



GEELONG WEST GIANTS
ANNUAL REPORT 2020

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CHAIRPERSON'S REPORT – SARAH NAYLOR

What a year we have all experienced in 2020. We saw the cancellation of all senior football and netball competitions across the entire state due to the COVID-19 pandemic and started junior football and netball competitions which were then cancelled after three weeks of play. It definitely wasn't the way we had all planned this season to look like and has been a year like no other which most of us will never experience again. Although we were not able to have senior competitions and limited to a three-week junior competition this year, our volunteers have not stopped. From dealing with the unknown and trying to get the season up and running to holding COVID-safe training sessions to planning for next season, we have some of the most dedicated and passionate volunteers in the region.

One of the positives to come out of this year is the commencement of works on the redevelopment of West Oval. On behalf of the club, we would like to thank the Victorian State Government and City of Greater Geelong for both their financial contribution and support they have provided us throughout this process. There have been tremendous amounts of hours dedicated to this project by our volunteers behind the scenes who have done an amazing job working with Council to make sure we stay on track and continue to meet the deadlines so that we have the best community facility outside of GMHBA Stadium. Thank you to everyone who has been involved with this project.

I would like to thank all of our club sponsors who continue to provide support not only to our club, but our entire community. These businesses have been hit hard this year due to COVID whether it has been adjusting to working from home, changing the way they do business or being forced to shut down for an extended period of time, and they still continue to help our club with their support and resources. Your support is appreciated by everyone at our club.

A huge thank you to our Executive Committee who have been meeting on a fortnightly basis all year to both guide the club through 2020 and prepare us all for next season. There is a lot of work that happens behind the scenes that no one else would see; our club is definitely in great hands with this group of talented and passionate people. It has been a pleasure working with you all.

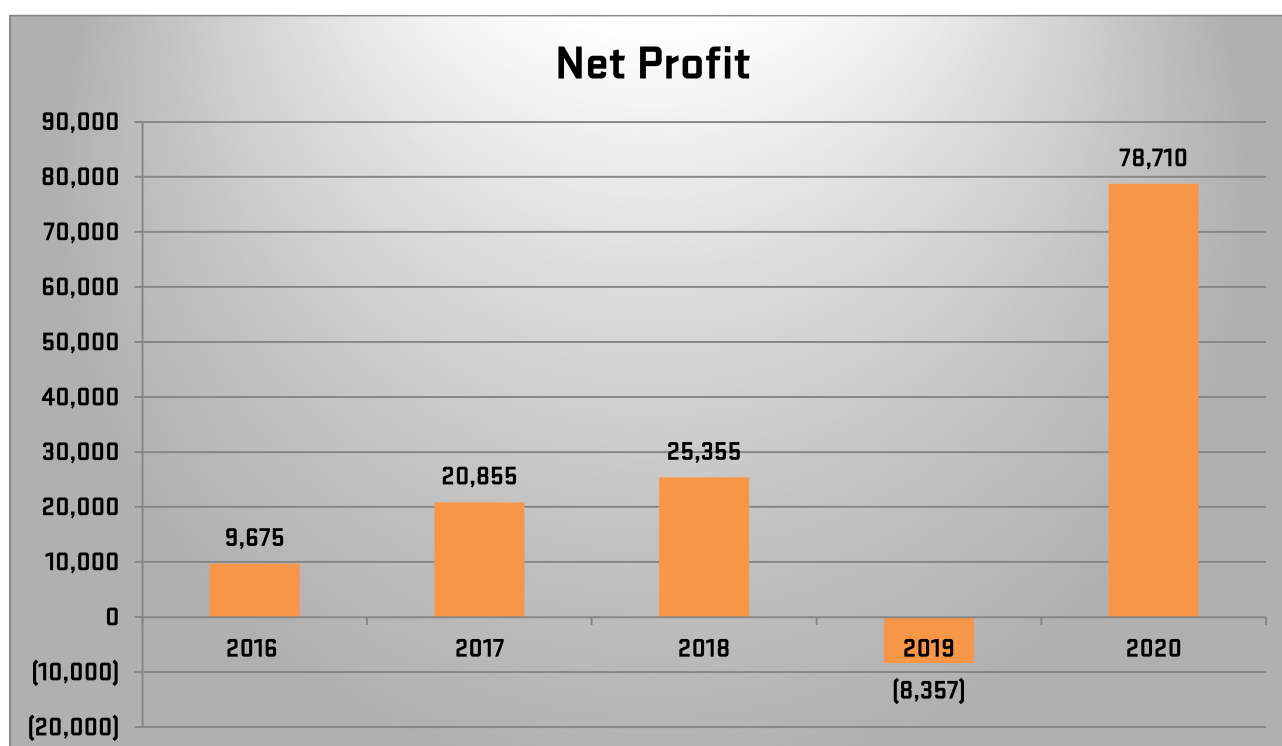
Thank you to both AFL Barwon and the Geelong & District Football Netball League for their support and guidance this year. Although a very challenging year, the support we have received from Will McGregor, Neville Whitley and their teams has been outstanding.

As we head in to 2021, our football and netball departments have locked in all senior coaches for next season and have been recruiting well. We have lots to look forward to next year with the opening of our new facility and getting back to playing and watching the sports we love most. Moving in to next year, we need everyone's support to continue to improve and make our club a destination club within the region. We have a bright and exciting future with the calibre of juniors coming through the ranks and cannot wait to catch up with everyone in the new year.

TREASURER'S REPORT – BRETT RIX

The Season That Wasn't

Members will be aware that the 2020 season barely eventuated. Despite pre-season work, both senior football and netball did not proceed because of the public health response to COVID-19. Junior netball and football had a delayed start to their season, but only three rounds were played in a modified competition. All of the Club's operations were severely impacted by the interrupted 2020 season. Despite those disruptions, the Club generated its best financial result for many years, reporting a profit of \$78,710. The chart below shows the net profit generated over the last 5 years.



How 2020 Compares Against 2019

2019 was a disappointing year financially, with a loss of \$8,357. Prior to the impact of COVID-19 becoming apparent, 2020 was looking worse, with a projected loss of \$30,000, before cuts to player payments. The actual result for 2020 is clearly out of the ordinary and largely reflects the avoidance of losses normally incurred fielding senior football and netball teams, plus assistance from all levels of Government, the leagues and Buckley's as explained below. The movement in net profit between 2019 and 2020 is shown in the waterfall chart and explained as follows:

Events – Down 97% by \$51,174 as no events were permitted

Player Registrations – Down 87% by \$135,553 due to cancelled or shortened playing season

Memberships – Down 49% by \$3,314 as many social members chose to not renew for 2020

Merchandise – Up 62% by \$3,146 from better stock and pricing control, despite lower sales

Sponsorships – Down 68% by \$46,197 as various club and player sponsors did not renew for 2020

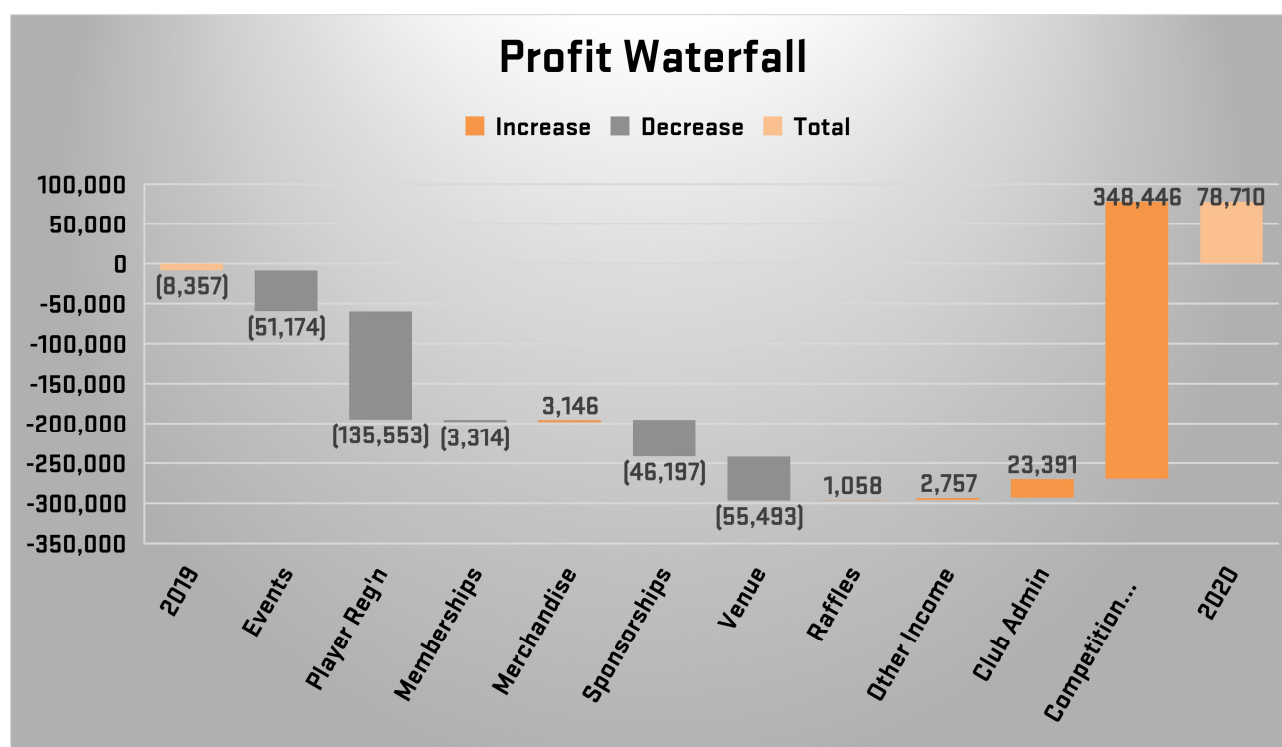
Venue (bar, canteen and kitchen) – Down 100% by \$55,493 as all venue activity was halted

Raffles – Up 30% by \$1,058 through better promotion to members

Other income – Up 3% by \$2,757 from higher State and Federal Government grants, donations, and doubling of the distribution from Buckley's, offset by lower GDFL funding and lower interest income

Club administration – Down 43% by \$23,391 through lower electricity, catering and League match day charges, and a rent waiver by the City of Greater Geelong

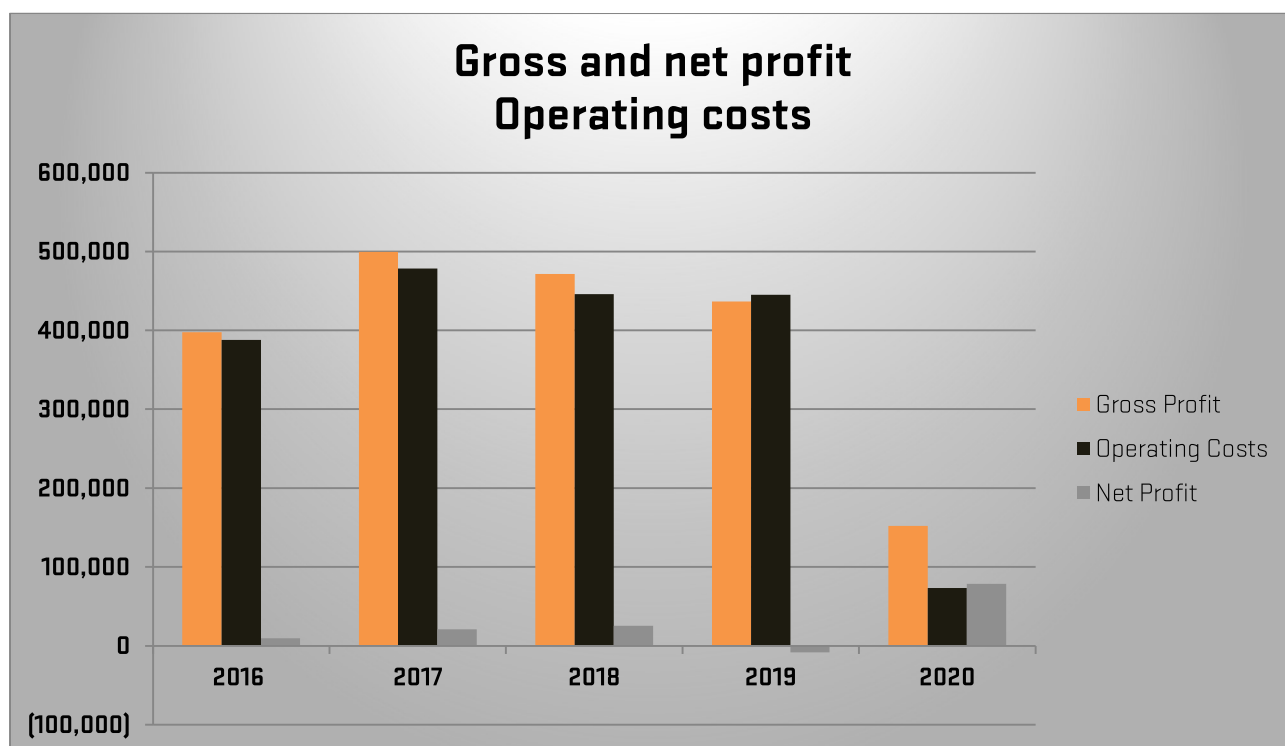
Competition costs – Down 89% by \$348,446 following cancellation of senior competitions – the composition of competition costs is explained below.



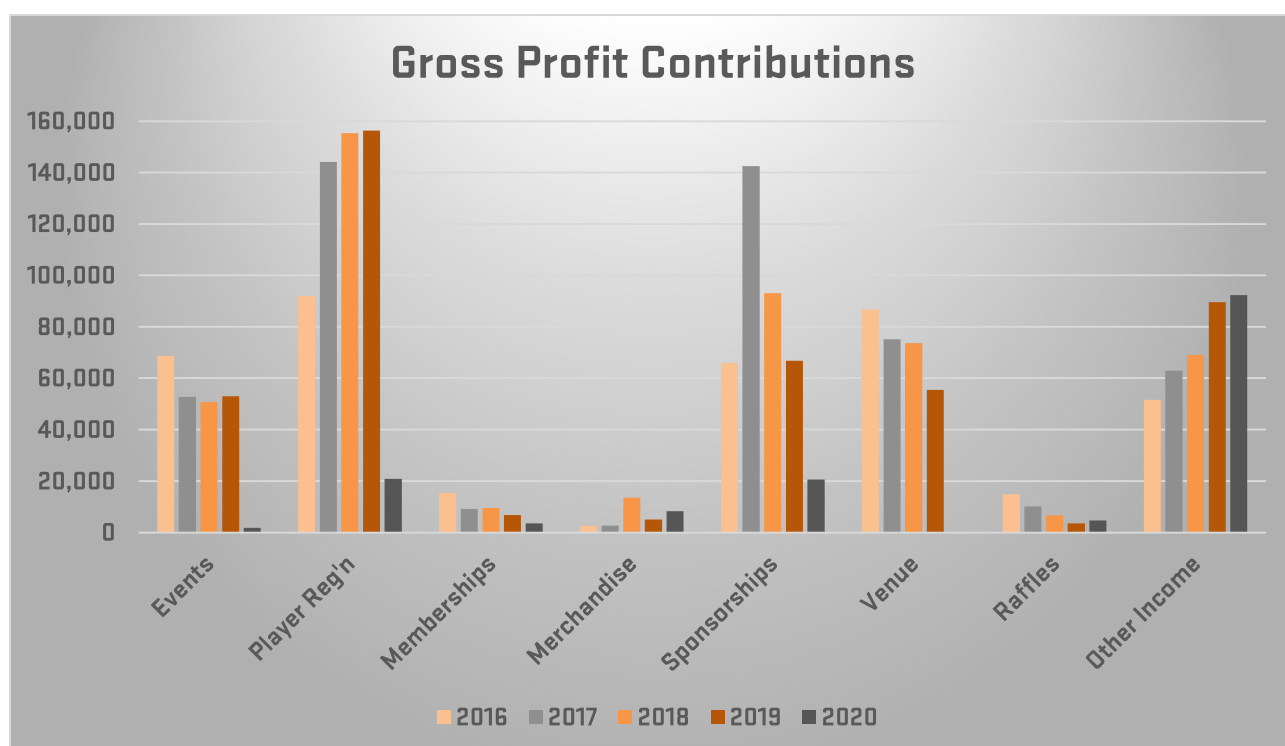
Gross Profit Contribution

The gross profit of the club comprises total revenue generated from all income earning activities, less the costs of those activities. The gross profit funds the operating costs of the club, comprising administration and competition costs.

The chart below shows the gross profit, operating costs and net profit over the last five years. Gross profit has been showing a recent steady decline, from a peak of \$499,315 in 2017, drifting lower in 2018 and 2019, but collapsing in 2020 with the cancellation of most activities.



The gross profit contribution from each income source and the trend over the last five years is shown in the following chart. The significant trends are explained below.



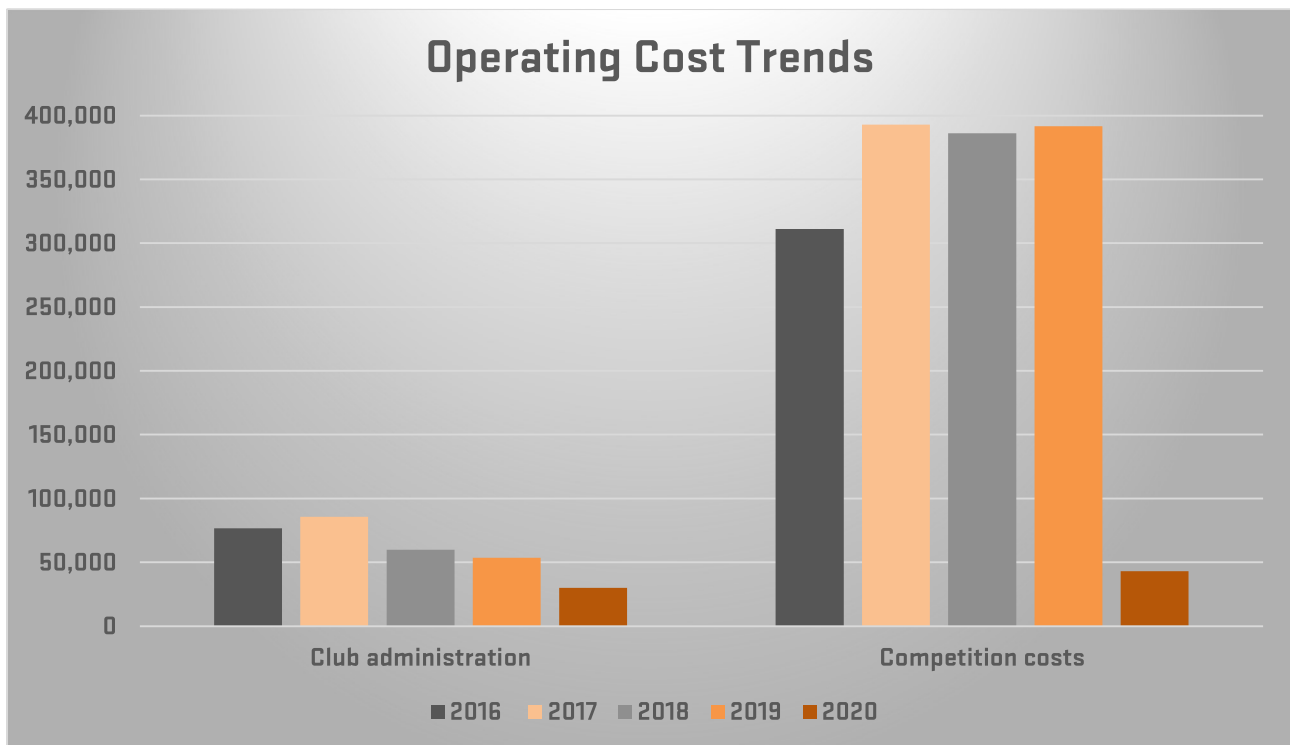
Events

- Flat contribution over the three previous years
- Down significantly compared to 2016
- All events cancelled in 2020

Player registrations <ul style="list-style-type: none"> • Player numbers have stabilised over the past three years • With no increase in rates, total registration income remained flat up to 2019 • 2020 reduction reflects a three-round season for only junior competitions
Sponsorships <ul style="list-style-type: none"> • Peaked in 2017, being launch year of Geelong West Giants • Steady and significant decline in last three years with sponsors not renewing or renewing at lower levels • \$10,000 of sponsorships received in 2020 has been deferred to 2021 to meet sponsors' expectations
Venue (bar, canteen and kitchen) <ul style="list-style-type: none"> • Peaked in 2016, with equivalent declines in 2017 and 2019. • 2019 was down 37% from the 2017 peak, reflecting declining attendance at matches • 2020 generated no income from venues
Other income <ul style="list-style-type: none"> • The only source of income showing an upward trend • Made up mostly of Buckley's dividends, GDFL grants, Government grants and interest income • Became most important source of income in 2020 and support particularly from Buckley's, Government and the GDFL protected the Club
All other items <ul style="list-style-type: none"> • Memberships and raffles are both trending downward through lower sales • Packaging of raffle tickets with memberships in 2020 avoided a more significant decline • Merchandise recovered in 2020 through better pricing control and physical security of stock

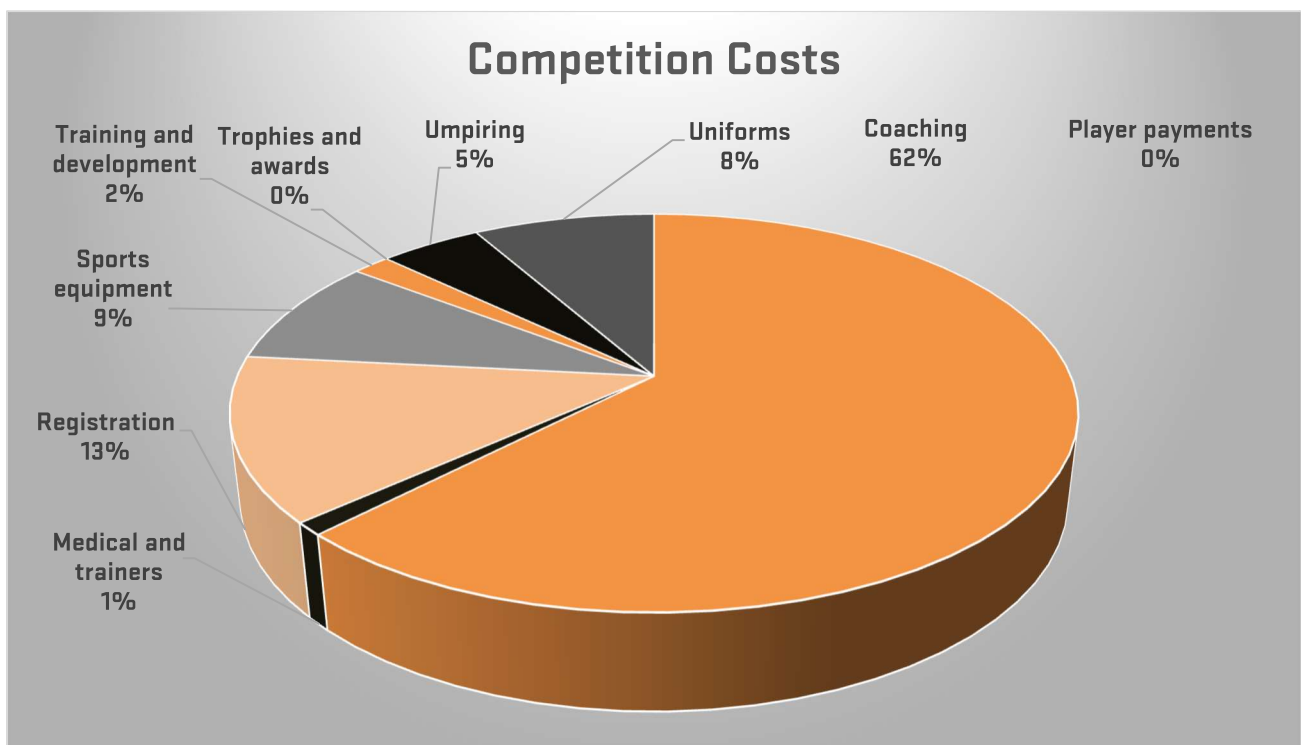
Operating Costs

The following chart shows that while administration costs trended down in recent years, competition costs trended higher. Administration costs peaked in 2017 because of significant bad debts, which had little impact in subsequent years following discontinuation of player loans and registration payment plans. The sharp drop in both administration and competition costs in 2020 is explained above.



Competition Costs

The following chart shows the make-up of 2020 competition costs. There were no player payments during the year, a major contrast to a normal year. The most significant cost was senior coaching payments, which were paid on a pro-rata basis reflecting pre-season work.



Financial Position

The net assets of the Club at the end of the 2020 financial year were \$134,001. While this is a significant improvement on prior years, for a club with total annual expenditure of over \$650,000 in a normal year, this level of net assets remains too low for financial security.

2021 Outlook

The ongoing impact of COVID-19 on League and Club activities in 2021 remains uncertain. The Club faces numerous challenges and opportunities in the immediate future:

Financial discipline. The Club is not accustomed to operating with the level of cash presently on hand. It remains critical that the Club operates within its means – requiring that operating costs are funded from recurring revenue, not from savings. The accumulation of net assets to build a financial buffer also remains a key objective. Both goals will require discipline to protect against the pressure to spend.

Restart. Significant momentum has been lost during the forced 2020 shut down. More effort than normal will be required to restart the Club into 2021, including engagement with volunteers, players, supporters, sponsors and other stakeholders.

Sponsorship. Income from sponsors remains critical. While sponsorship income fell significantly in 2020, it was encouraging that key sponsors stayed with and supported the Club during 2020. The sponsorship base of the Club will need to be rebuilt in 2021.

Events and venues. Significant income is generated from fund raising events and venue sales. The impact on those activities in 2021 from COVID-19 restrictions is unclear. Any reduction in income experienced during the year will need to be reflected in payments the Club makes to participate in competitions.

Player Payments. In the 2019 financial report, the need to modify the structure of the club's player payments was explained. Contractually, player payments are for fixed amounts, with variations caused only by player availability and selection, and minor differences in win and loss payments for GDFL netball. This arrangement put the Club at significant risk of loss, as most income is variable while most expenditure is fixed. It also disconnects the players and the Club financially, as it gives the players little reason to contribute towards the running of the Club and generation of income, and provides the players no incentive in the event they make such a contribution.

Commencing 2021, the Club will implement a player incentive plan, under which players will receive a fixed percentage of their payments throughout the season at 75% of their maximum permitted amount. At the end of the season, they will receive a bonus payment, limited by salary cap constraints, based on the available profit of the Club. Under this arrangement, players have the opportunity to earn more than they would receive under a fixed contract, if the Club performs well financially. It also allows the Club to limit player payments if income is poor, protecting the Club from financial distress.

Financial Statements

The financial statements presented below are for the Geelong West Giants, being a consolidation of the financial statements of the three entities making up the Geelong West Giants:

-  Geelong West Giants Inc.
-  Geelong West St Peters Football and Netball Club Inc.
-  Geelong West Cheetahs Football and Netball Club Inc.

Separate financial statements of each legal entity are available on the Club's website.

Geelong West Giants Combined Club

Balance Sheet As at 30 September 2020

	2020	2019
Assets		
Current Assets		
Cash on hand	\$810	\$810
Cash at bank	\$53,820	\$10,177
Corporate bonds	\$95,809	\$40,600
Accounts receivable	\$2,489	\$16,090
GST receivable	\$1,084	\$5,982
Inventory	\$21,290	\$10,236
Prepayments	\$0	\$30
Total Current Assets	\$175,303	\$83,925
Fixed Assets	\$0	\$2,968
Total Assets	\$175,303	\$86,894
Liabilities		
Current Liabilities		
Accounts payable	\$1,980	\$10,265
Revenue received in advance	\$39,322	\$21,337
Total Current Liabilities	\$41,302	\$31,602
Total Liabilities	\$41,302	\$31,602
Net Assets	\$134,001	\$55,291
Equity		
Current year earnings	\$78,710	-\$8,357
Opening Retained Earnings - GFNL	\$53,786	\$59,072
Opening Retained earnings - GDFNL	\$2,284	\$4,576
Opening Retained earnings - Giants	-\$779	\$0
Total Equity	\$134,001	\$55,291

Geelong West Giants Combined Club

Profit & Loss Statement For the year ended 30 September 2020

	2020	2019
Income		
Events	\$6,889	\$126,396
Player registrations	\$20,800	\$156,353
Memberships	\$3,506	\$6,820
Merchandise	\$23,993	\$39,411
Sponsorships	\$20,570	\$66,767
Venue	\$8,049	\$158,661
Raffles	\$4,583	\$3,524
Other income	\$92,351	\$89,595
Total Income	\$180,742	\$647,527
Less Cost of Sales		
Events	\$5,078	\$73,411
Merchandise	\$15,769	\$34,333
Venue	\$8,078	\$103,196
Total Cost of Sales	\$28,925	\$210,941
Gross Profit	\$151,816	\$436,587
Less Operating Expenses		
Club administration	\$30,053	\$53,443
Competition costs	\$43,054	\$391,500
Total Operating Expenses	\$73,106	\$444,944
Net Profit / (Loss)	\$78,710	-\$8,357

Geelong West Giants Combined Club

Cash Flow Statement For the year ended 30 September 2020

	2020	2019
Operating Cash Flows		
Net Profit / (Loss)	\$78,710	-\$8,357
Non-cash expenditure		
Depreciation	\$2,968	\$2,729
Movements in working capital		
Accounts receivable	\$13,601	-\$12,191
GST receivable	\$4,898	\$2,145
Inventory	-\$11,054	\$4,103
Prepayments	\$30	-\$30
Accounts payable	-\$8,286	-\$802
Revenue received in advance	\$17,985	\$4,898
Net Operating Cash Flows	\$98,852	-\$7,505
Investing Cash Flows		
Purchase of fixed assets	\$0	-\$317
Purchase of corporate bonds	-\$55,209	-\$40,600
Net Investing Cash Flows	-\$55,209	-\$40,917
Net cash inflow / outflow	\$43,643	-\$48,422
Cash at beginning of year	\$10,987	\$59,409
Cash at end of year	\$54,630	\$10,987

Geelong West Giants Combined Club

Results by Competition For the year ended 30 September 2020

	GFNL	GDFNL	Giants	Total
Income				
Events	\$0	\$6,639	\$249	\$6,889
Player registrations	\$20,800	\$0	\$0	\$20,800
Memberships	\$0	\$0	\$3,506	\$3,506
Merchandise	\$0	\$0	\$23,993	\$23,993
Sponsorships	\$1,100	\$0	\$19,470	\$20,570
Venue	\$0	\$0	\$8,049	\$8,049
Raffles	\$0	\$0	\$4,583	\$4,583
Other income	\$16,364	\$27,500	\$48,488	\$92,351
Total Income	\$38,264	\$34,139	\$108,339	\$180,742
Less Cost of Sales				
Events	\$0	\$1,833	\$3,245	\$5,078
Merchandise	\$0	\$0	\$15,769	\$15,769
Venue	\$0	\$0	\$8,078	\$8,078
Total Cost of Sales	\$0	\$1,833	\$27,092	\$28,925
Gross Profit	\$38,264	\$32,306	\$81,247	\$151,816
Less Operating Expenses				
Club administration	\$781	\$1,097	\$28,174	\$30,053
Competition costs	\$32,437	\$8,471	\$2,145	\$43,054
Total Operating Expenses	\$33,219	\$9,568	\$30,319	\$73,106
Net Profit	\$5,045	\$22,738	\$50,927	\$78,710
Allocation of club-level activities	\$25,464	\$25,463	-\$50,927	\$0
Net Profit attributed to competition	\$30,509	\$48,201	\$0	\$78,710

CLUB SPONSORS 2020



The Geelong West Giants would like to say a Giant “THANK YOU” to the sponsors who have stuck with us this year. 2020 presented challenges to every member of the community - all of our sponsors were affected in some way. Despite their own difficulties, our sponsors maintained their support to protect the future of the Club in one of its most disrupted seasons.



THANK YOU

It takes a large team of people to make sure our club is successful so there are many people to thank for their work and involvement this season.

Firstly, thank you to those executive members who are stepping down after this year. A huge thankyou to Ashley Denmead who has been our club Vice-Chair for 2020 and previously held the club Secretary role for many years. Thank you to Sharon Gillett who has been on the executive since the Giants formed. Sharon has done a mountain of work in her role as General Manager of Netball coordinating our senior GFNL and GDFNL sides. Sharon will continue to assist our senior netball department in 2021.

We thank all office bearers for the 2020 season – to take on an official role is a commitment and we appreciate all that is contributed by those who take on official titles within our club.

We thank our numerous volunteers who have completed tasks such as organising an event or fundraiser, putting in hours on Thursday night for kitchen duty, operated or cleaned our coffee machine, made salad rolls, spent time on the BBQ, or helping out in the canteen, in the drinks shed and behind the bar.

Thank you to everyone who has been rostered on as water boys, interchange stewards, umpire escorts and on gate duty.

Thank you to everyone who has supported the club through sponsoring players and teams, memberships, donations, prepared and set up the grounds and courts for game day, scored, umpired, coached, been a time keeper, team manager, primary carer or trainer.

Thank you to everyone who has purchased merchandise, looked after merchandise and uniforms, made repairs or improvements to our facilities, changed a toilet roll, vacuumed, picked up rubbish, cleared away bins, helped set up for club events, come back later to clean up after events, bought raffle tickets, sold raffle tickets, attended club events, showed respect, appreciation and care for team mates, coaches, officials and all club members.

We also thank our large group of supporters. From family and friends to members of the Geelong West and broader Geelong community. We thank you and appreciated the support behind our players and officials throughout the season.

As a club we are excited about our future and look forward to continued growth and success in 2021 for the Geelong West Giants.

Minutes From meeting 30 October 2019

Attendance List:

Michelle Abbott, Lane Kelly, Chris Wilkie, Heather Wilkie, Greg Mellor, Beth Bauer, Gareth Drennan, Kevin Kirby, Brett Rix, Jill Leader, Chris Wiedmann, Daryl Craven, Steve Toohey, Brigita Rix, Kevin Healy, Duane Anderson, Lorraine Crook, Ewan Handley, Paul Eastman, Darryl Fenton, Mitch Sleeman, Andrew Smith, Jo O'leary, Mitch Travers, Jamie Cole, Ian Webb,

Apologies:

Blanche Denmead, Sarah Naylor, Libby Brecevic, Patrick Eastman, Leanne Eastman, Dean Trembath, Sharon Gillet, Kelly Harris, Paul Wescott, Jane Toohey, John Reaney, Bruce Bauer.

Program as presented by 2019 Executive committee:

Motion forwarded to accept minutes from 2018 AGM minutes, seconded by **Lane Kelly**

- Chairman's report presented by Gareth Drennan
 - **Ashley Denmead** moved to accept chairman's report
 - **Chris Wilkie** has seconded the chairman's report
- Treasurers report presented by Brett Rix
 - **Gareth Drennan** moved to accept treasurers report
 - **Steve Toohey** has seconded the treasurers report
- Football report presented by Sarah Naylor (& John Reaney/Ryan Healy (Gaelic))
 - **Lane Kelly** moved to accept the football report
 - **Chris Wilkie** has seconded the football report
- Netball report presented by Sharon Gillett
 - **Jill Leader** moved to accept the netball report
 - **Lane Kelly** has seconded the netball report
- Junior report presented by Michelle Abbott
 - **Ashley Denmead** moved to accept the junior report
 - **Kevin Healey** has seconded the junior report

AGM Formalities:

All Geelong West Giants executive positions were vacated and nominations for executive Chairperson announced by_____

CHAIRPERSON

Sarah Naylor nominated for Executive Chairperson

Moved: **Gareth Drennan**

Seconded: **Beth Bauer**

DEPUTY CHAIRPERSON

Ashley Denmead nominated for Executive Vice Chairperson

Moved: **Steve Toohey**

Seconded: **Kevin Kirby**

EXECUTIVE TREASURER

Brett Rix nominated for Executive Treasurer

Moved: **Kevin_Kirby**

Seconded: **Beth Bauer**

EXECUTIVE SECRETARY

Kelly Harris nominated for Executive Secretary

Moved: **Lane Kelly**

Seconded: **Andrew Smith**

EXECUTIVE MEMBER

Dean Trembath nominated for Executive Member

Moved: **Greg Mellor**

Seconded: **Kevin Healy**

EXECUTIVE MEMBER

Sharon Gillett nominated for Executive Member

Moved: **Joanne O'Leary**

Seconded: **Jill Leader**

General Business:

Kevin Kirby - Life membership recognition improvement. Suggestion for life membership committee to help manage these things.

Darryl Fenton - Greater Western Sydney support drop off this year?

Paul Eastman / Gareth Drennan / Michelle Abbott response - GWS are still very aware and committed to us. We have opportunities but the uptake from our club hasn't been great. Sentiment is that if we are willing to push for it they will support.

Player stats recording, need to find a replacement person for the club. Mitch Travers suggested as possible trainee.

Lane Kelly - Sponsorship, players need to understand the importance to maintain the club viability. It should be communicated at every opportunity. Gareth is beginning a process during pre-season. Bio of club leaders to be displayed.

Chris Wilkie - Question about who is running sponsorships for 2020. Gareth - paid role has been approved on 10% of takings basis but position yet to be filled.