



# **ANNUAL REPORT**

## SEASON 2022

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# **PRESIDENT'S REPORT**

SAM WALDRON - PRESIDENT

## **On Field**

For the Football department, a more detailed summary will be separately provided by Phiv, though some highlights for me were as follows:

### **Men**

A disappointing year with the seniors finishing 6th (6-10) and the reserves finishing 7th (5-10). I feel across the club including myself, the coaches and the players we expected another successful year after finishing top of the ladder in 2021, although we've learnt things don't "just happen". The coaches, Phiv, and the players are particularly driven to atone for this year, and plenty of work is underway in preparation for pre-season to commence on 22 November.

Thanks to all coaches including Mark Murray, Zac Jardine, Peter Tyson, Billy Meehan, Simon Boots, Rick Gheller, Tim Chapman, Ant Demetriou and Hugh Clancey earlier in the year.

Thanks also to the player leadership group, and in particular, Charlie Boots and Will Ryan in the first year of leadership at the club. A focus area for Phiv next year, is to ensure that we provide better support to this group and that the player leadership program is successfully executed.

Congratulations to all award winners, in particular, Phil Avery (Reserves' B&F) and Eamonn Avery (Seniors' B&F).

### **Women**

Fantastic year with the seniors finishing 4th (8-6) and our inaugural reserves side finishing 4th as well (5-8). Great experience for both sides to get a taste of finals and is a strong launching pad to really contend in 2023.

Thanks to all coaches including Simon Brownhill, Iain Weinzierl, Chris Dawkins, Mick Clohesy and Sarah Delbosc. In particular, I'd like to acknowledge this group for getting the reserves side up and running and ensuring we fielded a team every week.

Thanks to the the player leadership group and in particular, Jordy for her exemplary leadership on-field and also around the club. The same comments for the men's program are applicable here, we need to better support our player leadership group whilst also challenging them to set standards for the wider group.

Congratulations to all award winners, in particular Meg Boyd (Seniors' B&F) and Jo Guelas (Reserves' B&F).

### **Men's Thirds**

As we're aware, the Thirds didn't field a side though I want to acknowledge the support staff, coaches and players for all the efforts in attempting to get things up and running. In particular, I'd like to call out George Demetriou, And Demetriou, John Farah and Alan Mok, quite stressful for them so commend your resilience. The silver lining was having some of the Thirds boys join the senior program and we loved having them a part of it. Looking to have them more involved again in 2023.

## Off Field

Thanks to everyone that helped us settle into the new rooms, in particular, Pat Clancey, Rachel Urquhart, David Clancey and Pete Kennedy. We can all now look forward to the new ground lights getting installed.

Thanks to Steph Morris and Annabel Eldridge for their support in the trainer's room and on match days.

## Committee

Rachel Urquhart was sensational again and was a deserved recipient of our Best Clubperson award, Rach just gets in and helps wherever is needed. Things like coming from the women's game to umpire the men's resses and then be runner for the men's seniors.

Pat Clancey again was a huge support - providing daily support and guidance to me.

Molly Johnson, Matt Tanis and Pat Clancey for their work in the Wings space. A highlight was the collaboration with Sherrin and Wings luncheon.

Congratulations also to Matt Tanis, Ant Demetriou and James Ridley on receiving life membership at HAFC.

Sponsorship - great result, largely attributed to the effort of David Clancey, who was also a deserved recipient of the Best Clubperson Award. Thanks to Georgia du Plessis for also helping David in the background.

Priji Vijayakumar, for again keeping the Financials in order, making improvements in the areas of reporting and also how we submit expenses.

Justin Raiti, for continuing to drive our strategic plan, in particular, keen to progress our work with Hawthorn Citizens JFC as we look to have a joint venture with them for a men's colt team.

Phiv Demetriou, for supporting our coaches and also providing guidance to me, I know that we are both passionate about getting the leadership program "right" in 2023 and this will improve some of the identified deficiencies in our footy program this year.

Emily Scott, for all of her efforts, in particular, behind the scenes of functions, a highlight was the presentation night. Thanks also to Katie Anderson for her assistance in the background with social media content.

Dannie Maunder, Jordy McCartney and Hannah Cook - thanks for coming onto committee in 2022 and taking on the more challenging portfolios and making significant improvements in their respective areas.

Special mention to Dannie as recipient of the Wings award for all of her support in organising the Wings luncheon, and other functions throughout the year, this is crucial to getting everyone together and feeling connected/valued.

Finally, an enormous thanks again to Pete Kennedy, Sally Thompson and Jenny Crawford for all of their support in the canteen and around the club, it was so pleasing to have you all at the presentation night so that we could recognise your sustained contribution to the club.

Thanks for everyone's support and I look forward to getting stuck into season 2023 with you all!

## FINANCIAL REPORT

PRIJI VIJAYAKUMAR - TREASURER

### Seniors, Reserves & Women's

Item	Total
Revenue	\$169,189.96
Expenses	\$148,051.33
Profit Realised	\$21,138.63
GST Exempt Revenue (Fundraising)	\$0.00

### Wings Mental Health Fund

Item	Total
Closing Balance 2021	\$2,878.15
Funds Incoming	\$950.00
Expenses	\$271.35
Closing Balance 2021	\$3,556.80

# FOOTBALL REPORT

PHIV DEMETRIOU - GENERAL MANAGER OF FOOTBALL

Within the Football department, season 2022 commenced with all coaches appointed and setting up preseason

## Appointments

- Men's Seniors coach Mark Murray;
- Men's Reserves coach Rick Gheller;
- Women's Seniors coaches Simon Brownhill and Iain Weinzierl;
- Women's Reserves Coach Mick Clohesy;
- Men's Thirds Co-coaches Anthony Demetriou and John Farah and;
- Assistant coaches to support each of these.

## During the course of the year, a number of areas we covered, as per below:

1. Leadership program, again, an elite program and a point of difference. Although still room for improvement, this program will certainly assist all coaches and the culture of the club in years to come. It was clearly evident that we need to improve in this space and with the correct appointments
2. Mentor coaches, continually assisting and conversing with all of them, in particular men's seniors assistant coach Zac Jardine, men's reserves coach Rick Gheller and women's coaches Simon Brownhill, Iain Weinzierl and Mick Clohesy
3. Catch ups one on one, which I did preseason and outlined set plays, leadership program, decision making, game sense drills and coaching in general
4. Meetings - pre, during, and post year for all coaches
5. Team play and tactics - provided coaches with set plays for their use if they wanted them
6. Key performance indicators (KPIs) - made it mandatory (points of difference, which were carried out)
7. Review coaches and provide feedback throughout the year
8. Training sessions, drills - focus on game sense. Coaches were continually prompted to base the majority of training sessions on decision making and game sense drills, with additional focus on game style and set plays - running patterns, leading patterns
9. Training program - coaches were asked to ensure to set up zone coaching (backs, mids and forwards work) and technical skills, craft, etc
10. Development program - held for the women in particular, attending a number of sessions to assist in all skills of the game
11. Regular communication - pre and post games, I communicated with all coaches
12. Female kicking program - I ran a number of sessions with the team and saw improvement
13. Match reports to be provided after each game - there is still room for improvement here
14. I attended monthly committee meetings and updated the committee with details of season

15. Ran some coaching sessions for teams at Hawthorn Citizens and a coaches' night, trying to maintain a close relationship with them, establishing a pathway between their club and ours

In my role, I wanted to see continuous improvement, points of difference and we want to be a destination club to keep going through the grades. Unfortunately, with injuries and players unavailable throughout the year, the year was nowhere as successful as 2021.

## **Men**

- The seniors had a disappointing year missing the finals after finishing on top of the ladder in 202. 51 players played, such was the impact of injuries and players unavailable. Injury - players missed 167 games versus unavailability 70 games, so was really a year to forget and build again for 2023.
- The irony is that South Melbourne Districts won the Grand Final. We beat them and should have beaten them Round 1. Parkside was their opponent in the Grand Final and we also beat them convincingly during the year.
- Reviewed our scores and we averaged nine goals per game and 68 points per game - not great figures.
- We reviewed the year with coach Mark Murray to look at changes for season 2023, speaking to the leadership group and others, as we didn't want a repeat of 2022.
- Reserves struggled throughout won only won five matches for the year and which was a by product of the figures re the seniors unavailability and injuries and filtered down to the Reserves. They finished 7th.
- Reserves Coach Rick Gheller not going on in 2023 and he did a fantastic job with what he had at his disposal, with the problems experienced, already mentioned. Rick had great people skills, was committed, had a diligent work ethic, was passionate, and had a great rapport with all players. He made numerous phone calls and his communication skills throughout the year were exemplary. We thank him for his time at the club.
- Some coaches were asked to attempt their Level 2 accreditation and I will assist them in the process. Zac completed his Level 2.

## **Women**

- We started 2022 with two teams which proved enormous for the club and because of the efforts of Simon and Iain with their recruiting. They were determined to get two teams up which they did.
- The senior team made the finals and unfortunately just lost their game played in poor conditions, wind, rain, etc. There is massive upside in this group and could be strong for years. We won our first six games, then unfortunately, injuries and players unavailable, impacted our place in the top 4, going from top of ladder to 4th.
- They had great numbers with big numbers at training, which was terrific and fielded two teams every week. Improvement was evident as the year progressed.
- I attended a number of sessions and worked on kicking, set plays and a game style, mainly all educational.

- The reserves team also made the finals, which was a great effort and well coached by Mick, as a number of players were very new to the game and were being educated throughout the year.

### **Spartans/Men's Thirds**

- Unfortunately after five premierships and 11 great years as part of HAFC, the Thirds (Spartans) decided to withdraw from season 2022. The Spartans won flags in 2013, 2015, 2016, 2018 and 2019 - a fantastic record. Huge impact of Covid, age demographics, numbers decreasing, playing in Premier Thirds and players unavailable became too difficult to pursue. The HAFC were great support and to coaches Anthony Demetriou, John Farah and General manager George Demetriou, we thank them enormously for all their efforts throughout the journey. They really did a colossal job with everything within this team.
- Both Anthony and John, under my tutelage and mentoring became Level 2 coaches in 2022 and were excellent at their craft and hopefully prove very valuable to the senior club
- Some players filtered into the seniors but a number couldn't commit to twice a week training, so started withdrawing from all teams which was unfortunate, as it impacted numbers.

### **Thanks to**

- Sam Waldron, club president for his continued support throughout the year - very easy to work with.
- All coaches from all teams for their cooperation, listening, attending meetings and just being very reliable to work with.
- The vibrant, committed and diligent committee who have been great to work within the club.



# SPONSORSHIP REPORT

DAVID CLANCEY - PARTNERSHIP RELATIONSHIP MANAGER

HAFC are fortunate to have a record number of sponsoring partners in 2022 - bringing the highest level of financial support plus goods in kind, that the club has ever enjoyed.

The cash amount from our 2022 partners is \$67,000 plus an additional \$29,000 in kind.

With an increase in the number of sponsoring partners comes an increase in the challenge of ensuring we devote the appropriate amount of focus to each of them and the challenge to ensure our HAFC community supports all of them to the best of our ability (without sponsors, player subs would TRIPLE).

Ideally, as we move forward, we need a Sponsorship sub-committee of 3 people to ensure we are following up all possible leads and communicating sufficiently with all our sponsors.

We don't have access to placing numerous signs around our oval like district and country footy clubs do, so we must find other avenues to please our partners.

This is essentially measured by the amount of business we can give back to our sponsoring partners, but a further key aspect is the level of social media exposure that we can create for the sponsors (most often through the great work of Emily Scott).

An additional aspect that we have introduced for our sponsors this year is to send each of them a list of their fellow sponsors and encouraging them to achieve Business to Business support to each other; hopefully early in 2023, we can arrange for a breakfast or afternoon sundowner to get many of our sponsors together on a social/business basis to hear a guest speaker of mutual interest. Further to this, Emily Scott has agreed to produce a logo for each sponsor to be placed in our clubrooms during pre-season 2023.

HAFC thanks sincerely all who have assisted in gaining or maintaining our Sponsoring Partners and in particular - the people who personally brought new sponsors to the club this year - Iain Weinzierl, Mark Murray and Pat Clancey. Thanks also to Georgia Du Plessis.

## Major Sponsors

Auburn Hotel

Beer Deluxe

Bendigo Bank

## Platinum Sponsors

Upwell Health Co.

Fulton Hogan

Bowery Capital

Hella Good

Josh Frydenberg

John Pestutto

## Gold Sponsors

Blood Orange Food Store

Anytime Fitness Kew

Burnley Brewing

Leaf Produce Hawthorn

Jellis Craig Boroondara

Sheen Panel Service

Camberwell Electrics

Blazer Menswear Hawthorn

Findex Accounting

Halifax Elevators

## Silver Sponsors

Delta Skipz

Rebel Victoria Gardens

Jax Tyres and Auto Hawthorn

Chargrill Charlie's

Coreplux Prahran

Melbourne City Toyota Camberwell

Cheetah Teamwear

Siteworx Civil

Hine Event Hire

## **2022 LIFE MEMBER INDUCTIONS**

Anthony Demetriou

James Ridley

Matt Tanis

## **2022 MILESTONE GAMES**

Phil Avery - 300 Games

Daniel Grieves - 100 Games

Tessa Bodin - 50 Games

Samantha Khong - 50 Games

Tim Chapman - 50 Games

Hannah Nicholls - 50 Games

Georgia du Plessis - 50 Games

Greta Drane - 50 Games

Emily Scott - 50 Games

Katie Anderson - 50 Games

## **COMMITTEE 2023 REPRESENTATIVES**

President	Sam Waldron
Vice President (Community)	Rachel Urquhart
Vice President (Revenue)	Pat Clancey
Treasurer	Prijinth Vijayakumar
Secretary	Matt Tanis
Head of Football	Phiv Demetriou
Sponsorship	David Clancey
Wings Program	Molly Johnston
Marketing	Emily Scott
Merchandise	Hannah Cook
Strategy	Justin Raiti
Council Liaison	Jordan McCartney

Other positions to be filled by start of 2022 season.

## **APPENDIX**

Attendees of 2022 AGM, held on Sunday 16th October 2022, at The Auburn Hotel.

Tim Chapman	David Clancey	Rick Gheller
Peter Kennedy	Dannie Maunder	Jordan McCartney
Steph Morris	Hannah Nicholls	Matt Tanis
Rachel Urquhart	Priji Vijayakumar	Sam Waldron

### **Apologies:**

Hannah Cook	George Demetriou	Phiv Demetriou
Billy Meehan	Mark Murray	Justin Raiti
Emily Scott		