with less game play this year our corporate sponsors continued to support the club, and new and returning sponsors nominated several players, in both junior and senior teams this year.

We close the season with a big thank you to all our current sponsors for supporting Altona Hockey Club through 2021. Sponsorship allows hockey to be affordable to all our members and we cannot run the club without these financial contributions to assist with facilities upkeep and administration costs.

Altona Hockey Club is proud to receive ongoing corporate sponsorship from local business.

Burbank remains our Premier Partner for over ten years. They have been a long-standing sponsor of the club and we are proud to have exclusive branding on all member playing tops. With the postponement of plans for collaboration on social activations with the Burbank team this year, we look forward to partnering again at club events in 2022.

Our Gold Partner, Burlin Electrical and Mechanical, has been an important, multi-year sponsor of Altona Hockey Club. Burlin specialises in all aspects of Industrial, Commercial and Residential, Electrical, HVAC and Refrigeration services.

Thanks to our Bronze Partner for returning as a sponsor this year, building designers, A.R Meiers Design.

We would like to acknowledge our long-standing partner, First National Barlow McEwan Tribe who has been a sponsor of the club for several years. They are also the oldest estate agency in Altona having been established in 1885.

The club also received funds for the sponsorship of several players. We would like to thank the Burns family, John Jumpertz, Altona Bowling Club, Altona Newsagents, Transcorp Removal, Werribee Steel for their individual and group sponsorship.

We are always keen to engage with perspective or returning sponsors and offer various options to promote local business to our members and guests at the club. For more information please contact Jo Whitford: sponsorship@altonahc.org.au

PREMIER PARTNER



GOLD SPONSOR



BRONZE SPONSOR



FINANCIAL REPORT 2021

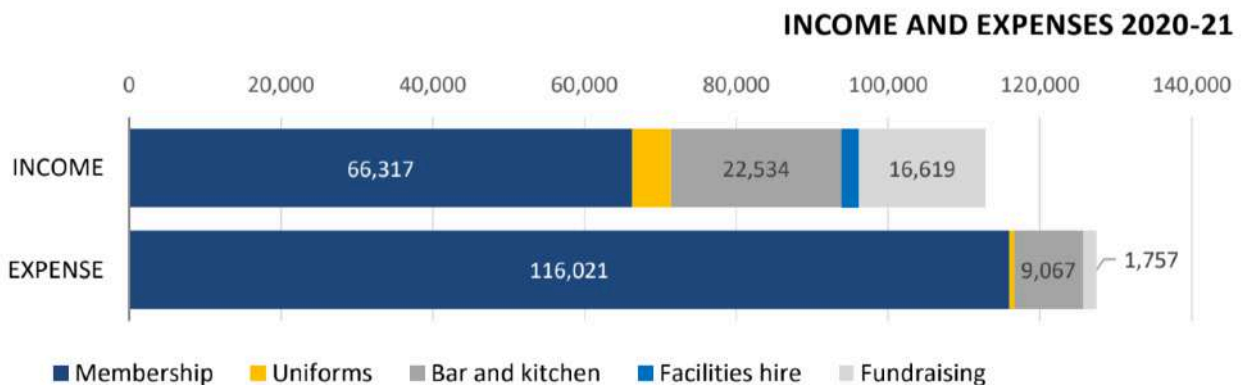
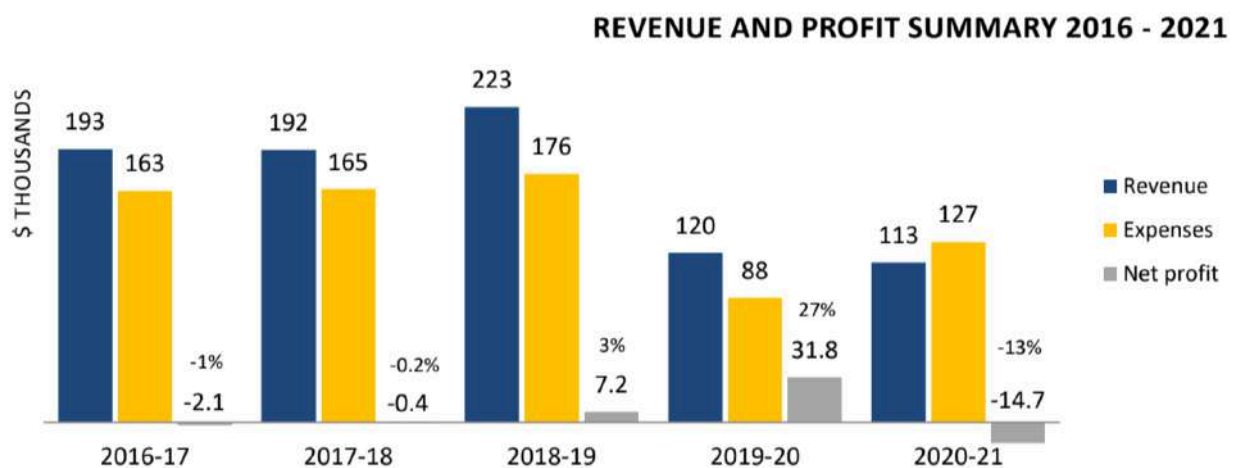
FOR THE YEAR ENDED 30 SEPTEMBER 2021

Overview

The Club faced a more difficult year financially than in 2019-20 due to frequent interruptions and a shortened 2021 season caused by the pandemic. We incurred close to 'normal' levels of expenses in 2021 but were limited in our ability to raise income through fundraising and membership fees.

We came close to breaking even on our income and expenses, but we recorded a loss of \$14,659 after accounting for depreciation. As a result, our overall financial position at 30 September 2021 was tight, but acceptable in the circumstances. While we may have to monitor cashflow over the summer period more closely than usual, there are no risks to our financial viability due to a healthy balance of cash reserves.

Below is an indication of our basic income, expenses, and profit compared to previous years (revenue and profit summary 2016-2021) and the impact of higher operating expenses compared to membership income (income and expenses 2020-21).



Financial Position (Balance Sheet)

The cash balance at the end of financial year was \$178,179. This sufficiently covers our reserves funds for pitch replacement and coaching development and leaves approximately two and a half months of expenses (\$15,000 per month on average). The latter amount is less than optimum to handle expenses that come in over the quieter summer period for revenue, but given the difficult circumstances this year, it is still a positive financial position. Expenditure over the break will need to be monitored, and income actively sought as early as possible in the 2022 pre-season to maintain positive cash flows.

Two changes have been applied to the reporting of reserves in the balance sheet in 2020-21:

1. A new reserves item has been created to track donations received into our Australian Sports Foundation (ASF) coaching fund. The fund commenced last financial year (see 'Reserves – Coaching Fund' line item in the balance sheet).
2. The value for the pitch replacement and facilities development sinking fund has been increased to align the sum of the coaching and ground replacement reserves with the actual funds available in our BankWest investment account (see 'Reserves – Ground Replacement' and 'BankWest Investment A/C' line items in the balance sheet).

These changes are designed to report more clearly the actual funds available for ground replacement, facilities development and coaching.

In two years, the Club has received \$17,245 in donations for coaching development. \$3,334.50 of this total was used this year to enable full payment to coaches across all grades despite the shortened season. This was in recognition of the significant effort invested by our coaches and other volunteers in team preparation, umpire development and junior participation through Stick 2 Hockey.

The table below indicates the changes in the two reserves funds over the financial year. Note that as donations are no longer being accepted into the ground replacement fund, future profits and all account interest will be applied to this reserve. ASF donations will accrue to the coaching fund reserve.

Reserves – Ground Replacement		Reserves – Coaching Fund (new in 2020/21)	
Starting balance: 1 Oct 2020	\$128,610	Starting balance: 1 Oct 2020	\$0
New deposits	\$0	ASF project deposits	\$17,245
Funds used	(\$0)	Funds used	(\$3,334)
Interest paid	\$69	Interest paid	n/a
Ending balance: 30 Sep 2021	\$128,679	Ending balance: 30 Sep 2021	\$13,910

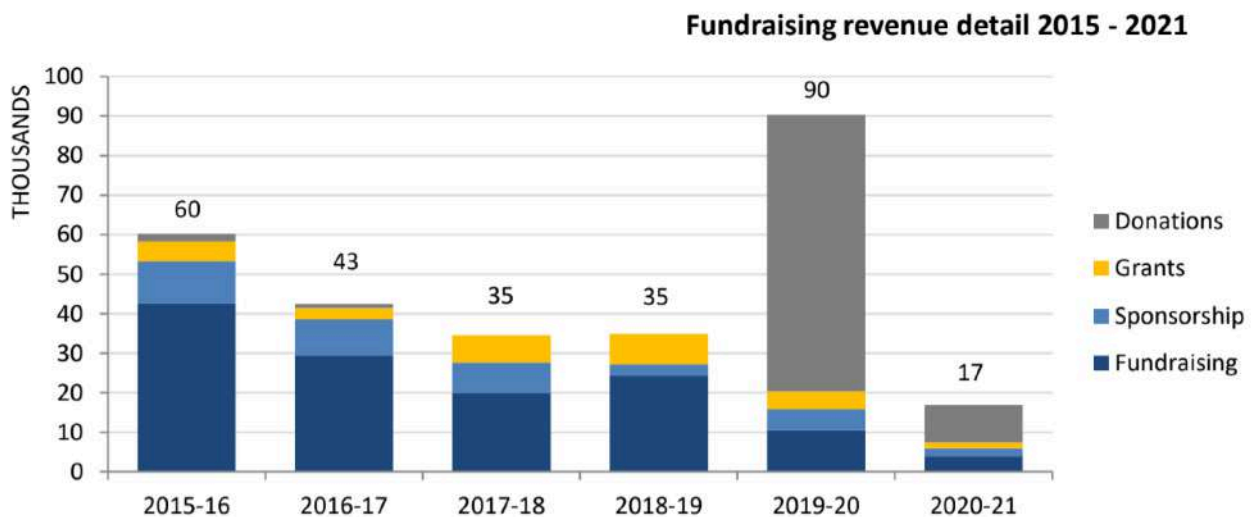
Income Summary (Profit and Loss)

The result for 2020-21 was a loss of \$14,659 after asset depreciation of \$16,037. This is compared to an original budgeted profit of \$17,300, which assumed the return to normal competition in 2021. The primary reason for the loss was a return to 'normal' expenses after a range of concessions were made available last financial year during pandemic restrictions, but continued limitations on our ability to raise income through fundraising and membership fees to cover the gap.

The loss was offset to some extent by generous donations to the ASF coaching fund (\$8,178) and a modest profit (\$3,932) raised from the few fundraising events able to be held throughout the year.

Fundraising Summary

The results of fundraising in 2020-21 are shown below. The large donation recorded last financial year was a lump sum from the Australian Sports Foundation fund resulting from a change in their process. Donations are now transferred monthly to the club rather than being held in an ASF trust.



Further detail on this year's fundraising activities is provided below. This list does not include sponsorship, grants or donations, which totaled \$12,687.

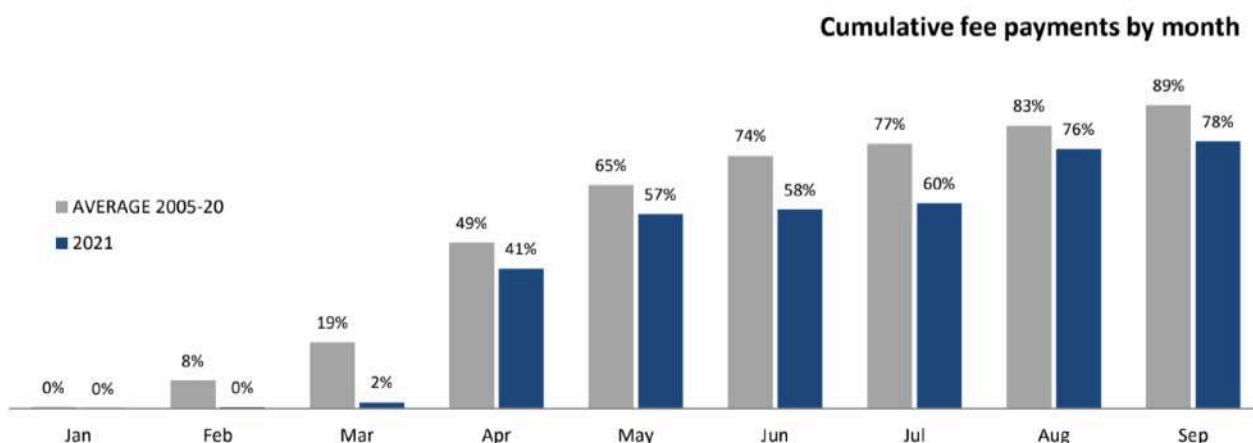
2020-21 Function / Fundraiser	Revenue	Outlays	Profit
Trivia night	\$1,775		\$1,775
People's Choice 2020/21	\$1,000		\$1,000
Bunnings BBQ 2021	\$1,147	\$574	\$573
Raffles – lolly guess	\$10		\$10
TOTAL (ex GST)	\$3,932	\$574	\$3,932

Membership Fees

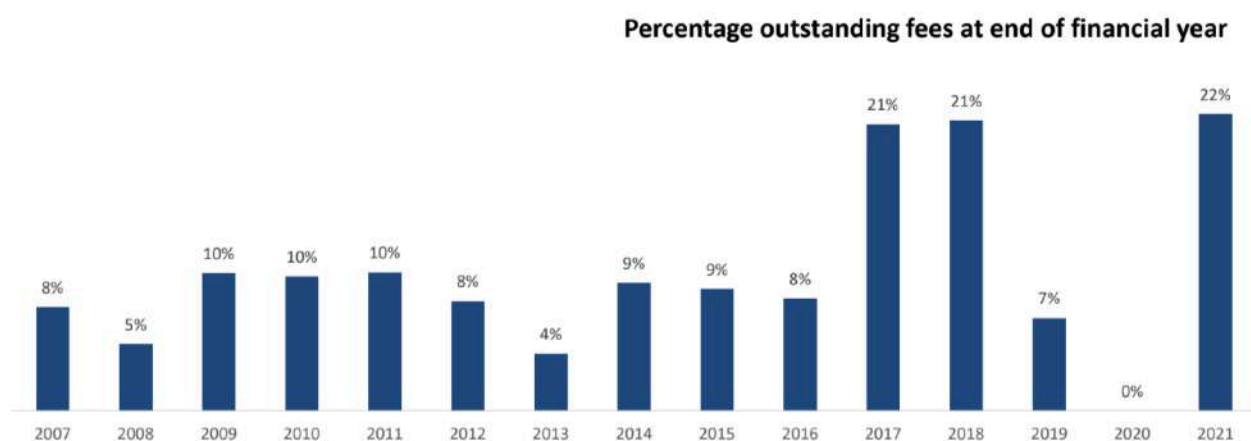
The Club collected \$60,500 in winter membership fees for the 2021 season, which is around 75% of pre-pandemic levels. \$17,090 was outstanding at the end of financial year, with 46 members unfinancial.

Interruptions throughout the season, and the more remote nature of our operations in 2021, made fee collection particularly difficult this year. Despite this, there has been a growing trend towards late and ad hoc payment of fees over the last few years which creates challenges for the Club in managing cashflow and puts increased burden on our stretched volunteers to follow-up. An increase in casual participation is partly responsible for this trend, which is illustrated in the chart on the next page.

Membership Fees (continued)



Between 2016 and 2017, the average percentage of outstanding fees at the end of the season rose from 8% to 20%. In 2020-21, the percentage of outstanding fees was 22%. This excludes waivers applied to members who played less than three games for the season. Reminders were sent to all unfinancial members at the beginning of August which prompted the recovery



In recognition of the shortened season in 2021, and to ensure no disadvantage to members who paid fees in full, the following arrangements will be implemented in 2022:

- Members who paid fees in full for 2021 will be offered a discount on 2022 fees if they pay, or make alternative arrangements with the Treasurer to pay, before round one. 220 members from 2021 will be extended this offer, including those who were eligible for concession or other standard discounts as listed in the AHC fee schedule for 2021.
- Members who did not pay fees in full in 2021, or who had outstanding amounts from the 2019 season, will not be eligible for the above offer (this applies to 46 members in 2021). Further, the Club will attempt to recover amounts outstanding in 2021 based on the number of games played multiplied by the relevant per-game rate for the level of competition. It is estimated that \$11,465 may be recovered of the \$17,090 outstanding using this approach.

A summary of fee collection in over the past three years is provided on the next page.

Membership Fees (continued)

2021 Membership Fees	
Winter membership fees collected in 2021	\$60,500
Overpayments (credits to be issued in 2022)	\$2,740 (to 15 members)
Outstanding at 30 th Sep 2021	\$17,090 (31% junior, 69% senior)
Estimated recoverable in 2022	\$11,465 (from 46 members)

2019 and 2020 Membership Fees	
Outstanding at 30 th Sep 2019	\$7,367 (34% junior, 66% senior)
Total recovered in 2020	\$1,825 (25%)
Total written off as bad debt in 2020	\$425
Total to be recovered in 2021	\$5,117
Total recovered in 2021	\$1,245
Total written off as bad debt in 2021	\$3,872* (plus \$1,233 pre-2019 debts)
Total to be recovered in 2022	\$0

*Total write-offs for 2021 were \$5,105, which included \$1,233 of pre-2019 debts.

Financial statements

Based on total revenue of \$112,736 in 2020-21, AHC is classified as a tier one incorporated association under the Associations Incorporation Reform Act 2012 (the Act). Tier one associations do not need to have their financial statements externally reviewed or audited.

In accordance with the Act, I hereby present to the membership the financial statements (at Appendix 2) which give a true and fair view of the financial performance and position of the Altona Hockey Club Incorporated for 2020-21.

TRACEY DRAKE
TREASURER
ALTONA HOCKEY CLUB

APPENDIX 1

2021 - 2024 STRATEGY

2021-2024 Strategy



The bigger picture

Our Purpose

Create a safe place for our community to come and always be welcome

Who we serve

Our present and past members, guests, the sport of hockey and the Hobson's Bay community

Our Vision

To lead Victorian hockey in sustainable competition and community engagement

Our Values

Inclusion
Excellence
Professionalism
Pride
Wellbeing
Spirit

Our Mission

Amplify our club's sustainable future success by:

- **Fostering** the growth and development of the sport of hockey
- **Investing** in the ongoing development of our members and our club
- **Inspiring** and creating positive community impact

Our Values:

Inclusion

We are a social, family friendly, community-based sporting club, welcoming people of all ages, backgrounds and abilities.

Excellence

We strive for continuous development and improvement in all areas of hockey and community contribution.

Professionalism

We are well organized and show leadership in all facets of our club

Pride

We celebrate our past and present achievements.
Our future is shaped by our long and proud history of success

Wellbeing

We promote good sportsmanship, friendly competition and a healthy and safe environment

Spirit

We respond to challenges with positive intent.
We work together to overcome adversity.

Altona Hockey Club: 2021-2024 Strategy

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Our Strategic Priorities

Foster

Hockey Victoria and Hobsons Bay City Council Partnerships

- Maintain a strong relationship with HV through the promotion, support and deployment of their overall strategy within our zone.
- Leverage HV initiatives to create beneficial impact to AHC
- Actively strengthen our HBCC relationship to underpin our facility development

Increase community awareness and reach

- Raise public awareness of hockey and the AHC to the non-hockey community within our catchment zone.
- Build awareness and engagement through advertising and promotion of our club to attract new members/ supporters.

Expand opportunities to participate

- Create more ways for all members of our community to participate at all levels and abilities

Fostering the growth and development of the sport of hockey

Altona Hockey Club: 2021-2024 Strategy

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Our Strategic Priorities

Invest

Attracting

- Attraction of new players to our club to ensure a sustainable hockey competition
- Engage in community outreach to actively recruit new junior players
- Devote specific attention to increase female participation and retention at all ages.
- Leverage the strength of our club culture to encourage new playing members

Member Experience

- Build pride, connection and engagement across our membership base and alumni to improve retention.
- Includes onboarding of new members, ongoing engagement of existing and past members in all areas of club activities and opportunities to participate.

Pathways

- Actively enable members to realise their own hockey aspirations as players (at all levels, ages, abilities), coaches, umpires, officials, administrators, volunteers and supporters.

Facility Development

- Work with HBCC to ensure the successful funding and completion of our clubrooms upgrade.
- Maintain awareness and planning of requirements to ensure our playing facilities enable us to play and host elite level games.

Governance

- Increase our reputation with stakeholders, HV and HBCC through demonstration of strong governance and fiscal responsibility.

Investing in the ongoing development of our members and our club

Altona Hockey Club: 2021-2024 Strategy

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Our Strategic Priorities

Inspire

Raising the bar

- Set and maintain high standards as a community club, by seeking out accreditations, certifications and partnerships that exceed what is expected of us, and demonstrates our commitment to positive community impact

Be a place that the community wants to use

- Increase the awareness of, and bring more people to our place
- Create a positive community place and expand the utilization of the current facility beyond hockey operations – increase non-operational revenue generation.

Inspiring and creating positive community impact

Altona Hockey Club: 2021-2024 Strategy

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Critical success factors



In order to lead Victorian hockey in sustainable competition and community engagement, we need to show that we can:

- Maintain our Premier League status
- Demonstrate on-field success – regular finals appearances across all grades
- Complete our facility redevelopment
- Grow our playing membership base
- Grow female participation to sustain our women's/ girls' competitions across all levels
- Recruit, develop and retain volunteers with appropriate skills.
- Demonstrate strong working partnerships with HV, HBCC, other clubs from the Western suburbs and Regional Victoria.
- Develop strong working partnerships with schools and community groups within our catchment zone
- Develop our junior members into future leaders of the club, both in hockey-specific and administrative roles.
- Increase and maintain funding from alternative revenue sources
- Continue to demonstrate prudent financial management.

Required capabilities



To deliver on our strategic priorities, we need to be able to attract and retain people who have the skills and abilities to:

- Influence decision making with local government and Hockey Victoria
- Successfully partner with HBCC on all aspects of facility development
- Directly connect with non-hockey community groups
- Create and maintain diverse communication channels and community engagement.
- Support expanded participation and facility utilisation activities
- Define, develop and implement member attraction, experience, and pathway programs
- Maintain strong governance and financial discipline
- Identify appropriate certifications, accreditations and partnerships that the club should hold or acquire



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WWW.ALTONAHC.ORG.AU

The Altona Hockey Club acknowledges the peoples of the Kulin nation as the Traditional Owners of the lands on which our club sits and pays respect to Elders past and present.

2020-21 AHC ANNUAL REPORT
COURTESY OF WESTSIDE DIGITAL.

