



Ormond Junior Football Club Inc

2021 Committee

President	Michael Whitney
Vice President-Administration	Brett Hardiman
Vice President-Football Operations	Anton Levine
Treasurer	Leigh Jobling
Secretary	Kaylene Simpson
Digital Media, Communications	Brett Hardiman
Merchandise	Kaylene Simpson and Tracey Jobling
Director of Coaching and Development	Anton Levine
Team Manager Coordinator	Joanne Turner
Girls Coordinator	N/A
Child Safety and Mentor Program	Joanne Turner
ASD and FairGo Football Coordinator	John Howard
Facilities and Equipment	Mark Brady
Coaching Operations	Anton Levine
Girls Program Operations	Anton Levine
Fundraising	Brett Hardiman and Leigh Jobling
Heritage	Alan Jenes
Auskick	James Warfe
A Path to Follow	Kirstie Edwards

Club Awards

The 2021 Committee conferred the following Club Awards:

Life Member – Gavin Dwyer
Adlington Award – Brett Hardiman
Club Captains – Georgia Macris, Michael O'Donnell
Goldstein Shield – not awarded
Southwick Shield – not awarded

President's Report – Michael Whitney

2021, the year that was.... and then wasn't!

Before I begin this overview of the season I want to start by saying how proud and humbled I am to lead a Club community that is so welcoming to all, has such strong values that are truly embraced and which fosters the development of confident and resilient kids/young people, especially in such a trying year.

The year started with a lot of promise, coming off a barren 2021 season only highlighted by the late, end-of-season Footy4Fun program that gave many of our kids some consolation. Everyone pulled together, returning Coaches and Team Managers, Committee and the League, to get us up and running in April. There were challenges with grading and fixturing, a difficult situation for the League to navigate, but the issues arising should be improved going into 2022. On the field many of our teams were flying and Ormond's participation in finals and flags was well within reach for many teams. Unfortunately, COVID came hard, twice, and that's where our season ended.

In only half a season we did achieve many things of note

- Completion of the redevelopment of the changeroom facilities to include dedicated girls changerooms
- Repainting the home rooms
- Further development and participation in Club Mentor program, through A Path to Follow
- Club run holiday program, through Punch sports, providing a new income stream
- Football development program expanded to more age groups
- Dedicated Girls development program with specialist coaching from St Kilda AFLW player
- Numerous players selected to the NextGen Academy
- Continued development of Club Heritage records
- Continued Healthy Canteen program, now adopted by the League, also providing employment to young people
- Greater connection to the Ormond Senior Club through appointment of Senior players to coach some older age groups
- Multiple teams on top of the ladder or in Premiership contention

I want to thank everyone who has stuck with us this year, stayed positive for the kids and worked tirelessly in the background.

Our Committee have been a marvellous team, all on the same page and all pitching in to get the big and little jobs completed. I want to dedicate considerable space in my report to acknowledge them, as our Club does not exist without their time and efforts

Joint Vice President Anton Levine is moving from the Committee next year after years wearing many hats (never seen him without one!). He has taken our Football Development Program to League leading status, promoted Girls Football to new heights and worked closely with our Coaches to help them where required. A break from Footy Administration is thoroughly deserved and we wish Anton well following his 3 kids as a Dad on the sidelines. Several new people will be needed to step into Anton's size 11 shoes. Scott Rowlands has agreed to come on board as the Coaching coordinator for 2022. Thank you Scott.

Kaylene Simpson, already one of the busiest people I know, added to her role arranging merchandise by assuming the vital role of Club Secretary. Kaylene has thankfully indicated that she will continue in 2022 as Secretary but we will need new people to take over the Merchandise role. Please help!

Vice President and Webmaster Brett Hardiman has contributed many many hours of his time this season which has led to a light-bulb moment. He thought there must be a better way of running Club administration, communication, and management. With his expertise in all things digital Brett has created a new WebApp which promises to be one of the most significant and revolutionary new initiatives that Ormond has been involved with. Please refer to Brett's section of this report for a little more detail. Exciting!

Treasurer Leigh Jobling steps off the Committee after giving 3 years of diligent and meticulous financial management for the OJFC, with a focus of good governance and accountability. Leigh has been able to budget major spending for 2022 on new ISC Club Jumpers. Thanks to Leigh, systems are all in place and organised for an easy handover to a new Treasurer, so we are looking for a capable person to take on this role in 2022. Please consider this and contact Leigh if you have questions. Leigh will take on the Sponsorship role in 2022, which is great news

Joanne Turner deserves special thanks for all her work in coordinating our Team Managers and as our Child Safety officer. Much of her work is the background and the feedback I receive from TMs is glowing on Joanne's calmness and professionalism.

Allan Jenes has continued his investigation and compilation of the Club records to the point where very few gaps exist. His children are now adults, so we are especially thankful that Allan continues his service to our football Club.

John Howard, another tireless volunteer whose son now plays Senior Football at Ormond, has ably fulfilled the role of medical coordinator. Again, to be still contributing after your kids leave the Club deserves special mention

Thank you to the rest of our Committee and Sub-Committee members for this season's work. Mark Brady looked after our property and equipment yet again, he was also our U16

boys coach and contributes to footy operations, as does Warren Bailey, a general Committee member, footy ops contributor and U14 mixed coach.

James Warfe, under 8 mixed coach, has been our Auskick Coordinator for the last 3 years and revitalised the program with his enthusiasm and energy. Auskick is the life blood of our Junior Club and it is a testament to James and his cohort that we could field 2 under 8 teams in 2021. We are looking for new people to take up this role now, as his kids are now past the Auskick stage. Running alongside Auskick is the FairGo football program and we want to thank Johnny O'Conner for his advocacy of ASD and FairGo players.

The Mentor program, initiated by Kirstie Edwards some years ago, continued to go from strength to strength, providing Junior coaches real life skills in leadership and communication, mentored by our Coaches. A special thanks to Aedan Gordon for being a valuable facilitator of the program

The Winter Warmer would've been the social highlight of the season and main fundraiser. Unfortunately, it was also a victim of COVID. Although it couldn't proceed Jodie Rowlands and her team, Debbie Hammon, Trina Howley, Susan Johnston and Kyle Cockle did much of the hard preparation and I'm sure will relish the chance to finally get it up and running next season.

Thank you to all our dedicated Coaches and Team Managers and all parents helping to get games played. Trainers, Runners, Assistant Coaches, Club Umpires and all parents chipping in to fill the various gameday roles.

It is great to see many of our 2020 U17 team 'graduate' to play with the Ormond Amateur Football Club, in U19s and even straight into the Senior 1st team. We thank the Senior Club for their cooperation, particularly the flexibility in sharing the grounds for training, and we continue with a 'One Ormond' mindset, providing a football pathway from beginning to retirement

We wish to acknowledge and thank the generous contribution of our Club Sponsors, both financially and in kind. Your continued support enables us to keep our registration fees low and our Club financially stable.

Last, but not least, thanks to our players. We are very proud to be widely known and respected as a Club that plays the game for the right reasons, tough and fairly. We love the Ormond jumper, enjoy playing with our friends, stay positive and encourage one another and we respect our opponents. Our standards of player, official and supporter behaviour are amongst the highest in the League and this makes us very proud to be Monders.

Go Monders!

Michael Whitney

President

Ormond Junior Football Club

Administration – Kaylene Simpson

I recall sitting in the AGM last year and starting to take notes, realising that the club didn't have a Secretary at the time. This became an easy decision to make and it has been a huge pleasure to be a more engaged part of the club, the Executive and broader committee are a passionate and engaged group. The club is made up of many people who give so much time to ensure our children can play every week.

In another COVID year it is important to note that the club responded as guided by SMJFL with QR access codes and all sanitising and distancing rules met by players and parents.

This year we outsourced our registrar responsibilities to Bree Valance from SportingCatch. This is an arduous task and she was terrific in coordinating players, club officials and sorting all members qualifications.

We'd like to thank John Howard for his ongoing management of first aid, and to Greg Holman from the senior club who helped coordinate our weekly ground trainers (and often took the chair). Joanne Turner stepped into the role of Child Safety Officer, ensuring that the policies, procedures and adherence to these important requirements were met. Joanne also became the inaugural Team Manager coordinator and we wonder what we did before that! She was critical in getting people onboarded at the start of the season and providing frequent operational updates.

Football Operations Team Managers report – Joanne Turner

How fortunate we were in season 2021 to be able to play 9 rounds of fantastic football, full of enthusiasm and great spirit. It was a big improvement on 2020 in terms of getting out on the park, and probably exceeded our expectations in terms of the momentum we were able to keep at the club. With our fabulous community right behind the club we had full teams in every age group, including strong teams for both the boys and girls age groups.

Ormond continues to have a strong Development Model that was implemented over the last few years and executed by our outstanding group of coaches, and spearheaded by 2021 Director of Coaching Anton Levine. It was amazing to see this type of planning continue throughout 2020 and really come to fruition in 2021, with further benefit to be felt in seasons to come no doubt.

A very big thank you to our dedicated, and passionate coaches for their hard-work, and ongoing engagement with their player and parent groups, and there is much to be excited about in 2022. Thank you to our Team Managers, some experienced, and some new this year, we appreciate your tireless efforts in a role that brings everything together, and really is responsible for getting the kids out on the oval each week!

To our U17 squad who 'graduate' from Junior football we wish you all the best in your footy journey and thank you all for your years of wonderful service to the Ormond Junior Football Club. To the rest of our dedicated players we can't wait to see you back next year, fit, strong and ready to continue the fun of playing footy with your team mates at this great club.

Treasurer's Report and Financial Accounts – Leigh Jobling

While unfortunately we were unable to complete a full season of football, fortunately, the club's finance stood up incredibly well.

In the 12 months to 30 September 2021, the club has a loss of approximately \$6,300.

Cash at hand declined from around \$98,000 at the beginning of the period to \$91,000 at 30 September 2021.

I hold the view that the club's strong cash reserves are essentially a "Future Fund" to both secure the club's financial future, while allowing the club to spend where necessary around the club for the benefit of members.

Prior to the commencement of the 2022 season for example, we expect to spend approximately \$25,000 - \$30,000 on new jumpers.

From a revenue perspective:

- membership fees were roughly as budgeted.
- We were successful attracting some new sponsors in 2021 and sponsorship income was excellent
- Canteen sales were challenging given COVID conditions, with less foot traffic to the canteen from Oval 2 and players and parents less inclined to stay after games affecting sales
- The new school holiday program run by Punch Sports was incredibly successful, with the club enjoying 30% of sales revenue

With regard to expenses:

- We processed nearly \$30,000 of refunds from the 2020 season for many families
- The club received some concessions from the SMJFL, providing a discounted team fees;
- We purchased club branded merchandise, including the hugely popular free hoodies that were provided with player registrations
- We continued to invest in our Mentor Program run by Kirstie Edwards at A Path to Follow, providing our players with an opportunity to coach and positively influence players from Auskick and younger aged groups
- We increased our spend on Development Squad, giving many players the change to develop their skills and games sense with additional targeted coaching sessions.
- The club engaged Punch Sports in the development of the WebApp due for launch and use for the 2022 season.

Outstanding items at 30 September 2021 (for the 2021 season) include:

- Income from July School holiday program of approximately \$2,800 to be received
- Refund of annual umpring fees, given the reduced season - \$4,700

- Payment of boundary umpire fees to SMJFL - \$1,700
- Glen Eira council utility fees – approx. \$1,500
- Purchases of trophies and sponsor plaques – approximately \$3,000

Finally, during the season the club the Ormond/McKinnon branch of the Bendigo Bank closed. In 2010 the club invested \$10,000 to help the branch establish itself in our community.

The club received \$6,500 as a return of capital to shareholders upon closure for the branch, realising a \$3,500 loss.

A big thank you to the Executive, other committee members and all that supported me in my role this year. A big shout out also to Grace Dwyer and Maddie Allen who managed the canteen and did a terrific job.

BALANCE SHEET – AS A 30 SEPTEMBER 2021

Asset	
Banking	
Bendigo Cheque Account	64,288.37
Auskick Account	635.61
Bendigo Term Deposit Account	26,073.95
Total Banking	90,997.93
Gift cards	600.00
Total Asset	91,597.93
Net Assets	91,597.93

PROFIT AND LOSS – 12 MONTHS ENDED 30 SEPTEMBER 2021

Income	
Membership Fees	72,406.24
Auskick Income	2,987.28
Canteen Sales	15,042.80
Merchandise Sales - club gear	4,741.99
Merchandise Sales - shorts and socks	12,147.02
School holiday camps	3,066.36
Fundraising	985.00
Sponsorship	10,815.00
Community Grants	1,000.00
Total Income	123,191.69
Cost of Sales	
Canteen Purchases	7,517.36
Merchandise Purchases - club gear	17,296.12
Merchandise Purchases - shorts and socks	2,171.00
Total Cost of Sales	26,984.48
Gross Profit	96,207.21

Coaching and Development - Anton Levine

Once again, as a testament to the stability of the coaching group and also a desire to get a full season underway, several returning coaches were appointed.

The u17s coaching appointment (Tim Richardson) was the continuation of a pilot program for a senior OAFC coaching role (paid) as a relationship bridging mechanism between junior and senior clubs and also a breeding ground for coach development opportunities.

All age groups once again fielded teams, including the decision to form 2 x U14 girls teams – this turned out to be great success allowing for a top age/ higher division side and a bottom age lower division side.

Pre-season training was instituted in March for all teams and was mainly held at Princes Park Caulfield.

Punch Sports was engaged to deliver our club development program across U11-U17 age groups and also provided invaluable coach development opportunities, as the OJFC age squad coaches worked with and assisted the experienced Ben ‘Specky’ Mcgee. The program is outlined below:

- A. **Kicking Masterclass** with **Matt Suckling** at training, U11-U17s + girls Week of April 26.

Matt is a highly credentialed footballer, having played 76 games with the Western Bulldogs during the past 5 years (2016-20), and before that 102 games with

Hawthorn (2007-2015), including two AFL premierships (2014, 2015). Matt is looking forward to returning to a district footy club, an environment with which he has fond memories from his early football days in Wagga Wagga before being recruited into the AFL. Matt will also assume a Senior Assistant Coach role at Ormond, and his knowledge, skills and behaviours will be important and valuable additions for the entire Senior playing group.

We are so excited to have Matt now playing seniors at Ormond and what he can bring to our playing group.

- B. **U11-U17 Development Squad** with AFL accredited coaches (15 weekly sessions in addition to weekly squad training)

Run by Ben 'specky' McGee (provided by Punch Sports) Level 2 AFL accredited coach- Qualified School Teacher; former TAC Coach with Dandenong Stingrays; Established the highly regarded Hallam Secondary Elite Football Program; Currently Head Coach of Albert Park Elite AFL Academy. Specky regularly had the players and the coaches in the palm of his hand and easily catered the program for younger or more experienced groups as required.

- C. **Girls Development Programme** with Saints AFLW player (5 weekly sessions)

Run by Saints AFLW star Nicola Xenos (provided by Saint Kilda Football Club). As one of St Kilda's most electric youngsters, Nicola Xenos did not disappoint in her first season at AFLW level. Although small in stature, the 19-year-old proved to pack a punch all over the ground thanks to her strong physical attributes and blend of endurance and speed. The VFLW Premiership player for Collingwood also found time to hit the scoreboard in the final game of the season – unsurprisingly, the goal assist coming off her partner in crime's boot. Xenos was snapped up with pick No. 27 in the 2019 AFL Women's Draft.

Sporting Peer Program – Kirstie Edwards (A Path to Follow)

The Sporting Peer Program (formerly Group Mentor Program) hosted by A Path To Follow, in partnership with Ormond JFC, is designed to maintain and enhance community connection between young people and their community, with its underlying philosophies based in the prevention and early intervention of mental wellbeing challenges. It provides opportunities for young members to develop important life skills alongside a fellow, like-aged peer and senior coach. It sets the foundations for a more sustainable model of coaching for Ormond into the future.

The program in 2021, consisted of 12 Junior Coaches and their Mentors across U8s, U9s, U10s, U12s & U13s. 10 Junior Coaches were participants in 2020, with 1 recruit joining us new in 2021 and one Junior Coach from 2019 re-joining the program.

Our program in 2021 at Auskick included a whole new team of recruits; under the guidance of our newly employed Sporting Peer Leader, current JFC Coach and APTF's very first employee, Aedan Gordon. Aedan is also a graduate of the Sporting Peer Program, and we are most proud to have him as a part of our program. Aedan and his Junior Coaches at Auskick were ably supported by the Auskick Coordinator, James, and although their season

was also interrupted, we witnessed development in each Junior Coach's coaching and life skills.

Finally, my heartfelt thanks to the Ormond JFC Committee for their ongoing belief and support of our vision to support the mental wellbeing of young people and families. To our Peers and Junior Coaching parents, thank you for your support and participation. If the program runs again next season, I hope it will return to some type of "new" normal. Junior Coaches, you are the reason APTF exists; with you and for you. Keep being amazing young humans and thank you.



Social and Digital Marketing – Brett Hardiman

Another very positive year for the club given the continued challenges with COVID-19. Our solid 2021 player registrations were driven, in part by the marketing efforts and launch of registrations in Dec 2020. The Early Bird offer of a free club hoodie combined with missing out on season 2020 delivered solid rego's for 2021

Once again, in the lead-up to the launch of the 2021 season the club's Digital Marketing platforms including Website and TeamApp were updated with all team and player information. Considerable time was also invested working with Joanne and on-boarding the club's new Team Managers. Many of the workflows developed during the 2021 Team Manager onboarding will be included in the new club webapp (see below).

Throughout the year TeamApp, regular website and social media updates were made ensuring we had a coherent and consistent message to parents and players.

During 2021 significant work was completed on the club's new WebApp which is set to replace the current website and TeamApp in 2022. The new platform will combine both the Website and Mobile App into one "WebApp" and provide the club with streamlined parent

communications and team management. The WebApp will also improve the club's ability to add more value to sponsors and generate additional revenues from online sales. The new WebApp will be ready for season 2022.

Season 2022 will continue to see Ormond JFC lead the digital space and through these initiatives enable the club to grow while continuing to play a pivotal role in the local community.

Merchandise – Kaylene Simpson and Tracey Jobling

The current merchandise range was launched in 2020 but never really got a chance to take off. This season the new hoodies were offered as part of the early bird registration and we were delighted to see so many players wearing the top proudly, they certainly stood out in our local area. They were so popular that we completely sold out of all the junior sizes, leaving some children without one as the difficulty of procurement and shipping in a pandemic became too challenging. The hoodies will be carried over to the 2022 season and a fresh supply will be on hand at opening. We still have plenty of T-shirts, caps, beanies and scarves. Our stocks of the ever-popular training shirts are completely depleted and will be redesigned for next year. The year started with a series of weekend pickups from our merch 'shed' at Wilson Storage on North road, rain or shine, it created a fun way to get to meet families before the season launch.

We will be ordering new playing tops for the mixed teams in the 2022 season (girls tops were recently purchased), so it was a lovely opportunity to let the players keep their tops as a memento of the season that never really was. New shorts and socks will be in stock next year too as the SMJFL move to lock in a long-term deal with ISC sports and we comply with the correct corporate branding.

We will be well positioned for next year with the full merch range in stock and ready for the 2022 season.

Resources and equipment – Mark Brady

After discarding the old drink bottle carriers at the end of 2020 with the intention to replace them with club squirt bottles in carrier bags we decided to postpone the purchase until 2022. The rules around what was allowed meant each player could only use his/her own drink bottle, and they were not to be carried together. Hopefully we can proceed with the original plan next season. The famous blue & brown jumpers that have served our players so well are about to be replaced. Otherwise a quiet year in property, with stocktake and end of year collection of team kits to be undertaken shortly.

ASD and FairGo Footy - John Howard and Jonny O'Connor

The OJFC philosophy is all kids have the right to play football. In what we had of the 2021 season, the OJFC has again had the privilege of having several ASD (Autism Spectrum Disorder) diagnosed young men within the club. With such an inclusive and community-

based ethic existing within the club, the boys have been able to develop and thrive throughout their time with us, despite it being a mainstream environment. Two of these players transitioned into the Ormond U19s in 2021, a great achievement!

The Club continues to host FairGo Footy, an all abilities program lead by Jonny O'Connor. FairGo experienced several highs this year as well as lows, stemming from extensive disruptions from the pandemic. We would like to focus on the highs, as everyone is well-versed by now in lockdowns! Firstly, FairGo managed to secure a sponsorship from Toyota Australia. Multiple ex-AFL players came to teach the coaches a thing or two and brand-new equipment, ranging from AFL grade balls to impact bags were given to FairGo! This means FairGo can now focus solely on giving our players the best, most personalised experience we can. On top of this FairGo also gained several new players from Bayside Special Development School and Southern Autistic school. At our peak we had 8 players, who outnumbered the coaches; we've never had this problem before! Whilst our season came to a premature end, the FairGo team is eager for next season. We are confident that next year we will be able to build off our momentum, get more players and coaches involved and allow everyone to share in the benefits of training.

Heritage - Allan Jenes

Our Club boasts thirteen players who have gone on to play VFL/AFL football. History was made this year when Max Gawn captained Melbourne to win the AFL Premiership. Max played with our Club in the Under 16 team in 2007 and captained the Under 17 team in 2008. In 2014, he was joint coach of our Under 16 team, then was assistant coach of the Under 17 team in 2015.

This year, our club also had two other past players in the AFL. They were Jack Higgins, St Kilda and Sam Frost, Hawthorn.

The history of our Club can be found on the website under "Heritage". I urge everyone to have a look.

Auskick – James Warfe

2021 saw a fantastic return to Auskick for our club's youngest members.

After a 2020 to forget, the task was set to reach a whole new generation of budding AFL/AFLW stars and rebuild our pool of red-shirted volunteer coaches.

With great relief, Auskick kicked off on 24 April with well over 100 registered participants and an army of 20 activity coordinators - by far the largest cohort of red-shirts ever seen at the Gunn.

As the weeks progressed the word spread and the numbers grew, breaking the 130-mark for the first time in years. This is testament to the fantastic work of our dedicated Age-Level Coordinators and Activity Coordinators, delivering well-planned, prepared and executed sessions each week that inspired confidence in parents and excitement in the kids.

We managed to deliver eight sessions of BRILLIANT FUN for the season, disrupted by lockdowns and holidays. Highlights included:

- our always popular Mother's Day game with the mum's taking on the kids in a series of drills and hard-fought games across the oval
- Friday night under lights
- Superhero Day, and
- Our first ever Footy Olympics complete with a Parade of Nations.

In great news for the future of the OJFC, we had 24 kinder kids and 48 preps registered this season, which sets a fantastic foundation for the Under 8s of 2023. Special credit goes to Age-Level Coordinator Liam Mulcahy for brilliantly corralling this moving mass of 60-70 little kids every week, supported by ten of the absolute best first-time activity coordinators.

Our group of 25 Grade 1s were put through their paces and are well on their way to junior footy superstardom in 2022. Big thanks to Paul Grenfell and Pratibha Kaura for guiding this group, I look forward to seeing what you can achieve next year.

Our Grade 2 group of 30+ was made up of a lot of our Under 8 JFC legends, giving them an added training session ahead of Sunday matches led by our Under 8 assistant coaches Matt Balmer, Brett Hardiman, and others. A lucky group of ten also fulfilled their dream of playing on the big stage at the Round 7 St Kilda v Hawthorn match at Marvel Stadium.

Special thanks also to Kirstie Edwards, Aeden Gordan and the Path to Follow Mentor Program Junior Coaches. These junior footballers who assisted with activities every week are an absolutely fantastic bunch of kids and it's a fantastic program. I look forward to supporting the program again next year.

A shout-out to BBQ Tsar Neil Walsh for getting the snags organised each week. Some would say he's the most important person in the team!

Finally, after seven years as an Auskick volunteer, we farewell Brett Hardiman this year as his youngest son Patrick graduates (on his way to a top 10 draft spot!). Brett has been a mainstay of Auskick since before my time and we owe him a debt for his significant contribution over this period. Thank you, Brett, what a legend.

It was an absolute pleasure to lead this program again in 2021, and I look forward to seeing it grow further, and without interruption, in 2022 on the back of our reputation as the best program in the area and the hard work invested by all our volunteers this year.



Ormond Junior Football Club Inc