

HAWTHORN AMATEUR FOOTBALL CLUB



ANNUAL REPORT

SEASON 2021

TABLE OF CONTENTS

President’s Report3

Financial Report.....6

Football Report.....7

Sponsorship Report.....11

2021 Milestone Games12

Committee 2022 Representatives12

Appendices13

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

Great year finishing on top for the seniors, and the reserves finishing fifth coming home with a wet sail. Zac Jardine's work in the background enormous around analysis - always online - always checking in and sharing ideas/suggestions with me. We have our 2022 pre-season plan and practice matches locked in and it's the start of October!

Justin Raiti's step up at the start of the year - to say you've been captain, coach, committee member and a league B&F medallist all in one year is bloody impressive!

Rick Gheller looking after the players welfare - he loved it so much he stepped away for a week or so but is now going around again!

Thanks to Mark Murray, Zac Jardine, Peter Tyson, Rick Gheller, Daniel Bye and the leadership group. Also important to acknowledge David Knight's efforts as we largely stuck with his game plan which stood up in 2021.

We showed our intent in applying to go up to Division 2, though circumstances didn't allow us to go up. We'll stay in Division 3, though we'll lift our standards and professionalism again to a level that will hold up in higher levels.

Women

Great year finishing fourth and playing a first final so on field a successful year. Maddie Tricarico and Sarah Delbosc polled well in the league Best and Fairest.

I didn't see as much as I would've liked to for the women's games due to us losing home games at Rathmines, though I think the improvement in the new players was really evident at training as the year went on. We had around 45 players on the list which is good numbers, we really need to hit 65-70 for a second team, so I'm keen for us to work really hard on this with the new coach and existing players.

Thanks to Dee Longwill and Pete Dunne and the women's leadership group.

Men's Thirds

For the Thirds, a more detailed summary will be separately provided by George Demetriou. Obviously the boys had a tough year, but still good spirit, a lot of games were quite close at half time, the extra five minutes of each quarter compared to last year were probably telling for the boys, so Phiv, Ant and John will have a focus on fitness leading in 2022.

Thanks to Anthony Demetriou, John Farrah, George Demetriou and Alan Mok.

Off Field

Pat Clancey, Rachel Urquhart, Pete Kennedy and David Clancey - helping with the temporary rooms, equipment and the COVID protocols, during the week and game day.

Trainers led by Marcus Berryman - an area where we struggled in 2021, need to get on the front foot for 2022.

Some highlights that will support our footy programs into season 2021 include:

- Approximately two thirds of the player list pulled on the Hawks jumper for this first time in 2021
- Rathmines Redevelopment is due to be completed in February 2022, so we can all get involved to support setting it up. I'm personally looking forward to Pete and Sally putting their magic touch on things to make it feel like home
- New lights are projected to be installed in 2022
- We expect to be able to properly utilise the electronic scoreboard in 2022.

Committee

I'm extremely proud of our committee and thankful for both the footy related and personal support afforded to me this year. This was yet another challenging year, though everyone has just got on with the job at hand, really looking forward to hopefully a more normal year in 2022.

Thanks to all of the committee for their support in 2021. I hate to single people out though some special efforts I want to acknowledge:

Phiv Demetriou was a fantastic support to me and the coaching group, attending training to deliver specialist coaching for both the men's and women's programs, countless phone calls with myself and the coaches throughout the season. Significant support during personnel changes in the footy department and also more recently in leading the women's coaching interviews. Phiv had a challenging year outside of footy but regardless of this he showed immense commitment and dedication to the club and in turn, I hope he feels supported too.

Rachel Urquhart was sensational, Rach just gets in and helps wherever is needed be it playing at the women's game then getting over to the men's games to see how she can assist.

Pat Clancey again a huge support particularly with the Rathmines pavilion redevelopment, grants, supporting our COVID protocols and providing daily support and guidance to me. Also Pat and Sarah Ward for their significant work with the Wings program again in 2022 - the centrepiece been our day at Box Hill City oval.

Sarah Ward and Matt Tanis, helping me navigate through some challenging scenarios throughout the year. I won't go into specifics, but again both have provided immense support and sound advice.

Financials, we are well positioned thanks to Priji and Pete. Keen to continue refining our reporting in 2022.

Sponsorship, yet another great result thanks David Clancey. Considering cash/non-cash benefits were ahead of where we've been pre-covid. Also provides great support around the club, making sure there's always new footballs.

- **Football** - recruitment and retention of our playing lists (in particular some work to do in the women's area in supporting the new coach), players taking accountability for their own skills and fitness, lifting standards and professionalism right across men/women and thirds. Player

leadership program and associated criteria. U18s program in 2023 (U18s then U20s to seniors).

- **Sponsorship** - continue supporting our sponsors and letting them know (identify yourself as a member of HAFC). I.e. instead of going to Dan Murphy's head to Burnley Brewing.
- **Facilities** - substantial support will be required once we are back into Rathmines.
- **Events/social** - summer presentation night, ball and reverse raffle. Huge focus on events and Thursday night dinner next year, particularly with our new rooms!
- **Community health and wellbeing** - continue looking out for each other. I think that the new players got a taste of the club and starting building relationships, keen to really solidify this in 2022 on field and also getting to know each other at events/Thursday night dinners.

Thanks for everyone's support and I look forward to getting stuck into season 2022 with you all!

FINANCIAL REPORT

PRIJI VIJAYAKUMAR - TREASURER

Seniors, Reserves & Women's

Item	Total
Revenue	\$159,791.97
Expenses	\$135,460.87
Closing Balance 2021	\$24,331.10

GST Exempt Revenue (Fundraising) \$0.00

Wings Mental Health Fund

Item	Total
Closing Balance 2020	3330.75
Income	1260.00
Expenses	\$1,712.60
Closing Balance 2021	\$2878.15

2021 was another strange year with plenty of challenges both on and off the field. We didn't manage to get any of our major events off the ground (although we are planning on holding the Hawk Ball, Presentation Night and Reverse Raffle at some point over the summer) due to another COVID interrupted year. That said, due to good management (largely through previous committees) we are in a strong position.

While some of our traditional sponsors faced tough times with on-again, off-again restrictions they mostly stuck with us. This ensured that despite a shortened season, with the addition of some exciting new sponsors, our finances remain strong. The clubroom renovations have also come at a somewhat fortuitous time given we only missed out on a few weeks' worth of canteen sales as opposed to the whole year.

We returned to a profit this year of \$24,331.10 after a slight loss of \$11,483.52 last year. Thanks again to the committee for all their hard work, especially Sam Waldron and Pat Clancey who've done a mountain of work behind the scenes to ensure this year ran as smoothly (COVID interrupted of course) as it did. Also a big thank you to Pete Kennedy for leaving the books in such a strong position when I took over at the start of the year. I look forward to another successful year in 2022 off the field as well as on the field with three flags!

FOOTBALL REPORT

PHIV DEMETRIOU - GENERAL MANAGER OF FOOTBALL

Within the Football department, season 2021 commenced with all coaches appointed and setting up preseason

Appointments

- Men's Seniors: David Knight;
- Men's Reserves: Rick Gheller;
- Women's: Dee Longwill;
- Thirds': Anthony Demetriou and John Farah and:
- Assistant coaches to support each of these.

By Round 2, Mark Murray a former player and coach at the club took over the position as men's head coach.

During the course of the year, a number of areas were covered, as per below

- Leadership Program - 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
- Mentor coaches - continually assisting and conversing with all of them, in particular men's assistant coach Zac Jardine and women's coach, Dee Longwill
- Catch ups - one on one, which I did preseason and outlined set plays, leadership program and coaching in general
- Meetings - pre, during, and post year for all coaches
- Team play and tactics - provided Coaches with set plays for their use if they wanted them
- Key performance indicators (KPIs) - made it mandatory (points of difference, which were carried out)
- Review coaches and provide feedback throughout the year
- 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
- Training program - coaches were asked to ensure to set up zone coaching (backs, mids and forwards work) and technical skills, craft, etc
- Development program - held for the women in particular, attending around 10 sessions to assist in all skills of the game
- Regular communication - pre and post games, I communicated with all coaches
- Female kicking program - I ran four sessions with the team and saw improvement
- Match reports to be provided after each game - there is still room for improvement here
- I attended monthly committee meetings and updated the committee with details of season
- I also kept a running diary for the whole year for the committee to peruse

In my role, I wanted to see continuous improvement, points of difference and we want to be an ambitious Club to keep going through the grades, in the long run. I believe we achieved that until Covid affected the year again and are on target to really have a presence in any competition we play in

Men

The Seniors had a terrific year losing only one game after Round 1 and finished on top of the ladder. 42 players played and the depth was enormous. 63 players played Reserves. Seniors were declared minor premiers for the year - a great achievement

Mark Murray was an outstanding coach, giving his assistants free reign to be involved, got the very best out of the players, tweaked a few things and success obviously followed. The value of Zac Jardine as Assistant Coach was fantastic, particularly with the video analysis - outlining points of difference. Mark also gave Zac the opportunity to have more presence, particularly with addressing players, which was a major part of Zac's development. Reserves Coach, Rick Gheller was enormous with his rapport with all players, phone calls and communication throughout the year and overall, diligent work ethic.

Reserves team was making a charge towards finals and when the season ceased due to COVID, were knocking on the door for finals. It would have been interesting if the season continued because they were in a position to really impact finals

Age demographics for the seniors and the talent, depth with a few more recruits, 2022 places the club in a great position to be strong for years. Average age is around 22.

Some coaches have been asked to attempt their Level 2 accreditation and I will assist them in the process. Hugh Clancey, present player, has also come on board for 2022 as an assistant coach and I will assist with him seeking accreditation. Mark, Zac and Rick also will go around again, which is a great team of coaches.

I attended a number of training sessions and worked on kicking with up to 10 players and other development areas.

Women

The Senior Women's team made the finals and unfortunately lost their game. They had great numbers with around 35 players at training, which was terrific. 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.

Dee Longwill will not be coaching the team in season 2022 and we are presently looking for another coach.

Thirds

Playing in the Premier Thirds competition was always going to be challenging, hence the Thirds struggled throughout the year. Being promoted up two divisions was interesting but playing against private schools which have up to 15 teams in the club was an enormous task. This is covered below.

I continually worked closely with Anthony Demetriou and John Farah, especially mentoring them and assisting both with completing their Level 2 accreditation. Against all odds, they did a great job and kept the spirits of the playing group very high and coached very well. They will be working together again for season 2022

Thanks to:

- Sam Waldron 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. Also their demeanour on game day was exemplary;
- Phil Avery for his valued input prior to the season;
- All players who I worked with on kicking and other development areas and;
- The vibrant, committed and diligent committee who have been great to work with in a club that is going very well on/off the field - a credit to all.

Thirds

GEORGE DEMETRIOU - THIRDS TEAM MANAGER

In their 11th season (10th of competition), the Spartans, after many successful years of playing off in grand finals, found themselves elevated 2 Divisions into the Premier Thirds competition. In what proved to be a difficult year which included injuries, player unavailability and a COVID interrupted season, the Spartans missed the finals for the first time in their tenure.

In season 2021, over 40 players donned the Brown and Gold and to the players credit, the Spartans were able to maintain solid numbers at training regardless of on-field results. The Spartans attracted many new players to the fold and more importantly, great people who will only enhance the culture that has been built over the past 12 years.

A strong emphasis was placed on recruiting and commitment from the playing group, resulting in increasing the overall depth of the squad. The challenge now is to maintain this momentum for the season ahead.

Another highlight of the season for the Spartans was the coaching staff were fortunate enough to work closer than ever with the Senior club this year. An ever-increasing relationship which will hopefully reap benefits for all involved.

Highlights for the year

- The number of new players and helpers throughout the year
- Daniel Raponi playing his 100th game for the club. The 7th Spartan to reach this milestone.
- Anthony Demetriou and John Farah both completing their Level 2 AFL Coaching Courses this year
- Having Phiv Demetriou as a great liaison between all teams across HAFC
- The tireless work done behind the scenes from George Demetriou, in his numerous roles
- The success of the Sorrento Preseason Training camp
- Great support from the senior club and committee
- Able to do a preseason at an allocated ground without jumping grounds

Thanks to

- Coaches - Anthony Demetriou and John Farah
- Team Manager, Treasurer, etc - George Demetriou
- Director of Football - Phiv Demetriou
- Runner - Peter Gillson
- Committee representative - Alan Mok
- Our leadership group
- Our great sponsors especially Star 21, Exp Financial Group, Findex, Riversdale Orthodontics, GDF Partners, Neos Kosmos, KFC Kew and Dia Oro Jewellers
- Our Trainers Harry Sklavounos and Steph Morris
- Our club field and boundary umpires respectively - Jim and Anthony Scantsonihas
- Timekeeper - Stamy Criticos
- Hand Therapist - Nick Criticos
- Other helpers and support staff including Terry Salipas, Vince Di Masi, John Portelli , George Hazim and Mel Sinclair
- The HAFC committee especially president Sam Waldron, Pat and David Clancey, Peter Kennedy, Matt Tanis, Sarah Ward and Rachel Urquhart.
- All senior players who played for our team this season and special mention to men's senior coach, Mark Murray and the men's reserves and women's team coaches and officials for all their help, support and co-operation throughout the whole season
- Peter Kennedy and Sally Thompson and staff for their diligent work with the canteen.

The challenge ahead is to ensure the Spartans return to winning ways and continue to build on the strong culture of the group. We have always responded after not meeting our expectations and look forward to season 2022.

The new clubrooms, scoreboard and new facilities in general, plus the strength of the whole club at present will make exciting times ahead.

SPONSORSHIP REPORT

DAVID CLANCEY - PARTNERSHIP RELATIONSHIP MANAGER

My estimate of the sponsorship generated for 2021 is \$39,900 cash plus \$26,300 vouchers/in-kind which considering the impact of Covid compares reasonably well with 2019 tally of \$43,000 cash plus \$18,000 in vouchers & in-kind.

We still have a range of initiatives in the works for off season and moving into 2022 season as well, some specifics include HAFC beer fundraiser again through Burnley Brewing looking at around another 75 slabs of customised beer for our club in late October.

Then furthermore we have begun discussions with a number of businesses in the Hawthorn and Camberwell area whom we will keep discussions moving with as we enter 2022.

For 2021 we would like to thank our loyal sponsors as below:

Major Sponsors

Auburn Hotel

Beer Deluxe

Bendigo Bank

Platinum Sponsors

Upwell Health Co.

Gold Sponsors

Blood Orange Food Store

Anytime Fitness Kew

Burnley Brewing

Halifax

Jellis Craig Boroondara

Bowery Capital

Hella Good

Blazer Menswear Hawthorn

Hoyts Victoria Gardens

Silver Sponsors

Cheeta Teamwear

Rebel Victoria Gardens

Jax Tyres and Auto Hawthorn

Chargrill Charlie's

Leaf Store Hawthorn

Melbourne City Toyota

2021 MILESTONE GAMES

Daniel Raponi - 100 games

Trent Pengilly - 50 games

Sarah Delbosc - 50 games

COMMITTEE 2022 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
Thirds	Alan Mok
Strategy	Justin Raiti
Council Liaison	Jordan McCartney

Other positions to be filled by start of 2022 season.

APPENDICES

Attendees of 2021 AGM, held on 10 October at Auburn Hotel.

Sam Waldron	Isabella Tonel
David Clancey	George Demetriou
Prijinth Vijayakumar	Hannah Cook
Sarah Ward	Molly Johnston
Rachel Urquhart	Pat Clancey
Zac Jardine	Sally Thompson
Peter Kennedy	Jordan McCartney
Justin Raiti	Georgia duPlessis
Phiv Demetriou	Rick Gheller
William Meehan	Matthew Tanis
Emily Scott	John Farah