



2019-2020

FRANKSTON & DISTRICT NETBALL ASSOCIATION INC. ANNUAL REPORT

**TO ENRICH OUR COMMUNITY
THROUGH THE SPORT OF NETBALL**

<https://frankstonnetball.com.au/>
<https://peninsulawaves.com.au/>
<http://www.hpnetballprogram.com.au/>

Established 1966

TABLE OF CONTENTS

Overview

- 02** 2020 Positions
- 03** Life Members
- 04** A Season's Summary from our President
- 05** Strategic Plan Report

Competitions

- 12** Competitions Report
- 14** Umpire Corner

Marketing

- 19** Marketing & Communication
- 20** Facebook and Instagram
- 21** Social Media Outcomes
- 22** Future Marketing Plans

Finances

- 07** Treasurer's Report
- 08** Income Summary
- 09** Operating Expenses
- 10** Balance Sheet

Other Programs

- 15** Peninsula Waves
- 16** Squad
- 17** High Performance Program
- 48** Silvertop Sports Science Academy



We acknowledge and pay respect to Elders past and present, who are the traditional custodians of the land.

2020 POSITIONS

BOARD OF MANAGEMENT

President/Chairperson: Corinna Whitnell

Vice President: Shane Matthews (resigned May 2020)

Treasurer: Melissa Kingston

Secretary: Matthew Haanappel OAM

General Committee: Melissa Walker

General Committee: Dennis Prendergast

General Committee: Holly Simmons

ADMINISTRATION

Operations Manager: Miranda Castles

Umpires' Coordinator: Raeleen Darcy

VNL Administrator: Kelly Haynes

High Performance Project Manager: Rebecca Graham

Night Supervisors: Emily Myszka, Sharen Reygers, Jeanette Eastland, Kelsey Weymouth,

Stadium Umpires' Supervisors: Gail Cooper, Connie Castles(retired), Diane Dixon, Marilyn Myszka, Jeanette Eastland, Shelley Haynes, Kathleen Lewis, Meg Whitehead

Representative Teams Coordinators: One4All Performance

Auditors: David Szeppfalusy, SWON

LIFE MEMBERS

Mrs. Joan Payne (deceased)

Mrs. Barbara Spark

Mrs. Shirley McMurray (deceased)

Mrs. Betty Harris (deceased)

Mrs. Margaret Osborne (deceased)

Mrs. Faye Muter

Mrs. Ailsa Kenney

Mrs. Margaret O'Kelly

Mrs. Joan Deverill

Mrs. Vivienne Sargant (deceased)

Mrs. Connie Castles

Mrs. Lynette Luca (deceased)

Mrs. Biddy Luehman (deceased)

Mrs. Barbara Bond

Mrs. Marie Pink

Mrs. Barbara Hamilton

Mrs. Shirley May (deceased)

Mrs. Margaret Page

Mrs. Lorraine Horton (deceased)

Mrs. Lesley Chaplin

Mrs. Joy Bolam (deceased)

Ms. Sharon Iacovou

Ms. Kristine Cockhead

Mrs. Jillian Hunter

A SEASON'S SUMMARY FROM OUR PRESIDENT

To the FDNA netball community,

I'm proud to lead another AGM as President. My fellow Board Members have done a great job in working together to provide direction for netball in Frankston and beyond. We welcome Dennis Prendergast and Holly Simmons this year. Dennis's wealth of experience in sport in our region as well as his knowledge of Council have been so valuable. We farewelled Shane Matthews from the Board earlier this year and I would like to thank Shane for his contribution. Shane was my Vice President for a few years and we were sad to see him go. Shane's calm approach and broad skill set made dealing with challenges much easier – thanks Shane. I would also like to thank every Board Member for their hard work and dedication to these volunteer roles. Each of you bring a different and important skill and perspective.

We are in our final year of the Strategic Plan and were excited to finalise the work towards achieving our long term strategic goals. Unfortunately COVID-19 has really effected our performance in almost every area of the Association in 2020. We almost came back in July before the second stage derailed our plans again. At the time of writing this report our team are planning return for juniors in late October.

Thank-you to our Administration staff who have endured a difficult 2020. We have been able to keep all staff and are looking forward to seeing everyone back at work soon. We welcome Rebecca Graham to the team; Beck has taken over from Jess in the High Performance Program and is also coordinating social media during lockdown.

Thank-you so much to our Clubs who's volunteers continue to work tirelessly. You provide netball opportunities for everyone, and your commitment to netball is appreciated by us all.

The Stadium redevelopment project has continued at a solid pace. Council have worked closely with us to finalise the detailed plans. Council expect to start work on the new car park early next year and the existing stadium will be demolished a few months after that. We are on track to open the new stadium in March 2023 as planned.

As I look back on such an unusual year I can easily see the things we were unable to do but I want to look forward and plan for the future.

Our main focus areas for the coming year include:

- Develop and implement a new strategic plan that will see us through to moving into the new stadium
- Increasing participation in targeted sections of our community: boys, indigenous, CALD and LGB community members.
- Retaining our incredible volunteers and members

Thank-you all for supporting netball in such a difficult year.

Corinna Whitnell
Board of Management
President



STRATEGIC PLAN REPORT

2019/20 saw the Association enter year 2 of our strategic plan.

Increase participation across all forms of netball and for more sectors of the community.

We planned a number of diverse program opportunities for 2020 and most were impacted by the COVID19 lockdown.

We offered a Junior Mixed competition as part of the Saturday offer and early interest was strong. We engaged a provider to host specialist programs for boys and hope to resume that work in 2021 as part of the developing Male Participation Strategy.

Continued partnership with Peninsula Health Promotion Team would have seen an expansion of the relationship building with Nairm Marr Djambana which we hope will support our environment becoming more safe and welcoming for indigenous community members.

Walking Netball continues to build and would have participated in Council's positive Ageing showcase in October 2020. Our Walking netballers have pivoted to an online social group to ensure their connections are maintained and no member feels isolated.

The 2021 marketing plan will have a strong focus on advertising and promoting junior netball to a broad audience.

Best practice governance

The Constitution was refined in August 2020 to ensure Board positions and tenure suit the need for consistency and a diverse skill set. Changes have been lodged with Consumer Affairs as required.

A Policy audit has been undertaken and a number of new HR policies have been implemented. A schedule for review has been established which supports regular individual policy review and an opportunity to collaborate with relevant stakeholders.

A working group was established to undertake a Child Safety review and this group are currently working through the framework provided by Netball Victoria and Vic Sport.

Strategic and consistent expression of the FDNA brand and culture across all platforms

FDNA's website was updated to reflect a modern and user friendly image.

The recruitment of a Social Media Coordinator has enabled us to ensure the messages and branding across all platforms are consistent.

Council provided a marketing review whereby an industry expert reviewed all social media platforms (FDNA and Waves: website, Facebook and Instagram). The review was positive overall and we are continuing to implement the recommendations made. The Marketing Report speaks to the increased traffic which demonstrates the brand recognition achieved.

STRATEGIC PLAN REPORT

(Strategic Plan Report Continues)

COVID19 lockdowns have made it difficult to undertake planned relationship reviews, we will continue to refine an inward facing approach into 2021.

Our marketing strategy changed under the COVID environment. We were unable to market netball and instead focused on finding other ways to connect with and engage our members. A “return to netball” strategy will be implemented for 2021.

Best practice business model

We continue to develop member engagement programs (2020 halted due to COVID). We seek member input into policies and decision making wherever appropriate.

Staff and BOM liaise with Council, Netball Victoria and other governing bodies this year. We have developed constructive and collegiate relationships and we actively explore opportunities to collaborate.

We engaged experts in not-for-profit community businesses to guide budgets and financial planning for the coming years: with particular focus on business planning for the new stadium.

Additional revenue sources are explored with an open mind. We have seen increased revenue and court activation through partnership with Sk8world roller skating for example. 2021 will see a marketing focus on venue hire beyond netball.

Organisational structure is reviewed annually and the next review will see work commence on the new stadium structure; identifying key roles and skills required. The need for a professional and diverse workforce will continue to increase.

We look forward to undertaking the next Strategic Plan in 2021, which will guide the Association into the new stadium. The evolution from a 2 court netball stadium to a 6 court netball stadium which will also host other sports is significant; and will bring change in most areas of our business.

I thank our volunteer Board of Management for their work and guidance.

Miranda Castles
Operations Manager



TREASURER'S REPORT



This year was an incredibly challenging year for everyone, particularly challenging in the area of finances.

Although we finished with a profit line of -\$957.96 we still consider ourselves to be in a strong position for recovery. You will see in the graph that the largest income received was through Sundry Income which was in large due to the JobKeeper subsidy that we were able to access and a cash flow boost through the ATO which without these we would have been in considerable trouble as would have a lot of businesses.

The other contributor is the ability of Miranda to access grants at every opportunity which we were able to secure approximately \$20,000.00.

Our expenses were managed extremely well and kept to an absolute minimum with the bulk of them attributed to wages, however it is important to note that this figure is inflated due to JobKeeper.

Our accounts have held steady, healthy balances and we believe this holds us in good stead for the upcoming year where we can hopefully see a return to competition which in turn generates our income.

Melissa Kingston
Treasurer



FDNA INCOME

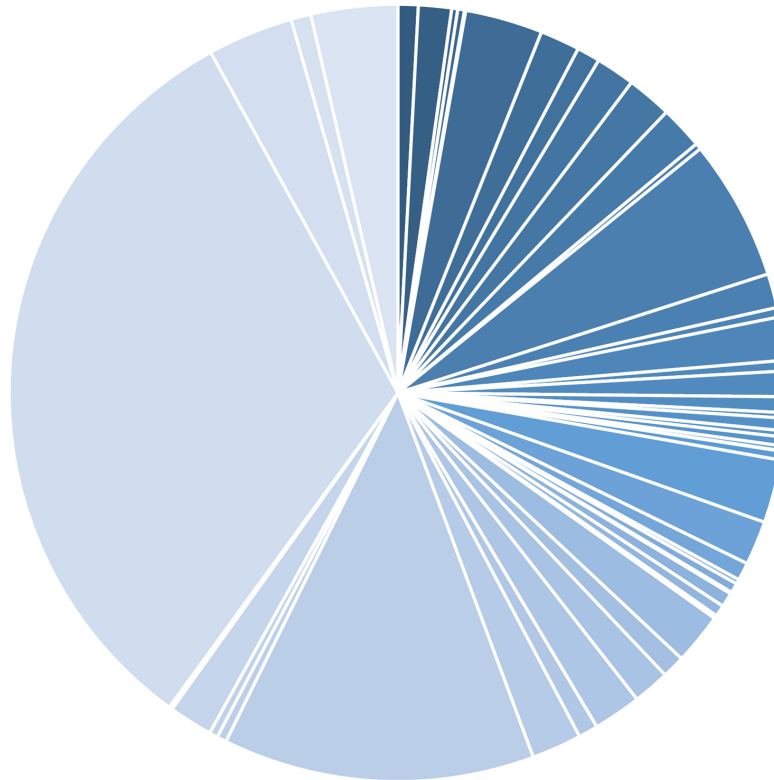
Revenue Summary



- Events
- Grants
- Holiday Programs
- Interest Income
- Sales - Canteen
- Sales - Court Fees
- Sales - FDNA Tournaments
- Sales - Hire of Pavillion/Stadium
- Sales - NetSetGo
- Sales - Player Fees
- Sales - Team Registrations
- Sales - Umpires
- Sales - Uniforms
- School Clinics

OPERATING EXPENSES

Expense Summary



- Accounting/Audit
- Advertising & Promotion
- Awards & Gifts
- Bad Debts written off
- Bank Fees
- Cleaning & Rubbish Removal
- Coach Payments
- Coaching Clinics
- Coaching Development
- Competition Entry Fees
- Computer Software & Support
- Creche Expenses
- Depreciation
- Electricity
- Equipment <\$3000
- Events / Functions
- First Aid
- Hire of Equipment/Venue
- Insurance
- Leave provision movements
- Licences and Registrations
- Merchant Fees
- Photocopier Lease
- Photography
- Postage
- Printing & Stationery
- Professional fees
- Rent & Rates
- Repairs & Maintenance - Buildings
- Repairs and Maintenance - Furn & Equip
- Security
- Staff Amenities
- Staff Training / Conferences
- Subscriptions
- Sundry Expenses
- Superannuation
- Telephone & Internet
- Tournaments & Carnivals
- Training Camps
- Travel
- Trophies
- Umpires - Competition
- Umpires - Schools
- Umpires - Squad/Tournament
- Umpires - Supervisors
- Umpires' Development
- Umpires -Waves
- Wages and Salaries
- Wages paid on Workcover
- Workcare Premium
- WorkCover Reimbursement

BALANCE SHEET

Balance Sheet

Frankston District Netball Association Inc As at 30 June 2020

30 Jun 2020

Assets

Bank	
Cheque Account	93,436
Debit Card Account	182
FDNA Grant Account	105,604
Term Deposit	223,973
Term Deposit 2	66,357
Total Bank	489,552
Current Assets	
Accounts Receivable	14,106
Less Provision for Doubtful Debts	(3,000)
Float - Stadium Canteen	330
Prepayments	24,000
Total Current Assets	35,436
Fixed Assets	
Equipment at Cost	102,244
Furniture & Fittings at Cost	21,506
Indoor Stadium Construction Costs	655,866
Leasehold Improvements	58,456
Less Provision for Depreciation	(101,938)
Less Provision for Depreciation - Furniture & Fittings	(19,763)
Less Provision for Depreciation - Indoor Stadium	(612,140)
Less Provision for Depreciation - Leasehold Improvements	(57,070)
Less Provision for Depreciation - Outdoor Court Resurfacing	(84,176)
Outdoor Court Resurfacing	120,188
Total Fixed Assets	83,172
Total Assets	608,160

Liabilities

Current Liabilities	
Accounts Payable	10,908
GST	(1,892)
Other Creditors & Accruals	13,310
PAYG Withholdings Payable	4,227
Rounding	-
Superannuation Payable	525
Trust Fund Rep Players Program	505
Total Current Liabilities	27,582
Non-Current Liabilities	
Provision for Annual Leave	9,865
Provision for Long Service Leave	21,893

BALANCE SHEET

Balance Sheet

	30 Jun 2020
Total Non-Current Liabilities	31,758
Total Liabilities	59,341
Net Assets	548,820
Equity	
Current Year Earnings	(958)
Retained Earnings	549,777
Total Equity	548,820

**FULL AUDITED REPORTS
AVAILABLE ON REQUEST**

COMPETITIONS REPORT



Saturday Competition

Spring 2019 saw a 46% increase in the number of teams entered. We had over 100 teams and that short season represented 55% of the Winter volume.

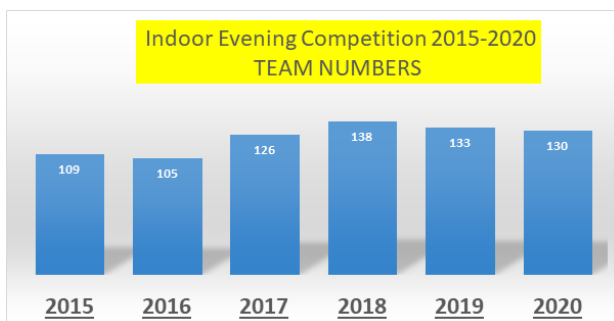
We received 184 teams for Winter 2020 (down from 187 last year) and we traditionally receive additional late entries after grading so we're confident that the patronage would have been the same or higher than previous. Unfortunately the COVID lockdown meant that we were only able to play one Round of that competition.

We're currently planning for a short Summer competition (pending restrictions/advice) and hope to provide a safe and gentle environment for juniors to start their return to netball, in readiness for 2021. Any program offered this year will be social, relaxed and modified to ensure all participants can be involved; no matter their fitness or confidence level.



Indoor Competition

We were on target for season 1 2020 until covid-19 disrupted the year. Indoor teams played around 7 rounds in 2020 and we hope the restrictions will allow a few weeks at the end of the year. We'll encourage our teams to use this an opportunity to get some match fitness up in readiness for 2021. 2021 Indoor season will commence early January, as usual.



COMPETITIONS REPORT



Twilight Pre-Season Competition

2020 was our second year of running our Twilight Pre-season Competition. This season is around a 10 week season with no finals. The short season mainly caters for the Football Netball teams, who have used it as a chance to facilitate grading and match play before their season starts.

Team Numbers



Boys In Netball

Our Clubs supported the direction to provide more opportunities for boys to play netball as part of our Junior Domestic Competition. We offered a 15U Mixed competition for the first time this year and the one round we played before lockdown was extremely popular. We were hosting a male development program which also had to be postponed. We look forward to offering these programs and more in 2021.



Walking Netball

We have around 20 fulltime members. We often have extras coming in and out as they recover from injuries, learn how to play and those coming back after years of not playing and looking to play again in regular netball competitions. To keep our members mental health in good spirits we run a Facebook party at game time every week. This has made our members more like good friends than team mates.

Just before we closed for Covid-19 Bonbeach invited us to their courts to provide an exhibition game. Which have done in previous year at the opening of the new Heathmont Indoor Stadium in 2019.

Sharen Reygers
Competitions Administrator

UMPIRE CORNER



Umpire's Report

2020 was set to be a year of real progress with our Umpire program. The Saturday Umpire Pool program would have strengthened in it's second year and we had to plans to further develop and recruit into the Indoor Stadium Supervisors pool. We're keen to pick these projects up again in 2021, as soon as we can.

The achievements we made in the early part of 2020 include:

- 2 "C" badges awarded
- 5 testers endorsed by Netball Victoria
- Welcomed 6 new Indoor Umpire Supervisors
- 20 new umpires joined the High Performance Program
- hosted 3 workshops for beginner umpires.

Our Umpiring team has tried to keep Team White engaged and up to date by circulating a range of information over our communication channels. As this report is written we're encouraging all Umpires to start to work on their match fitness for what we hope is a quick return to netball.

We look forward to supporting our Umpires back into the program and recruiting even more to join us in 2021.

Raeleen Darcy
Umpire Coordinator



PENINSULA WAVES

TEAMS

This year we had three VNL team's and six development (Peninsula Elite Netball) teams. VNL didn't get to start their season. PEN played six rounds.

CLINICS

Between October and July we ran nine clinics. Clinics varied between full day school holiday clinics, specialist training with an introduction to what Peninsula Waves training is like and Coaching Development for local coaches. We look forward to offering various Clinics during every school holidays. These Clinics also provide a great opportunity for Coach development and community engagement for our Waves athletes.

PATHWAY

Congratulations to Jaz Mackie from the Championship Team. She was named 19&U Victorian Team Training Partner after a stellar rookie year with the 19&U team. Ashlee Barnett (Championship) was selected in the 19&U Victorian Team and Sussu Liai (19&U) in the 17&U Victorian Team. Both Sussu and Ash were invited to the Netball Australia Centre of Excellence to train with the country's best young netballers.

CAPTAINS

Championship - Captain - Kate Kelly Oman
Vice Captains - Stacie Gardiner and Rhea Dixon
Division One - Captain - Jess Cox
Vice Captains - Abuk Kenyang and Bronnee Loy
19 & Under - Captain - Abby Williams
Vice Captains - Hollie Peterson and Sussu Liai

RSL ANZAC SPIRIT AWARD

Congratulations to Abby Williams 19&U Captain, for being awarded the inaugural RSL ANZAC Spirit Award. Abby was voted by her peers as showing qualities of comradery, courage and putting others before self during the pre-season phase.

Kelly Haynes
Peninsula Waves Administration

FDNA SQUAD

TEAMS

This year we expanded to include 4th 11&U and 13&U Teams. We had a total 117 players with all 12 clubs having representation.

TRAINING

Squad players completed their preseason which consisted of fitness, body mechanics/technique and ball work/footwork. We managed to complete a handful of team trainings and unfortunately didn't get to compete in any tournaments due to COVID-19.

HIGHLIGHT

Our last training session we were lucky enough to receive a training session with Collingwood Magpies players. Geva Mentor, Ash Brazill, Shimona Nelson and Matilda Garrett took the players through ball work, attack, defence and some fun brain games.

COACHES

We had a fantastic coaching team from seven different FDNA clubs. Our goal is to have one coach from each club as a Squad Coach so knowledge, drills and language can be filtered down to grass roots level.

VOLUNTEERS

FDNA Squad could not run without the help of volunteers. Thank you to Holly, Jenni and Leanne, who did a mountain of work with the uniforms. Also thank you to the parents that assisted on uniform day. It is greatly appreciated.

Kelly Haynes
One4All Performance
Squad Coordinator

HP PROGRAM



TERM 1 COACHING

Ongoing coaching positions at Peninsula Grammar and Woodleigh School. We charged \$50 an hour to the schools. These sessions came to a stop when schools went into remote learning.

SCHOOL CLINICS

At the start of Term1, we had 9 new primary schools request a clinic for 2020. Most scheduled for Term 2. Hastings Primary School was the only clinic that went ahead, with ambassador Mwai Kumwenda able to attend.

REMOTE LEARNING

As schools turned to remote learning, we had to adapt and change how we deliver netball in schools. I created a footwork sessions that could be done at home, without a partner or equipment. Gabby Dwyer, HPP Coach, demonstrated the skills on video. So far 3 primary schools have requested the video. Those schools requested a follow up session which we were more than happy to accommodate. We believe this will become an ongoing part of the HPP offer.

CAMP POSTPONED

Deposit paid to YMCA Camp Manyung has been rolled over to use in 2021.

HPP AMBASSADOR

HPP ambassador, Mwai Kumwenda as only able to attend one school clinic before the lockdown. Due to Mwai's commitment to the Melbourne Vixens and hub life in Queensland, she was not available to us for the rest of the year. Mwai looks to confirm her role with us again in 2021.

HOLIDAY CLINICS

Term 1 holidays were booked out, however all bookings were refunded due to the pandemic. For term 2 school holidays, we teamed up with Peninsula Waves and ran joint clinics. Due to restrictions we had to cap each session at 20 participants and for a maximum of 2 hours. We had 52 participants before clinics were closed and refunded due to the second wave.

UMPIRE SCHOLARSHIP

We were able to start this program in Term 1 conducting trials and selecting the 2020 Umpire Development Squad of 20 participants. The squad held their first training session before all future sessions and presentation by Peta Murphy MP were postponed. We will recommence when able to complete the program and presentation of umpire t-shirt and pack.

SILVERTOP SPORTS SCIENCE ACADEMY

Our partnership with Monterey Secondary College and St Kilda Football Club to launch the newly named Silvertop Sports Science Academy was in full swing despite all restrictions. In late 2019 we were able to obtain the MOU signed by all parties creating a timeline to have our first intake of students in 2021, allowing 2020 for the planning process.



Join us for a tour of the school free family BBQ, food and coffee stalls, prizes and giveaways.

20 Silvertop Cr.
Frankston North
9781 7700

In Term 1 of 2020 we started a series of Roadshows with Monterey and St Kilda, visiting local Primary Schools showcasing what the academy would have to offer. We were able to attend and present the academy at the school's Open Night. This was surprisingly well attended, despite it being the last day before the Country's first lockdown.



Term 2 started our application process, allowing parents to apply on behalf of their child to be in the academy for 2021. We also announced Gabrielle Dwyer, Peninsula Waves Championship player as the Head Coach of the Netball at the Academy.

Term 3 consisted of weekly Zoom meetings with the school and St Kilda to create a curriculum for 2021, combining both football and netball drills, accreditations, excursions and guest speakers.

Through out Term 2 and 3, we had been conducting monthly Zoom meetings with Netball Victoria to secure their endorsement of the academy. This has just been finalised and will secure for this program great support and benefits from Netball Victoria.

Rebecca Graham
Project Manager



MARKETING & COMMUNICATION



Websites

Maintenance and update off all 3 websites, FDNA, Peninsula Waves and High Performance Program. Creating new content and update existing content.



Newsletters

Quarterly newsletters that capture all 3 brands, FDNA, Peninsula Waves and High Performance Program. Using Mailchimp and combining audiences from each brand, reaching a great number of people.



Facebook

Posting multiple stories daily and one post a day for FDNA and less frequently for HPP. Always sharing and tagging Peninsula Waves when relevant. In addition to also sharing of relevant accounts, like Netball Victoria



Instagram

Posting multiple stories daily and one post a day for FDNA and less frequently for HPP. Always sharing and tagging Peninsula Waves when relevant. In addition to also sharing of relevant accounts, like Netball Victoria

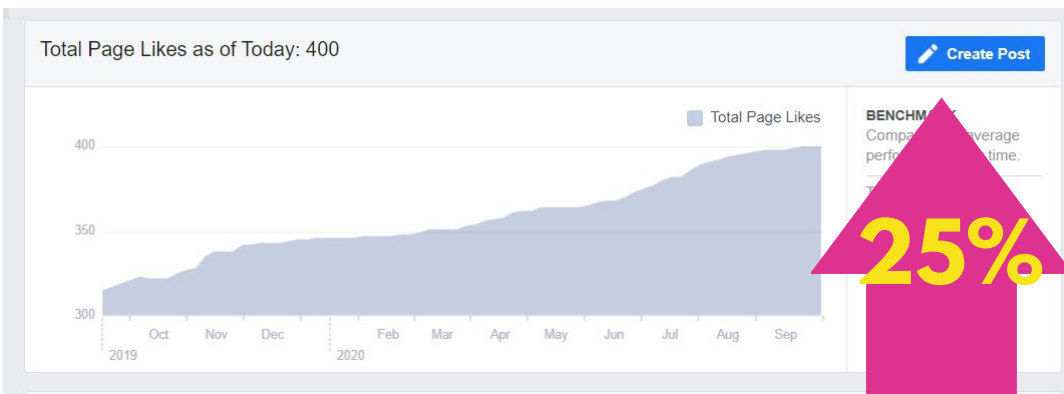
New concepts introduced over the last 12 months:

- Social Media Style Guide for FDNA, Peninsula Waves and High Performance Program
- Waves Wednesday
- Throwback Thursday
- Wellbeing Wednesday
- Selfcare Sunday
- Staff Birthday

FACEBOOK & INSTAGRAM



ALL ORGANIC TRAFFIC NO \$\$\$



592 FOLLOWERS

97%

FDNA Instagram following has gone from 300 to 592 in 6 months, since March 2020.



189 FOLLOWERS

45%

HPP Instagram following has gone from 130 to 189 in 6 months, since March 2020.

SOCIAL MEDIA OUTCOMES



The posts that gain the most engagement are FDNA netball competition announcements or personal posts.

Most successful posts were:

- Indoor Competition Starting - over 6600 reached
- Twilight Competition - over 2000 reached
- Junior Netball Competition - over 1900 reached
- Collingwood Magpies at Squad Training - over reached
- Staff Birthdays - over 1000 reached
- Throwback Thursday- over 1000 reached
- Waves Wednesday - over 1000 reached



New account followers, engagement or re-share of interest:

- Netball Victoria
- Liz Watson
- Geva Mentor
- Matilda Garret
- Mwai Kumwenda
- Bianca Chatfield
- Sue Gordian
- Ash Brazil
- Nat Medhurst
- Peta Murphy MP
- Paul Edbrooke MP
- Netfit Netball
- Netfit Sarah
- SEA_the change

FUTURE MARKETING PLANS



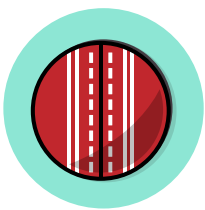
Create a new YouTube Channel to include the following videos produced in the last year:

- Play for the Love with Gabby (Netball Victoria)
- A chat with Peta Murphy MP (with Beck and Gabby)
- Monterey Silvertop Sports Science Academy (SSSA) Coach announcement
- Monterey SSSA video
- Liz Watson to FDNA Melbourne Vixens video
- Play by the Rules
- Anzac Day with Kevin Hillier and the Frankston RSL



STEP BACK INTO NETBALL

A new initiative, virtual event for the whole month of October. Peta Murphy MP is the ambassador for this event. The aim is to get FDNA and netball back into the forefront of everyone's minds as restrictions begin to lift and return to play for 2020 looks hopeful.



The 2021 School Holiday Sportsfest in conjunction with YCW Junior Football Club and Frankston Peninsula Cricket Club.



For the 2021 Winter Season, creating a "Youth Kindness and Generosity" award, presented to only one junior each Saturday, by the FDNA Junior Committee.

Rebecca Graham
Marketing & Communications Coordinator



FDNA

FRANKSTON DISTRICT NETBALL ASSOCIATION



FDNA

Frankston District Netball Association



Established 1966