

HAWTHORN AMATEUR FOOTBALL CLUB



ANNUAL REPORT

SEASON 2020

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PRESIDENT'S REPORT

SAM WALDRON - PRESIDENT

On Field

Seniors & Reserves

After a tough year in 2019 which saw the men's team relegated back to Division 3, we started pre-season with a major focus on returning the men's side back to on field success. Our new look coaching panel for the seniors being led by David Knight and the Reserves by Rick Gheller. From the outset, 'Knighta' set strong foundations for the men's players regarding our game plan and structures.

A lot of Knighta's concepts were taken from his time at the Box Hill Hawks, with him tailoring to suit the skill level and level of 'footy smarts' of our playing group. To reiterate his message, Knighta ran a night at The Auburn where he showed the players footage and how it related to his game plan. This was an informative night, and also allowed the boys to connect over a feed and drink.

We had one practice match again Latrobe University, where we were able to see Knighta's game plan successfully executed under match conditions. I look forward to seeing us continue building on this plan in season 2021.

Women's

Our women's side also had a challenging year in 2019, which saw them relegated and a number of players retire or put a pause on playing for career & family reasons. As such, we had a major influx of new players with varying levels of skill and footy experience. Dee Longwill was appointed head coach and being ably assisted by Pete Dunne.

During preseason, Dee had a focus on developing our player's fundamental skills and understanding of the game. Importantly, Dee also had a real focus on getting the largely new look playing group to jell and this included a well-attended night at The Auburn post training. Dee has indicated a focus on maintaining the fitness of the girls over this off season, so I look forward to see the players return in good condition for the 2021 pre-season.

Thirds

For the Thirds, a more detailed summary follows in later sections, though my observations from attending a couple of training sessions and regular contact with Thirds co-coach, John Farah, gave all indications that the boys would be in for another strong season. Training was well attended with in excess of 30 players, some new sponsors came on board and George Demetriou was up and about! I look forward to John and our other co-coach, Anthony Demetriou continuing this momentum into season 2021.

Off Field

Phil Avery was fantastic this year in coordinating training and equipment, particularly once we needed to follow COVID Safe protocols. Phil was ably assisted by our COVID Safe officer, Pat Clancey who pulled together the relevant documentation to address VAFA and Council requirements. Rachel Urquhart also played a huge part in coordinating on the women's training nights. A special mention to Pete Kennedy who sourced much of the COVID related equipment including hand sanitisers and wipes. I feel that even with the extra protocols and processes, all training sessions ran seamlessly. Thanks to all those already mentioned plus the coaches and players for ensuring we facilitated COVID safe training sessions.

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

- We had 50 new players register in 2020 across our 4 teams. We look forward to properly welcoming these players and their families to the club once restrictions allow.
- We completed major upgrades at Rathmines including electronic scoreboard, ball protection netting at the clubroom end, replacement of perimeter fencing and interchange shelters.
- We continued with planning for the redevelopment of the Rathmines Pavilion, with work on track to commence later this year.

Committee

I'm extremely proud of our committee and thankful for both the footy related and personal support afforded to me this year. There is no mistaking this has been a very challenging year, though everyone on committee has stood up in their respective area to ensure the club survived through this year, though we all need to stay the course to ensure we are well positioned heading into season 2021.

Some committee highlights for me include:

Emily Scott's efforts with the new website going live and also continuing to deliver exceptional social media content which was particularly important this year as a means of staying connected with our community.

Dave Clancey & Tim Jenson's efforts in attracting new sponsors, whilst also supporting existing sponsors who were experiencing their own challenges given the COVID environment. The reality is that sponsorship accounts for around 40% of our annual revenue and many of our sponsors are currently 'committed, but on hold' and many are still unable to trade. When restrictions allow, the entire club must get right behind these sponsors to demonstrate our value and ensure that these arrangements are true 'partnerships'.

The WINGS program went to another level this year, and given the circumstances, it needed to due to the stress placed on many of our members by COVID-19. Sarah Ward did a power of work managing the member survey and associated data analysis and also continued to spread the WINGS message, through presenting at external groups such as the Rotary Club of Hawthorn. The VAFA also recognised the great work we do in this space, with Pat Clancey appearing on a 'mental health special podcast' along with other clubs seeking out Pat to assist with setting up similar programs at their clubs.

Pete Kennedy and Priji Vijayakumar ably managed our club finances and the modelling completed earlier in the year greatly helped us with making more informed financial decisions. Financially, our bank balance looks healthy, though we need to remember that many expenses were frozen or reduced due to no season 2020. We need to ensure that we support our normal

revenue streams such as sponsorship, membership and events as they will be integral to us maintaining a positive balance into 2021. With Pete stepping away as treasurer, I would like to sincerely thank him for his sustained service to the club as treasurer over a number of years. I look forward to seeing him and Sal continuing to be closely involved in the club going forward.

In his first year on committee, Justin Raiti has done a power of work reviewing our club's strategic plan to ensure that we are clear on our strategic priorities in a post-COVID environment.

With Phil Avery stepping away from a formal role on committee, I'd like to take this opportunity to thank him for his sustained efforts in leading the footy department, and particularly for the support he provided me and Pat during this year with ensuring training sessions were COVID safe. A lot of this work was completed quietly in the background, but it was critical to ensure everyone's safety. For example, cleaning footballs, keeping coaches & players informed of the regulations, taking temperatures and recording information.

Dave Clancey and Sarah Delbosc provided great support around grant submissions, and we were successful in a number of cases. Sarah also provided some great support to me with one grant in between feeds for Teddy! As Sarah is stepping away from the Vice President role, I would like to say thanks for her on-going support and I look forward to seeing her take the field again in 2021!

Pat Clancey gave our membership offering an overhaul and we received good support through the initiative. Given the challenging year, I would like to acknowledge our financial members in 2020 by name.

Membership Highlights 2020

Club 14 Members - Named in honour of Club legend Dan Lauletta

David Clancey	Pat Clancey	Greta Drane	Peter Kennedy
Kade Pargeter	Luke Piccolo	Danny Priest	Sally Thompson
Isabella Tonel	Sam Waldron	Travis Whittle	

WINGS Members

Tessa Bodin	Jaimee Britton	John Farah	Rick Gheller
John Kennedy MP	David Knight	Dee Longwill	Adam Morse
Justin Raiti	Emily Scott	Nick Scott	Matt Tanis
Rachel Urquhart	Hamish Goodwin		

Nest Members

Phil Avery	James Barker	Tessa Bodin	James Ridley
Jenn Sheehan	Gonzalo Moreira		

Family Members

Vijayakumar- Priji, Heather, Lucas, Toby

Pet Members

Ted Waldron (Greyhound)

Commercial Partners & Supporters Acknowledgement

Bendigo Bank Surrey Hills	Auburn Hotel	Beer Deluxe Hawthorn
Anytime Fitness Kew	Burnley Brewing	Telstra Store Hawthorn
Blood Orange Foodstore	Jellis Craig Hawthorn	Rebel Sport Richmond
Glenferrie Gourmet Meats	Mayhem Barbers	Cheeta Teamwear
Jax Tyres Hawthorn	Big Swing Golf Kew	

Looking ahead season 2021, I feel it is unlikely that we will resume any official club training until January 2021. This does not mean that we stand still and I expect us to maintain momentum, particularly in the following areas:

- **Football** - recruitment and retention of our playing lists, players taking accountability for their own skills and fitness.
- **Sponsorship** - We need to continue buying from our sponsors and making sure we let them or Dave/Tim know as this assist Dave & Tim with renegotiating for season 2021.
- **Facilities** - substantial support is required for the Rathmines Pavilion redevelopment. Storing our assets, ensuring that our temporary facilities are up to scratch.
- **Events** - support in running events once restrictions allow and also support our pub sponsors Beer Deluxe and The Auburn.
- **Community Health and Wellbeing** - look after each other, our families and other members of our community. The wider Club and in particular, the playing and coaching groups have shown great resilience and care for each other during each lockdown and when we returned to training at the start of June. Let's keep this support up, as it can be as simple as calling someone up for a chat and asking how they're travelling.

Thanks for everyone's support and I look forward to getting stuck into season 2021 with you all!

FINANCIAL REPORT

PETER KENNEDY - TREASURER

Seniors, Reserves & Women's

Item	Total
Revenue	\$38,021.99
Expenses	\$49,505.51
Closing Balance 2020	-\$11,483.52

GST Exempt Revenue (Fundraising) \$0.00

Wings Mental Health Fund

Item	Total
2019 Final Balance	\$899.67
Income	\$4381.08
Expenses	\$1950.00
Closing Balance 2020	\$3330.75

The 2020 year from a Treasurer's viewpoint was certainly easy from a bookkeeping viewpoint, as COVID meant that we did not have the year we planned for. Like all clubs we started the year well prepared, with plans in place for success, budgets laid out so that we could fund that success as well. As they say, the best laid plans can go astray, and 2020 as we all know is not just astray, it is lost in the wilderness at moment.

In 2020 from my viewpoint we learnt a lot about the strengths and broad range of skill sets we have within our club, as we adapted to the challenges thrown at us. These included dealing with the fact that our normal income streams literally disappeared overnight:

- Long term sponsors were forced to shut their doors and could not afford to pay us
- No games so no canteen and bar revenue, oh and no brownies
- No player subs
- No functions
- We learnt new ways to raise funds
- Grant applications
- A big push of club memberships
 - Wings
 - Club 14
 - Nest

- Family
- and even pet
- We did have some expense relief
 - Council cancelled all club associated costs
 - VAFA cut associations fees by 75%
 - No games and training meant much lower week by week on field costs (trainers, coaching fees, and supplies)

As a result of all the above, our year certainly was not the financial success we planned for, but it wasn't as bad as it could have been or certainly as bad as some community clubs are facing and are be impacted by.

Our year finished with a loss of \$11,483.52, compared to a profit of \$19,406.77 in 2019.

It is not all doom and gloom though! Our bank accounts are still healthy heading into the next season.

Saying that as a treasurer, I would rather have finished owing everything we have, and we not go through this year from hell, as a community and a club.

Thank you everyone for your support and extremely hard work in 2020 making a hard year from hell happen.

This report is my fifth and last to you as Club Treasurer, as stated at last years AGM I would be ending my tenure as Club Treasurer at the 2020 AGM, being today. Now I am caught up between emotions bouncing between joyful relief and the sadness of leaving a role that has been very enjoyable.

Thank you from Sally and I to Sam, the rest of the committee and club for the support in 2020.

And special thanks to Pat for the last six years of supporting me in my role as Treasurer, I am not leaving the club and intend still being an active member of committee.

Cheers Pete

FOOTBALL REPORT

PHIL AVERY - DIRECTOR OF FOOTBALL

Within the Football department, season 2020 commenced very soon after the conclusion of 2019 as we needed to find new Men's Seniors and Reserves coaches and a Women's coach. By October 2019 we had commitments from David Knight, Dee Longwill and Rick Gheller, a recommitment from John Farah in the Thirds and assistant coaches to support each of these. Both David and Dee have excellent technical coaching skills and I have no doubt will be fantastic assets for HAFC.

We also had a goal of driving towards a second women's side and a men's U19 team. While both of these endeavours did not proceed as we lacked the numbers to make them viable, they will be revisited at some point in the future.

Pre-season training both prior to Christmas and throughout early 2020 was encouraging for all teams as the players (existing, new to the club, new to football) were engaged with the approaches of the new coaches. The Mens Seniors and Reserves had the opportunity for one practice match against Latrobe where they were able to put in place their on-field learnings.

COVID-19 then hit and training stopped for 3 months (March, April, May), recommenced for June then ceased again. Throughout this time I would like to pay credit to all of the coaches in their efforts to engage across their teams and looking out for the well-being of players in the tradition of HAFC.

Season 2020 finished without an official ball being bounced!

Thirds

GEORGE DEMETRIOU - THIRDS TEAM MANAGER

Preseason ran with a maximum of 25 players trained including five new recruits.

When struck by COVID we followed all the protocols and training guidelines from AFL Vic. COVID-19 Officers George Demetriou, Phiv Demetriou, Peter Gillson, John Farah and Anthony Demetriou took care of taking temperatures, recorded attendees in a log book, sanitised all the football equipment, etc as required.

Signs were also on display around St James Park to prevent the public entering the Arena. All players arrived at training dressed to train, had their own water bottles and towels, and left immediately after training.

Players were also broken up into Groups as per AFL Victoria guidelines.

All players were keen at training and enjoyed the sessions. The coaches, trainers and players are looking forward to a successful 2021 season for all teams of the Hawthorn Amateurs Football Club.

We would like to take this opportunity to thank our President Sam Waldron, Our Treasurer Pete Kennedy, Our Committee Rep Alan Mok and all Committee members. Also to our Coaches for all their support and help during a very difficult season during these pandemic times.

SPONSORSHIP REPORT

DAVID CLANCEY - PARTNERSHIP RELATIONSHIP MANAGER

Obviously with no football played in 2020 and many retailers forced to close due to COVID, the club experienced a major decline in sponsorship dollars and it is likely that 2021 will also be a challenging year as numerous businesses attempt to get back on their feet.

Tim Jenson and David Clancey have pursued numerous partnership opportunities as they have been recommended to us by anyone within the club and both look forward to the challenge ahead. Please let them know if you are aware of any businesses that you think will be interested in having a chat.

Major Sponsors

Auburn Hotel

Beer Deluxe

Bendigo Bank

Gold Sponsors

Anytime Fitness Kew

Silver Sponsors

Jellis Craig

Cheeta Teamwear

Glenferrie Gourmet Meats

Jax Tyres Hawthorn

Mayhem Barbers

Burnley Brewing

Rebel Sport Richmond

Skyline Landscaping

Blood Orange Foodstore

Bargo Events

COMMITTEE 2021 REPRESENTATIVES

President	Sam Waldron
Vice President (Community)	Sarah Ward
Vice President (Revenue)	Pat Clancey
Treasurer	Prijinth Vijayakumar
Secretary	Matt Tanis
Head of Football	Phiv Demetriou
Sponsorship	David Clancey
Marketing	Emily Scott
Thirds	Alan Mok
Strategy	Justin Raiti
Social	Billy Meehan
Council Liaison	Grace Webster

Other positions to be filled by start of 2021 season.

APPENDICES

Attendees of 2020 AGM, held on 11 October at Auburn Hotel.

Sam Waldron	Phiv Demetriou
Prijinth Vijayakumar	George Demetriou
Pat Clancey	Peter Kennedy
Matt Tanis	Justin Raiti
Sarah Delbosc	Sarah Ward
David Clancey	Emily Scott
Isabella Tonel	John Farah
Dee Longwill	Peter Gilson
Simon Olive	Luke Piccolo
Kade Pargeter	Rachel Urquhart
Phil Avery	Rick Gheller
Billy Meehan	Hannah Nicholls