

Ormond Junior Football Club



2019 Annual Report

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Purposes

The purposes of the Ormond Junior Football Club Incorporated are:

- as a member of the South Metro Junior Football League (and or any successor association/league), to encourage, promote and foster and develop participation in Australian Rules Football, particularly in the Ormond and surrounding region
- to teach the basic skills and fundamentals of junior football and through this teach and encourage and develop a sense of fair play and discipline that contributes to the overall development of young people in the area
- to support the Ormond Amateur Football Club Incorporated in the senior football endeavours and to work with the OAFC to provide a pathway for OJFC players into senior football
- to generate a welcoming and supportive club and community environment (including the provision of suitable amenities and facilities) which all members, supporters and residents can freely participate, and which supports a sense of belonging for all those involved.

Presidents Report

I am pleased to report on a highly successful year of the OJFC. We have held the purposes of our club dear and have at every step worked to fully achieve them. Before highlighting a significant number of achievements, I would like to thank our hard-working Executive and Committee and you the members for your support.

I am very grateful for the unfailing efforts of our Vice Presidents Lyndon Loader and Mike Whitney who have helped steer the direction of this club with its focus on positive club culture and values, player development and member fulfilment. These directions follow and build on the outstanding Presidency of Lyndon in 2018. I am also grateful to Leigh Jobling our Treasurer who formed the remainder of the Executive for his focus on good governance, transparency and accountability.

We have also been blessed with a large hard-working Committee that had a roll up the sleeves attitude and a united view on the things that needed to be done. Each took a lead responsibility in key operational areas of the Club – a number of which are reported on below. I'm also grateful to Philippa Thomson our diligent Registrar who worked as equally well with individual parents as she did the SMJFL.

We grow the player and mould the citizen. Our philosophy is enabling all our players to reach their best while aligning to our non-negotiable club values. Thank you for backing us on this philosophy and setting a high tide mark among clubs in the League. The Club achieved a number of 'team firsts' this year with the largest number of teams in Finals, our first Girls team Premiership and the best win loss ratio across teams in many years.

Your Committee undertook an ambitious suite of initiatives across many aspects of the club that has made us one of the most respected and awarded clubs in the League. Some of these achievements were:

Leadership and values – we focussed on being at the forefront in the League in promoting and embedding appropriate club culture through our digital communications. We were in the top 2 of clubs in terms of game day and off field behaviours outcomes. We established the Goldstein and David Southwick shields to acknowledge player leadership in Club Values. We established a Club Captains Shield and presented a framed Club Jumper to the SMJFL recognising club values. We established Mothers Day, Fathers Day and Senior Club Appreciation Days.

Coaching – we established a coach development program delivered by Rob McCartney. Awarding of SMJFL Coach of the Year to Anton Levine.

Heritage – appointment of Allan Jenes to Committee. The update of our heritage data and records and the establishment of a digital honour board. The construction of physical honour boards for our club rooms. These boards will be installed for the 2020 Season Launch.

Finance – we achieved a substantial financial surplus and continued to improve our financial accounting and reporting systems.

Administration – we employed our Registrar and improved a number of back-of-house processes and improved the quality of our data management.

Development – we continued the roll out of our Ormond Development Model and offered a range of player and coach development opportunities to improve the skill and capacity of all of our players.

Mentoring – we continued the roll out of our Mentor Program that provided tailored support to players and junior coaches and ensuring they have appropriate feedback and emotional support in their activities and roles.

Girls Program – we continued to build a structured girls program and ensure it has the resources to create long term sustainable all girls teams across all age levels.

Digital Platforms – we undertook an extensive update of our digital platforms. We established Team App as the sole child safe program for club communications. We revised our databases to improve efficiency of our communications. We developed and undertook new digital promotion of the club and our programs.

ASD and Fair Go – we continued the advocacy for ASD and FairGo Players. We successfully transitioned players into matchday teams and won a Telstra Grant for the purchase of Team Jumpers for our FairGoers.

Facilities – we purchased a 2 bar coffee machine and other equipment for the Canteen. Awarding of \$10,000 the SMJFL Club Make Over Award by Monarch Paints. Agreement between OAFC and Glen Eira City Council to undertake refurbishment for inclusive and safe

change rooms for all teams. Awarding of \$16,000 Federal Government Community Development Grant.

Heathy Food Pilot – we successfully implemented the SMJFL healthy food pilot in our canteen – which has seen a step change in the patronage and profits in our canteen.

Social – we ran a series of successful Super Sundays (thanks Claire and Michaela!) and the Winter Warmer

O AFC – we continued to improve our close working relationship with the O AFC. We funded a number of senior player grants and developed a close relationship between our U16 team and senior players and coaches. We continued aligning our strategic planning and player and coach development with the Senior Club. We have also continued to build opportunities for closer alignment of club operations and administration going forward.

Auskick – we worked with our Auskick Coordinator to bring a close alignment of the OJFC and Auskick. We provided extensive digital promotion, provided mentors, ran the canteen and helped run the Carnival. We acknowledge the outstanding contribution Chris Meehan has made to the Auskick program.

Living our values –we supported a number of our community in need. In particular, we were proud to walk along-side David in his journey from homelessness to a fresh start.

I would also like to acknowledge our sponsors who contributed financially and in kind to our club over the year. They have helped to keep our fees modest and provide a range of player and member experiences that make Ormond special.

We as a Committee are proud of what we have achieved with and for you in Season 2019.

Go Monders!

Gavan Dwyer
President OJFC

president@ormondjfc.com.au

New Life Members

The Club inducted the following as new Life Members of the Club in 2019

- Jo Harty
- Greg Maclaren
- Jason Burt

Sponsors

The Club is grateful for the financial and in-kind support of the following sponsors

- Gary Peer Real Estate
- Savers Moorabbin
- Mr Burger
- ProPave Landscapes
- Resource Co
- Jimmy Grants
- SportSafe Mouthguards
- Maybury Ink
- The Bread Roll Shop Ormond
- MacPac East Brighton

Season Launch

The OJFC held a very successful season launch. We used the occasion to show case the numerous initiatives of the club to the League and our local community leaders and representatives. We inducted 3 new life members and established the Goldstein Shield with the generous support of the Tim Wilson MP and the David Southwick Shield with the generous support of David Southwick. We also established a Club Captains Perpetual Shield.

Winter Warmer

Jodie Rowlands, Deb Hammon and Mary Anne Turner organised our amazing Winter Warmer. We raised over \$9000 and had a fantastic night of Ormond fellowship. This is destined to become an annual event after such a massive turn out for our Inaugural.

Club Profile

Officer Bearers

President	Gavan Dwyer
Vice President Administration	Lyndon Loader
Vice President Administration	Mike Whitney
Secretary	Soibhan Rehill
Treasurer	Leigh Jobling
Coaching Coordinator	Paul Buckeridge
Girls Program Coordinator	Tania Cumming
Development Program	Anton Levine
Mentor Program	Kirstie Edwards
Digital and Marketing	Brett Hardiman
Heritage	Allan Jenes
Property	Mark Brady
Merchandise	Cassy David-Shields
ASD and Fair Go	John Howard
Auskick Coordinator	Chris Meehan

Key Club Statistics

This 2019 season we had a total of 350 registrations, 41 females and 309 males which is comparable to last year where 361 players were registered to play, 309 males and 52 females. Last year as the U14/16 team didn't go ahead, a number of female players actually transferred out so the numbers across two years are almost exactly the same.

This year we fielded 16 teams which included 2 female only teams and a combined team U14's with St Peters.

Coaches Panel

U8 mixed Squad	Squad Coach	Damen Shaw
U8 mixed Brown	Assistant Coach	Matt Surman
U9 mixed	Coach	Sean Rowe
U10 mixed Squad	Squad Coach	David Healy
U10 mixed Blue	Coach	Glenn Johnson
U11 mixed Squad	Squad Coach	Jeff Plumb
U11 mixed Blue	Coach	Scott Rowlands
U12 mixed Squad	Squad Coach	Warren Bailey
U12 mixed Brown	Assistant Coach	Peter Glenane

U12 girls	Coach	Brent Orr
U12 girls	Assistant Coach	Matt Sharp
U13 mixed Squad	Squad Coach	Matthew Wood
U13 mixed Blue	Coach	Nick McLaren
U14 mixed Squad	Squad Coach	Allan Evans
U14 mixed Brown	Assistant Coach	Ilyas Kondos
U15 boys	Squad Coach	Matt Parkinson
U15 boys	Coach	Katiba Nianhabo
U16 boys Squad	Squad Coach	Rob McCartney
U16 boys Brown	Assistant Coach	Rob Williams
U16 boys Blue	Coach	Matthew Johnson
U8 - U10	Development coach	Jason Williams
U11 - U14	Development coach	Anton Levine
Fair go Footy U8 - U17	Development coach	Johnny O'Connor
Fair go Footy U8 - U17	Development coach	Liam Moore

Team Managers

U8 mixed		Darren Bryan
U9 mixed		Kristine Christrup
U10 mixed		Warren Arbaitman
U10 mixed		Joanne Turner
U11 mixed		Brad Greer
U11 mixed		Kitt McPhee
U12 mixed		Catherine Spruth
U13 mixed	div 2	Kaylene Simpson
U13 mixed	div 5	Alex Shinder
U14 mixed	div 2	Rosy Renwick
U14 mixed St Peters	div 4	Christine Caruana
U15 mixed		Frank and Tina O'Donnell
U16 boys	div 2	Anibal Grossi
U16 boys	div 4	Linda Robbins
U10 girls		Judy Wail
U12 girls		Ben McRae
		Samantha Kolasa

Club Captains

Will McCartney and Marloe McCrae

Club Awards

Adlington Award - Kirstie Edwards

Goldstein Shield - Leon Alao

David Southwick Shield - Isla Tucker

Team	Best & Fairest	Runner Up B & F	3rd B & F
U11's div 5	Nathan Yin	Brendan Plumb	Toby Chrstrup
U11's div 6	(3 players, 1st Equal) Massimo Wong, Benji Bihary, Darcy Rowlands		
U12's	Samuel Bailey	Leo Glenane	Lachlan Hatch
U12's GIRLS	Sienna Sharp	Jaime Stefanidis	Indiana Harrison
U13's div 5	(1st Equal) Nate Edwards, Asher Dunne		Tom Routley
U13's div 2	Michael Gashi	(tie in 2nd) Senin Seymour also Harry Armstrong	
U14's div 2	Charlie Eerhard	Sam Evans	Joff Richardson
U14's div 5 (Combined team with St Peters)	Harvey Palma	Tyrone Corbett	Zachary McRae
U15's	Jyden Domantay	Nicholas Woolrich	Jett Rose
U16's div 2	(1 st Equal) Will McCartney, Leon Alao	Rhys Kennedy	
U16's div 4	Max Nash	Oliver Krivachi	Jacob Whiting

	Coaches Award	Team Managers Award	Most Improved Player	Most Courageous
U11's div 5			Alexander Verginis	
U11's div 6	Jack McPhee	Joshua Peters		
U12's				Louie Morgan
U12's GIRLS	Evelyn Foscolos		Marloe McRae	
U13's div 5			Bowie Rouse	
U13's div 2	Tal Barda		Jasper Boag	
U14's div 2	Patrick Aylward		Jeremy Renwick	
U14's div 5 (Combined team with St Peters)			Matteo Celon	Oliver Sudarski
U15's	Alexander Hammer	Daniel Wall		
U16's div 2				Will Pfeiffer
U16's div 4	Charlie Power		Jayden Loader	

	Most Committed	Most Determined	Best Clubperson	Best Clubman
U11's div 5		Angus Cormack		
U11's div 6				
U12's	Kane Hijlkema			
U12's GIRLS			Isla Tucker	
U13's div 5				Cooper Partridge
U13's div 2				
U14's div 2				
U14's div 5 (Combined team with St Peters)		Niko Caon		

Administration – Vice President Lyndon Loader

The clubs investment in the administration area of the club continued in season 2019 and led by club administrator Philippa Thompson. The club was able to efficiently meet the requirements not only required by the SMJFL but from the clubs members. This included ensuring compliance of all the clubs administration; the child safety aspects – ensuring 100% compliance of WWC, first aid accreditation, coaching accreditation and then ensuring all players are registered was a significant achievement.

The outsourcing of this function enabled the club committee and executive to focus time implementation of the additional programs. From a personal perspective the season launch with attendance from local community leaders and the opportunity to recognise the 3 inductees was a highlight of the season. The awarding of the Mark Adlington Award to Kirstie Edwards was a fitting recognition of the contribution and values that Mark demonstrated and aspired to.

The implementation of the clubs new canteen and process and the financial returns on that investment and strategy and the recognition received externally not only through the SMJFL but the wider community was a recognition of the tireless work that our President Gavan Dwyer who led this initiative.

Going forward the funding obtained by Gavan's efforts in engaging with the Glen Eira Council and local members of parliament, successful application for a \$10,000 grant through one of the leagues sponsors and therefore totalling \$26,000 to support upgrade to the clubs changerooms will enable the continued growth of the girls program and in player retention.

The club executive has made strong progress in increasing the relationship between the junior and senior clubs with support at both club functions and match day events for both clubs. The implementation and definition of a strategic plan formalising the ties between the junior and senior club and providing a pathway from junior to senior football will be a key priority for the clubs executive in season 2020.

On a personal note I'd like to acknowledge the contributions of Kirstie Edwards in the development of the mentor program at Ormond, Brett Hardiman for taking the clubs digital platforms to the next level, Anton Levine for his football program, Cass David-Shields for her leadership in club merchandise and Mark Brady in managing the club football property. Having new people onto the committee, with new ideas and enthusiasm is great to see. The enthusiasm with Allan Jenes returned to the club and collating the club's history was wonderful - listening to Allans stories of the clubs background from the 70s onwards was fantastic.

Finally, I'd like to acknowledge the work done by our President Gavan Dwyer. Gavan has brought a new level of professionalism, enthusiasm, drive and ideas that has placed the club on a solid foundation to be even more successful in season 2020.

Football Operations – Vice President Michael Whitney

An outstanding Year

I am pleased to report that we enjoyed an outstanding year of football. Across the Club a win/loss ratio of 50% shows that we improved significantly from last year (32% winning) and point to the wonderful support programs we have in place, particularly the player development program co-ordinated by Anton Levine and the Coaching Development program lead by Paul Buckeridge and run by Rob McCartney, as the main drivers of this success.

We congratulate our 2019 Premiers, The U12 Girls, on their undefeated season and the ultimate prize. We also commend the U12 Mixed team, U13 Div 5 team, U14 Div 2 team and the U16 Div 2 team on making finals.

We wish to thank our Coaches for their time, dedication and passion. We also acknowledge the many parents each week filling support roles to make the games happen.

Special mention to our Mentor Program led by Kirstie Edwards and all our junior coaches who provide support to our parent coaches and leadership to their young players each week

Most importantly we wish to express how proud we are to be part of a Club with such a wonderful culture of game day behaviour. Our Players, Officials and Parents show respect, fairness and support to all involved and Ormond continues to be a Club at the top of the tree in this area.

We encourage everyone to keep this wonderful momentum going in planning for season 2020, get the word out to the wider community about the great things happening at Ormond and make sure that next season is even better

Treasurers Report – Leigh Jobling

I have really enjoyed my first year as Treasurer of OJFC. Thanks to Michael Lewis (my predecessor) who did a terrific job setting up the bookkeeping function of the club using technology which makes things really easy.

It was a very successful year for the club financially. We began the year with \$44,500 in cash and term deposits. While at the time of writing we have not officially closed off our financial year (1 October - 30 September), cash and term deposits are expected to be \$65,000 - \$70,000. This will provide us with a wonderful financial platform going into next season to invest in the club - upgrading equipment, investing in coaching and mentor program initiatives as well as player development.

Excluding player registration fees (which were around \$5,000 above 2018 season), the canteen was the main driver of revenue and was more profitable than prior years. This was primarily as a result of coffee and hot chocolate sales. The club invested over \$4,000 in a new café quality coffee machine and the canteen staff received training to produce high quality coffee. We also offered cakes, slices and biscuits to complement the coffee sales. Thanks to Chelsea Loader and all the other canteen staff for your hard work and commitment this year - it's not an easy job!

Furthermore we also introduced a health choices menu. In addition to tradition canteen food, we also offered soups, pulled pork rolls, zucchini slices and a range of other healthy choice options.

A food cart has been constructed to use on EEGunn Oval 2 next year to offer greater convenience to players and parents playing on the other side of the main oval. If you played an EE Gunn early on a Sunday, you may have also enjoyed egg and bacon rolls offered by the canteen team - even personally delivered to you on the boundary line.

We also ran a BBQ each Auskick session and also hosted an Auskick Carnival which attracted hundreds of Auskickers from numerous clubs in the area. The weekly BBQ sales were also great for the club.

The clubs main social function – the Winter Warmer - raised around \$9,000. Thanks to Jodie Rowlands, Deb Hammon and Mary Anne Turner along with Mike Whitney and Lyndon Loader for all their time and energy organising the Winter Warmer. Thanks also to all parents for your generous donations and team managers for organising hampers and other auction items. Chris Howley contributes consistently with auction items via his association with Collingwood Netball. Thanks again Chris.

Merchandise sales were also lower than 2018 by around \$5,000, but purchasing of merchandise was much lower than last year (but \$16,000) as we managed existing stock levels and reduced waste.

We are excited with plans over the offseason to develop a range of merchandise (beyond socks, beanies, etc) to offer players, officials and parents the opportunity to deck themselves out in some great new Ormond Football gear. We hope this will be an emerging source of revenue in 2020 and beyond.

The off-season will also include plans to develop a range of sponsorship packages to retain existing and attract new sponsors. Brett Hardiman (on committee and Director of Punch

Digital) has some great ideas for sponsor engagement. We encourage all members to support our sponsors - their support enhances our financial position which in turn provides greater opportunities to invest in our club and our players.

Any business owners within our membership group that feel sponsoring the OJFC would be a good fit for your business, please contact Michael Whitney to register your interest for sponsorship in 2020.

We have also recently received a grant for Monarch Paints and are also in negotiations with Council and the Federal government to assist with improvements to the change rooms.

Thanks to the rest of the committee for all their support and in particular the president Gavan Dwyer for his tireless work around the club was a true passion to make OJFC great. It's certainly an exciting time at the club and we look forward to growing all aspects of the club in 2020 and into the future, giving our players the best opportunity to achieve their full potential.

Balance Sheet

		Total
Asset		
Banking		
1-1001	Bendigo Cheque Account	12,875.23
1-1002	Auskick Account	1,268.24
1-1050	Bendigo Term Deposit Account	50,284.77
1-1080	PayPal Account	20.76
Total Banking		64,449.00
Other Assets		
1-1300	Shares - Bendigo Bank	10,000.00
1-1400	Inventory - wine	600.00
Total Other Assets		10,600.00
Total Assets		75,049.00
Liabilities		0.00
Net Assets		75,049.00

Profit and Loss

The Club made a profit of \$16,750 up \$32,175 on the previous year. A detailed P&L may be made available to a member upon written request to the President.

Coaches Report – Paul Buckeridge

Coach quality at OJFC is becoming a point of difference.

We have a rigorous application and selection process and require all our coaches to adhere to league and club policies. Our internal coach development program is second to none.

OJFC Coach Development program 2019

Topics included:

- Athletic development of junior footballers led by Durham McInnis (Core Advantage)
- Coach development (training and game day) led by Rob McCartney
- Mentoring led by Kirstie Edwards;
- Coaching children with special needs led by John Howard.

Thanks to all the key contributors to the workshops held throughout the season. The outcomes included: more skilled and confident coaches teaching the “right” concepts and more competitive teams across OJFC. 5 teams in finals; 2 in grand finals; 1 premiership.

OJFC Development squads

The u11-u14 player development program created by Anton Levine continues to grow year on year with our Monday night u11 to u14 development squad (led by Luke Fletcher) averaging 25 players and our Wednesday night u11 to u14 development squad (led by Anton Levine) averaging 40 players. Jason William supported the u8 to u10 coaches with specialised development activities and Greg McLaren started the u15 to u17 pathways squad this season which will provide a smooth transition to senior football for our players.

Coach awards

Congratulations to Anton Levine for winning the SMJFL junior coach of the year award. Great recognition for Anton and for the OJFC development squads which sets Ormond JFC apart in this space. Coaching across the club from u8 to u16 was of a high standard – thanks to all our coaches for their commitment. Our coaches develop their players to not only play the Ormond way but also to be great people in our community.

Girls Program Report – Tania Cumming

In the 2019 season the Girls programme at Ormond agreed on a strategy to be the community leader in girls footy within the SMJFL. Supporting the strategy are a number of objectives the club will measure itself against in 2019 and beyond. These include:

- Celebrating achievements of players both on and off the field
- Increase penetration of female transition from Auskick to game format
- Increase penetration of female participation from the game format supporting Auskick
- Field teams across under 10, 12 and 14 year olds with a long term strategy of 2 cohorts per age group
- Increase participation year on year
- Create a coalition of advocates for girls football across the club

In 2019, a cohort of almost 40 players across u10 and u12 played the season. A healthy team of 25 under 12 girls the highest number registered u12 girls for the club. 10 under 10 year olds the remainder of the numbers. Of this number, 70%+ of the girls played in the previous season. Pre-season a decision to not field an under 14 team was made. The u10 girls had a great season, moving into the lightening premiership in a mid division by the end of the season. The u12 girls ended the season on the top of the u12 girls Division 2 ladder and the team won our first ever Girls Premiership

Female players have also participated and enjoyed the benefits of other OJFC programmes – including both the mentoring programme (2 participants in 2019) and development programme (1 participant in 2019).

Going into 2020 the programme is looking to field one u10, u12 and u14 team. With a strong number of girls moving from u12 in 2019 to u14 in 2020, the club is optimistic an u14 team can be fielded for the first time in 4 years in 2020. Additions to the girls programme to be explored are improved female facilities for OJFC and visiting players, increased involvement in the development and mentor programme. Additionally, deeper connections between Auskick and transition to the club will be explored to help players transition to the modified rules format. Of most significance will be lobbying with the SMJFL and the McKinnon Basketball League to improve match and basketball game scheduling to increase participation.

Medical

Chris Howley did a fantastic job coordinating the clubs medical kits and organizing match day trainers. Ably supported by Mike Whitney who organized external and professionally conducted match day trainer training prior to the season commencing.

Development Program – Anton Levine

Prior to the commencement of the 2018 season, I was inspired by Gavin's presentation of the Ormond development model and sought an immediate alignment with himself and Lyndon and the rest of the committee to institute the ojfc development_squad programme for 2018. It was a great success.

We followed on for the 2019 season with an expansion programme in mind. (thank you Gavin and co for believing in me and giving me full support to develop the vision) In 2018, we had mainly an 'advanced' group of 35 odd participants from U11-U13, with an added intake of 'developing kids' after 4-6 rounds. In 2019 we decided to expand to include U11-U14s and also to send a formal invitation to all registered OJFC players in the U11-U14s age bracket. We expanded to 2 different weekly sessions, informally 'advanced' on Wednesday nights and 'skill builders' on Mondays.

- U11-u14 age Squad Coaches were asked to allocate players to the most appropriate development stream.
- 2 x senior club OAFC players were engaged to run the Monday development squad.
- I ran the Wednesdays with some intermittent assistance from others at times. (Understandably age squad coaches were already overloaded and couldn't offer to assist coaching at dev squad also).
- We ran the extra weekly sessions at ee gunn concurrent with school terms and the smjfl calendar.

The programme settled with 65 odd regular attendees(approx. 40 Wednesdays, 25 Mondays) – nearly 100% increase on 2018 participation.

Monday squad focus was for extra attention on the basic skills of marking, kicking etc and Wednesday squad focus was for 'shapes', 'patterns' and more advanced skills and also to incorporate a Monders 'style of play'. I developed a basic 'Monders style of play' by attending the coaching development workshops with Rob McCartney and working closely with the individual squad coaches to try and incorporate some consistency of playing system, patterning and messaging across the U11-U14 age groups. I reinforced this format and theory with weekly messaging in my 'development squad wraps'.

I made sure to keep consistent with 2018 established patterns and to reinforce the year on year consistent style of play and patterns so that U11-U14s carry this through to the U15-seniors phase.

I made sure not to impinge upon any individual coaches/team playing style or messaging, and to make sure to consult coaches and players and to incorporate a general approach that was well accepted.

Some of this included (where appropriate):

1. 'Back switch handball' basic pattern;
2. Triangle shapes/patterns at every contest;
3. Taking an 'inside 45 kick', once outside defensive 50
4. Forward Leading patterns
5. Goal kicking routines

I also undertook some 'in-squad' specialist training for each age group to demonstrate some tackling drills(u11-U13) and other basic patterns such as leading patterns(for U14s), so as to build the connection between the Monday and Wednesday groups and reinforce the playing style for the club as a whole.

We also structured an end of term development squad tournament games with prizes; this was based upon testing out the development squad patterns and skills we had been learning in a fun format – the kids love this!

The improvement across individuals and spill over into teams, in conjunction with the tireless work from the coaches and, of course, the players efforts, has been impressive, to say the least.

But, most importantly, my aim was for increased enjoyment, fun and participation in football and for every player to feel more confident and also more socially connected to their club and the community at OJFC – I have really sensed this positive impact.

Mentor Program - Kirstie Edwards (A Path to Follow)

The Mentor Program, hosted by A Path To Follow, in partnership with Ormond JFC, is designed to enhance community connection, with its underlying philosophies based in prevention and early intervention of mental wellbeing challenges commonly experienced by young people. By engaging players and coaches early in their membership with the club, the group mentoring program sets up a sustainable coaching framework for

Ormond JFC and supports young people and their families within a safe environment to support the prevention and/or early intervention of mental wellbeing challenges.

A Path To Follow's Individual Mentoring Partnership Program focuses on early intervention, providing customised and flexible peer support to young people trying to navigate the complexities that present themselves in life.

Group Mentoring Program

The Program, in 2019, consisted of 13 Junior Coaches and 13 Mentors across Auskick, U8s, U9s and U12s. 8 Junior Coaches were participants in 2018, with 5 new recruits joining us in 2019. This unique program, with the vehicle of the much-loved game of AFL, offered opportunities to Junior Coaches (as young as 12 years), under the guidance of the Senior Coaches (Mentors) to learn skills in football coaching, but more, life skills in:

- Leadership
- Problem Solving
- Communication
- Social Interaction
- Relationship Formation and Maintenance
- Confidence and Assertiveness.

Auskick

Junior Coaches: Georgia & Thomas Tshintrisz, Isaac Romanis, Levi Wright, Charlotte Fisher, Aidan Jobling, Bowie Rouse, Marloe McCrae

Mentors: Damen Shaw, Andrew Gold, Brett Hardiman, Matt Surman, James Wild, Brad Gardner, Michael De Boer, Chris Johnson, David Rood.

Under the guidance of their Mentors, these Junior Coaches participated in Auskick sessions on a regular basis. Each Junior Coach developed their skills, as listed above, by participating in the running of drills, working one on one with Auskickers, umpiring the end of session grid games, presenting awards and joining in on the Auskickers learning the Ormond theme song.

Under 8s

Junior Coaches: Nate Edwards & Tal Barda

Mentors: Damen Shaw & Matt Surman

Damen and Matt were positive and enthusiastic supporters of the program and their JCs, all having been participants of the program at Auskick in 2018. Nate and Tal developed their skills within the smaller group drills; both leading such drills independently by the end of the season. The JCs developed a real connectedness with the U8 players and their Mentors, evidenced by the comfort levels witnessed in the interactions between all. Awesome role modelling in leadership and love of the game was seen.

Under 9s

Junior Coaches: Oscar Whitney & Tarkyn Isaacs

Mentors: Sean Rowe & Brad Gardner

Sean and Brad, also participants of the program at Auskick in 2018, lead & included Tarkyn and Oscar positively during the season. While Tarkyn was able to build and enhance his skills in leading the larger group, Oscar was able to consolidate his one on one and small group skills, in supporting those players more in need of individual guidance.

This awesome team organised a mutual appreciation match where the U14s supported and sang the club song with the U9s and the U9s got to hear the U14's pre-match coach speech.

Under 10 girls

Junior Coach: Charlotte Fisher

Mentor: Ben McCrae

This partnership naturally evolved throughout the season; Charlotte's capacities had increased greatly, and Ben saw the opportunities for both her and the U10 girls with her

move to the U10 team. Charlotte was fully involved in trainings; planning and conducting parts of the sessions. She provided positive and enthusiastic role modelling for the u10 girls.

Under 12s

Junior Coach: Aedan Gordon

Mentors: Warren Bailey Peter Glenane

This team hit the ground running, following on from their partnership set up the previous year. Aedan was fully integrated into the coaching team from the beginning of the season; preparing and conducting training drills & participating in game day roles. Aedan is now ready to coach in his own right and receiving the SMJFL

Leadership award for the month of August, is evidence of what an integral role Aedan played.

Individual Partnerships Mentoring Program

A Path To Follow also continued its pilot of Individual Mentoring Partnership Program this season, recruiting the Ormond Amateur Football Club's Senior Captain to mentor a Junior Club member.

With a shared love of the game & participants both within a similar age bracket, this peer partnership supported our mentee by giving him a meaningful role within the Senior team; enhancing his connection to community and setting the scene for customised and flexible support, in a way this young person needs.

We are extremely proud of achievements this season and thank all the program participants and their families for their support. Plans are already underway for season 2020.

Please contact Kirstie at mentor@ormondjfc.com.au for any inquiries or express interest to participate as a Mentee, Mentor, Junior Coach or member of the sub-committee.

Heritage – Allan Jenes

The rich and varied history of the Ormond Junior Football Club has been updated and documented for everyone to see. Find it under "Heritage" on the website. It includes Life Members, Premierships, Award Winners, past VFL/AFL Players, Club Presidents, Secretaries and Treasurers, and a Historical Timeline.

This history has been prepared to acknowledge and recognize all those people who have contributed, developed and upheld the strong principles that govern our Club. Active participation, opportunities for skill development, sense of community and belonging are all achievable through involvement in our Club at all levels.

Honour Boards will be unveiled at the Club Season Launch in 2020.

Social and Digital Marketing – Brett Hardiman

In 2019 Ormond JFC made giant strides with its digital and web presence. The key focus for the year was improving the clubs online presence and communication to parents, players and supporters via digital channels (website, social media, team app & sms/text mess). This involved updating the website on a regular basis ensuring it was a reliable (central) source for all information relating to the club and its operations. In 2019 we increased the use of social media to distribute information to parents and players.

We also implemented paid advertising on Facebook and Instagram to drive awareness of the club within the local community. One of the biggest successes for 2019 was migrating the entire club (teams, parents and players) onto Team App. By placing all parents and players onto Team App, it provided the club with a secure platform to communicate with parents / players while allowing the club to track all communications to meet with compliance requirements.

Team App also provided a powerful communication platform to directly message parents (and relevant players) regarding game day and general club information. This was a big win for Team Managers as it provided them with a “real time” communication tool which connected TM’s with the parents of their teams. This removed the disparate and fragmented method of TM’s having to email parents directly.

All of the improvements with the clubs digital presence was a result of us working through and organising the clubs data (players and parents) into a single, coherent format. In 2020 we will build on this to further enhancing our digital marketing. This includes using our data to better connect sponsors with parents and players, a revamped website that works seamlessly on mobile phone and includes updated ecommerce capabilities to sell both merchandise and digital products (i.e. event tickets), review of the app to see how we can build upon the success of 2019, and implementing a regular communications calendar to further improve the clubs communications with all stakeholders.

FairGo Footy

Once again the club operated Fair Go Footy (FGF) which is a football based program for children with disabilities which is run by the Ormond Junior Football Club (OJFC). The aim of the program is to facilitate the participation of children with disabilities in the great game of Australian Rules football. It’s all about fun and exercise with football as the underlying theme.

The 1 hour clinics ran on a Saturday mornings from May through to August – each clinic based on a typical footy training session consisting of a warm-up, skills development and game play and a few fun games. What was pleasing to see was our Ormond Junior players volunteering their own time to support the program as part of the Mentor program.

The OJFC applied for and was awarded a \$1500 Telstra Kids Grant that will fund the purchase of competition standard jumpers for all our FairGo players.

The club thanks Jonny O'Connor and Liam Moore who ran the program in season 2019.

Auskick – Chris Meehan

Apart from the regular Saturday morning sessions highlights of the year were the half time AFL matches and the club hosting the Auskick interleague carnival where over 1000 Auskick players descended on EE Gunn for a lightning style carnival.

We undertook a comprehensive digital marketing campaign and are closely working with nearby schools to promote Auskick – our objective is to continue to grow numbers so we comfortably have 2 under 8 mixed and 2 under 10 girls sides annually feeding in from Auskick.

Participation

- Focus on email and digital marketing strategy resulted in a strong early response, but total registrations for 2019 ended up at 114 which was similar to 2018
- Younger demographic than 5 years ago with more kids playing U8 and U9 for OJFC
- Ormond Primary and Caulfield South Primary are the dominant feeder schools
- Improvement in female participation in 2019 was a positive

Highlights

- Mentor program – provides visible link between Auskick program and OJFC
- Canteen operating in tandem with BBQ
- Player visits from Melbourne and St Kilda
- 3 x half-time games at AFL matches at the MCG including a Qualifying Final
- End of season pizza night (included introduction for parents to OJFC)
- Hosted the South-Metro region Auskick Grade 1 Lightning Carnival at EE Gunn Reserve for the second time

Financial

- Modest surplus for 2019
- Capacity to fund equipment upgrades prior to start of 2020 season

Preparation for next season

- James Warfe has agreed to take on the Auskick Coordinator role in 2020 (handover completed)
- Opportunity to build on 2019 digital marketing initiatives

PREMIERSHIPS

1962	Under 11	2010	Under 11 East
1977	Under 13	2011	Under 9 Gold Under 10 West Under 10 South Under 12 West
1985	Under 11	2012	Under 9 North Under 11 North Under 15 Division 3
1987	Under 13	2014	Under 9 Navy Under 10 West Under 14 Division 2 Under 14 Division 5 Under 17 Division 2
1988	Under 15	2015	Under 15 Division 4
1990	Under 10 East Under 13 East	2016	Under 13 Division 3
1991	Under 11 West Under 14 East	2018	Under 13 Mixed Division 3
1998	Under 15 West Under 16 East (O AFC)	2019	Under 12 Girls Division 2
2002	Under 10 East		
2003	Under 14 West		
2006	Under 10 North Under 13 South		
2007	Under 11 South		
2008	Under 15 Division 2		
2009	Under 9 West Under 9 Colts Under 10 West Under 14 Division 3 Under 16 Division 1		

Life Members

1969	Harold "Steve" Stevens	Dec'd
1970	Cyril Forward	Dec'd
1971	John Beggs	
1972	Ken Scott	Dec'd
1973	Tom Kaighin	Dec'd
1974	May Forward	Dec'd
1975	Marita Dargavel	Dec'd
1976	Margaret "Peg" Keane	
1976	Robert "Bob" Moorhouse	Dec'd
1980	Brian Smith	
1982	Cedric Keane	Dec'd
1982	Glen Morcom	Dec'd
1984	Russell Dowling	
1984	Neil Starke	
1989	Peter Montgomery	
1989	Martin Pearson	
1989	Phil Kerford	
1991	Denise King	
1991	David Lough	
1991	Phil Perkin	Dec'd
1992	Elaine Lehner	
1993	Rob Russell	
1994	Geoff Sutton	Dec'd
1997	Marg Putz	
1998	Lionel Littlejohn	Dec'd
1998	Rick Martin	Dec'd
2002	Allan Jenes	
2002	Alan Naylor	
2004	Wayne Medcraft	
2007	Michael Cahalane	
2013	Greg Scanlan	
2018	Kerri Rolfe	
2018	Tim Hille	
2018	Hans Harms	
2018	Fran Harms	
2018	Alistair Gordon	
2018	Andrew O'Connor	
2018	Belinda Johnson	
2019	Jo Harty	
2019	Jason Burt	
2019	Greg Maclaren	

