



**2021-2022**

# **Frankston & District Netball Association Annual Report**

**WE ARE AN ENGAGED AND  
CARING NETBALL COMMUNITY**

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<https://frankstonnetball.com.au>

<https://peninsulawaves.com.au>

Established 1966

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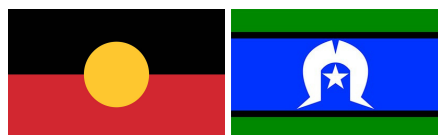
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Frankston Netball acknowledges and pays respects to the past, present and future Traditional Custodians and Elders of the Bunurong people. We respect the cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

# 2022 POSITIONS

## Board of Management

President/Chairperson: Corinna Harvey

Vice President: Dennis Prendergast

Treasurer: Melissa Kingston

Secretary: Cassi Smith

General Committee: Damien Pepper

General Committee: Vicki Martin

## Administration

Operations Manager: Miranda Castles

Umpire Coordinator: Raeleen Darcy

Marketing Manager: Rebecca Graham

VNL Administrator: Kelly Haynes

Community Partnership Manager: Christie Leppitsch

Night Supervisors: Sharen Reygers, Jeanette Eastland, Katelyn

VanLoo & Ruby Cross

Representative Teams Coordinators: One4All Performance

Auditors: Collins & Co.

# 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. Connie Castles

Mrs. Biddy Luehman (deceased)

Mrs. Marie Pink

Mrs. Vivienne Sargant (deceased)

Mrs. Lynette Luca (deceased)

Mrs. Barbara Bond

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 WORD FROM OUR BOARD

Dear FDNA members,

It is a pleasure to be able to look back on this year with great joy that we completed a full season and are getting back to some forms of normality. Saturdays were once again filled with smiling faces enjoying their netball.

Most sports have experienced a drop-off in participation numbers post Covid, and FDNA was no different, however we look forward to continually building our programs for participation growth as we leave the “dark” days behind us.

I commend all of our Clubs for their continued loyalty, along with our netball volunteer community, both of whom ensure our Association remains strong and viable, particularly coming out of Covid. Your dedication to netball is valued by the Board and staff, as well as your players, I’m sure.

The 2023-2025 Strategic Plan workshop conducted at the RSL during the year was attended by all available Club Representatives, and was very successful in creating informed discussion, valued insight and engagement from the attendees. I think the plan that we produced is reflective of all involved.

During the season you have also been witnessing the new stadium grow and grow, and with much excitement, we are almost there! Members should be aware that there have been many additional tasks undertaken by the Association’s Operations Manager to ensure we have appropriate levels of communication with the builder and Council throughout the process, which has proven to be beneficial and productive for FDNA. We are currently purchasing all furniture and café requirements, another big stadium task to tick off. The ongoing lease negotiations with the Council are almost finalised, confirming FDNA as the stadium management group.

To our amazing staff members, thank you for ensuring that all FDNA netball programs, competitions and special events were successfully implemented with professionalism and dedication. The Board appreciates your patience working from the pavilion however, I sense the excitement for the upgraded work environment in 2023. Thank you, team.

I am proud to lead the current Board of Management, a Board that is complimented by a range of diverse skills that are not only guiding us in our day-to-day netball operations, but also providing professional expertise in a range of areas related to the stadium management challenge we are taking on. Thank you all for going above and beyond.

In conclusion, I know that everyone is looking forward to next year and the big challenges ahead for managing a diverse recreation business via the stadium and the existing outdoor facility. The inclusion of 6 multi-purpose indoor courts, 4 indoor cricket nets, a function room, and a large public café, places FDNA as an industry benchmark who have been respected and trusted by Frankston Council to take on the management of this multi-million-dollar facility.

Thank you all for continuing to support netball, and let us look forward to 2023 with pride for what we are achieving.



Corinna Harvey - President

# STRATEGIC PLAN

2022 marked the year that FDNA had to embark on the creation of a new Strategic Plan, therefore I am very pleased to be reporting on the outcomes of the strategic pillars from the final year of our 2018-2021 plan.

## **PILLAR ONE: Increase participation across all forms of netball and for more sectors of the community.**

This pillar, whilst it is our key purpose, has definitely been the most challenging to achieve in 2021-2022. Covid protocols heavily impacted sport in the second half of 2021: restricting indoor sport, restricting venue numbers, restricting spectators, and increasing our need to access and implement hygiene protocols.

Our indoor competitions were stop-start and ceased completely with the demolition of the indoor stadium in November.

In positive news, our Saturday Spring competition was successful, and saw all Clubs embrace the long-awaited return to outdoor Saturday games and fun.

Saturday netball in Winter 2022 was our first full season since 2020, and I sincerely thank all of our volunteer Clubs for their efforts in reenergizing this foundation competition. We hosted 98% of the previous year's teams, all while welcoming new Clubs as well. This was a higher than industry average return to sport, which speaks directly to the fun, friendships, and fitness your Saturday competition fosters – congratulations!

We saw the inaugural 15U Mixed competition commence and look forward to continuing to welcome more boys into netball. The Peninsula Waves are consistently developing great programs and opportunities for boys and men in netball, and we're very proud to be developing an inclusive pathway for all.

2022 saw our indoor competitions played at remote venues. We thank Patterson River Secondary College and Frankston High School for hosting and welcoming our teams. We also want to recognise the impact that these changes have had on teams, and we thank them all for their patience over what was a challenging 2022 indoor season.

Planning for 2023 in the new stadium (commencing in March) is well advanced and we look forward to welcoming all of our teams home once again.

## **PILLAR TWO: Best practice governance.**

The Board continues to review its composition in order to assess the skills needed for the future. The current mix sees an opportunity to increase the experience in governance. There is one Elected Term vacancy this year and the Board look forward to welcoming a new team member.

The Auditor, Collins & Co, again reviewed our financial reporting and performance this year. No concerns were raised.

The Finance and Risk Advisory group continued to focus on planning for the new stadium. Budget and organisational structure planning is well advanced and ongoing. The Finance and Risk team have made recommendations to the Board around the lease and continue their oversight of the monthly financial reports.

We also continue to engage external experts as necessary. This practice ensures that we are making decisions with the most informed and up-to-date industry specific advice. It also provides an objective review and oversight of the business.

# STRATEGIC PLAN

The annual Policy Audit is ongoing, therefore policies are continually reviewed, updated and published. All policies are available on the FDNA website.

Clubs will be aware of the changes that have been made to the Child Safety framework. Everyone has work to do in this space, and our staff are working towards connecting with Clubs as required. Club Committees should familiarise themselves with the changes introduced in July 2022.

## **PILLAR THREE: Strategic and consistent expression of the FDNA brand and culture across all platforms.**

Marketing and branding were somewhat limited in 2021. Continued Covid restrictions inhibited potential exposure for sponsor partners as well as programs.

The Marketing Manager's priorities included reengaging our membership and increasing our social media following. Our social media continues to grow and is complemented by the visual branding which is now standardised across our platforms.

The Board appointed a Community Partnerships Coordinator in 2022. This role is charged with engaging sponsor partners for the new stadium. We have established partnerships with a number of businesses whom we are confident will expand their partnership with FDNA into the new stadium.

The new strategic plan will inform all culture and communication priorities as we regroup in one location post Covid in our new 2023 home.

## **PILLAR FOUR: Best practice business model.**

FDNA's Board and staff continued to seek member input into policies and decision making wherever appropriate over the year. We actively conversed with partners that had demonstrated experience in our community sport industry.

The Association also has well established constructive relationships with our key governing stakeholders: Frankston City Council, Netball Victoria, and Federal and State Members of Parliament. We have always looked for opportunities to support each other and work together, and will continue to do so moving forward.

In addition to this, we have and will continue to work with not-for-profit experts, Wilson Business Services, to oversee and support business planning and budgets.

And finally, HR Advice Online have been retained as our HR partner moving forward. They provide guidance on all complex employment and HR matters, while providing an additional compliance check.

## **MOVING FORWARD**

The Board has engaged Nikki Burger from Life Sport Journey to facilitate our new 2023-2025 plan, which will determine the direction of all Association programs.

The new Strategic Plan will be available online from Friday 21st October.

I congratulate the volunteer Board of Management for their continued commitment in another complex year, and I thank them for their support and guidance. We are all excited to be bringing you our new Strategic Plan for this next stage at FDNA, where our new stadium and future vision will greatly benefit everyone in our netball community.



Miranda Castles - Operations Manger

# TREASURER'S REPORT

This year we saw a welcome return of our clubs, members, friends and of course some great netball, along with the exciting start to building our new stadium.

For the financial year ending June 30 2022, we posted an approximate loss of \$25,500.00.

This was due to several factors and yes, Covid was one of them. The last half of 2021 saw a stop-start to our seasons thanks to the pandemic, which resulted in a reduction in our ability to collect income. We also incurred additional costs such as signage, extra staff (i.e., Marshals), extra cleaning and cleaning supplies. This last year was also one of our most exciting years with the new development of our car park and the commencement of our new stadium. Due to these exciting additions, we have incurred additional expenses. Key expenditure items to be highlighted include:

- The cost of relocating the office and all IT to the pavilion
- The cost of venue hires for our night competitions that are being played offsite
- The cost of additional competition staff due to travelling and operating offsite
- Car parking marshals for the oval at the start of the season

The above-mentioned events have contributed significantly to the result that we see for this financial year. In short, whilst it is a loss, it is not without consideration and necessity.

Our bank accounts remain in a very healthy state and give us a sustainable position moving forward. The continued negotiations with Council on the new lease will also see us in a strong position moving into the new stadium, which will give us the best chance to succeed as a business.

Further to this I would like to make mention of the incredible work that our senior Admin team has once again done this year to ensure that we are moving forward whilst still overseeing the running our competitions, including the smooth running of an operational canteen. A special thanks to our Board of Management, in particular Dennis Prendergast, who has been a terrific consult to Miranda, attending the council meetings and taking time to attend our special days. Thanks are also extended to all of our staff who have remained loyal and committed to our Association through this difficult time and have made sacrifices themselves due to Covid.

Our business is about to grow exponentially, and our future financials will be of utmost importance to our success. We have been successful in the Council's appointment of managing this exciting new project, and have the planning done by previous Boards and staff to thank for making this possible and putting us in the fortunate position that we are in today.

Thank you to all of our clubs and members who have been patient and willing to work with us for the benefit of our Association and our future. We are looking forward to next year and the exciting opportunities and challenges that will be presented to us with this wonderful new stadium.

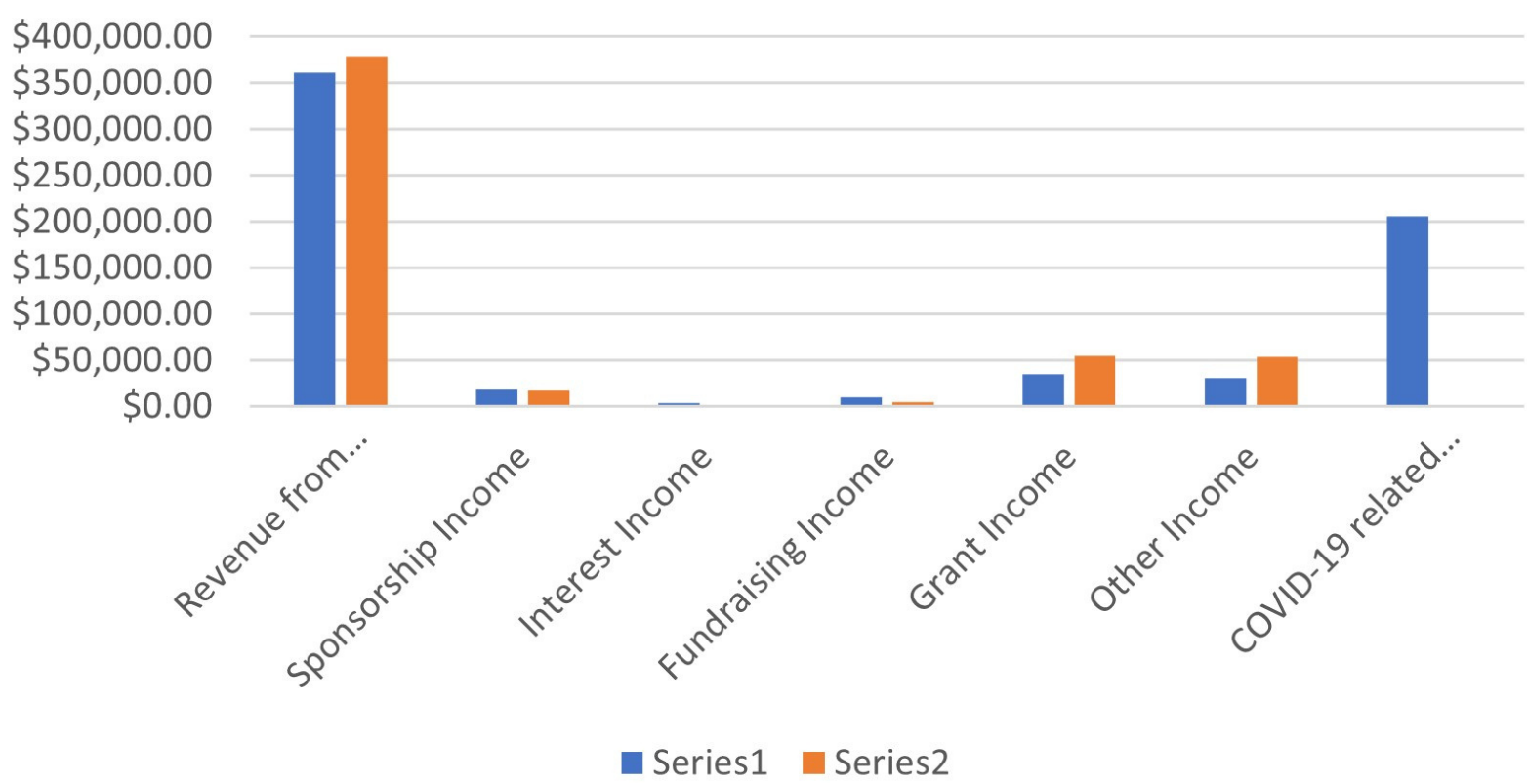
Melissa Kingston - Treasurer





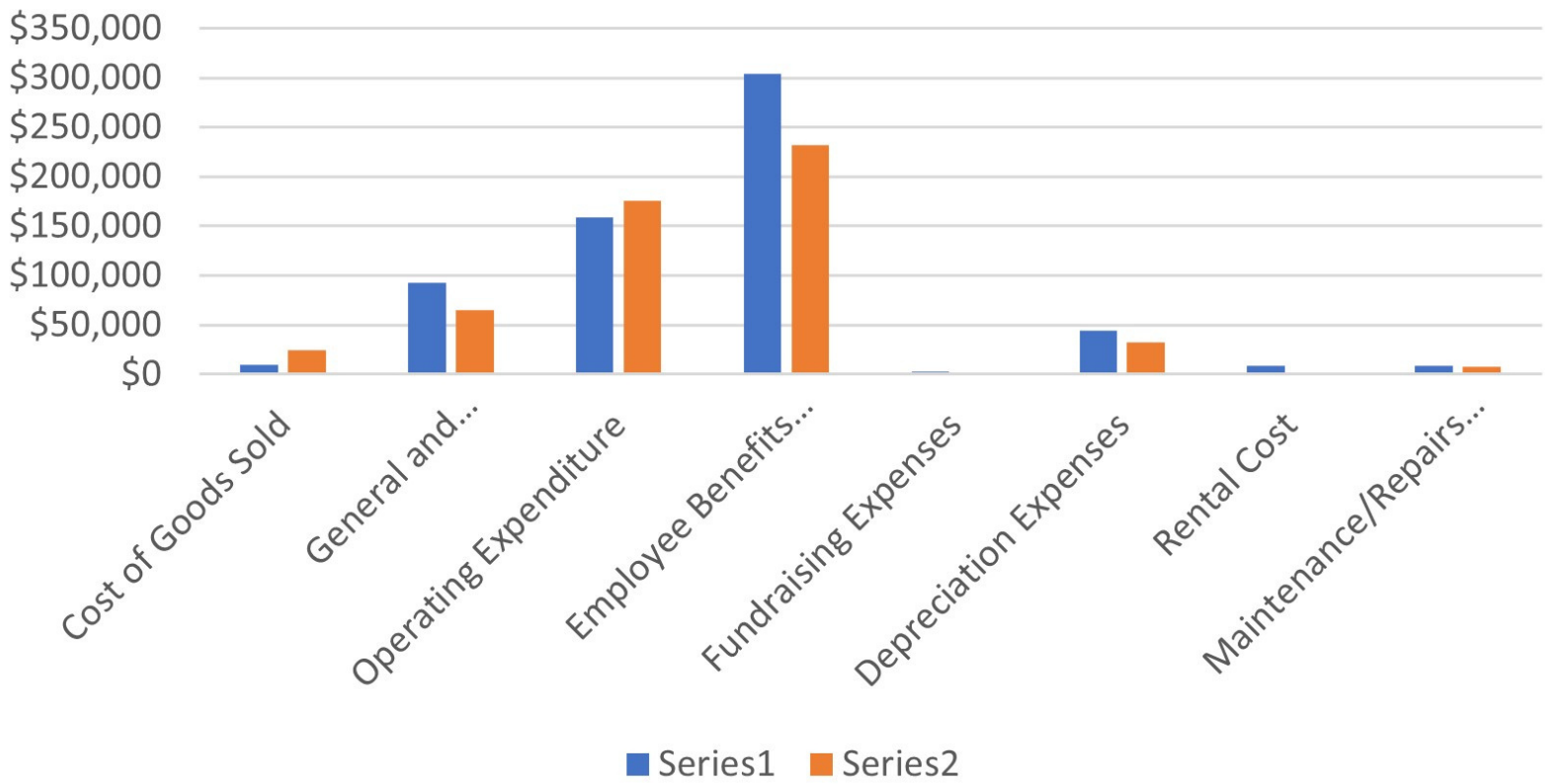
# FDNA INCOME

## Income 2021 v's 2022



# OPERATING EXPENSES

## Expenses 2021 v's 2022



# BALANCE SHEET

**FRANKSTON & DISTRICT NETBALL ASSOCIATION INC.**  
**A.B.N. 16 440 339 856**  
**INCOME STATEMENT FOR THE YEAR ENDED 30 JUNE 2022**

	2022	2021
	\$	\$
<b>Income</b>		
Revenue from Operations	378,618	360,896
Sponsorship Income	17,936	18,841
Interest Income	1,621	3,347
Fundraising Income	4,868	10,197
Grant Income	54,718	34,841
Other Income	53,787	30,437
COVID-19 related government assistance payments	-	206,211
	<u>511,548</u>	<u>664,770</u>
<b>Expenditure</b>	<b>537,120</b>	<b>629,499</b>
Cost of Goods Sold	24,313	9,870
General and Administration Costs	65,267	92,222
Operating Expenditure	175,236	158,352
Employee Benefits Expenses	231,985	304,102
Fundraising Expenses	993	2,961
Depreciation Expenses	31,907	44,582
Rental Costs	-	8,618
Maintenance/Repairs Expenditure	7,419	8,792
<b>Surplus/(deficit) attributable for the Year</b>	<u>(25,572)</u>	<u>35,271</u>

**FRANKSTON & DISTRICT NETBALL ASSOCIATION INC.**  
**A.B.N. 16 440 339 856**  
**STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2022**

	2022	2021
	\$	\$
<b>Surplus/(deficit) attributable for the Year</b>	<b>(25,572)</b>	<b>35,271</b>
Total Comprehensive Income for the Year	-	-
<b>Surplus/(deficit) attributable to the Association</b>	<u>(25,572)</u>	<u>35,271</u>

# BALANCE SHEET

	Note	2022 \$	2021 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	2	595,567	607,008
Trade and other receivables	3	112,150	44,987
Other current assets		-	3,145
<b>TOTAL CURRENT ASSETS</b>		<b>707,717</b>	<b>655,140</b>
<b>NON CURRENT ASSETS</b>			
Plant and equipment	4	6,682	38,590
<b>TOTAL NON-CURRENT ASSETS</b>		<b>6,682</b>	<b>38,590</b>
<b>TOTAL ASSETS</b>		<b>714,399</b>	<b>693,730</b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	5	58,423	65,220
Income in advance		45,626	-
Provision for employee entitlements	6	51,831	44,419
<b>TOTAL CURRENT LIABILITIES</b>		<b>155,880</b>	<b>109,639</b>
<b>NON CURRENT LIABILITIES</b>			
Provision for employee entitlements		-	-
<b>TOTAL NON CURRENT LIABILITIES</b>		<b>-</b>	<b>-</b>
<b>TOTAL LIABILITIES</b>		<b>155,880</b>	<b>109,639</b>
<b>NET ASSETS</b>		<b>558,519</b>	<b>584,091</b>
<b>EQUITY</b>			
Accumulated funds		558,519	584,091
<b>TOTAL EQUITY</b>		<b>558,519</b>	<b>584,091</b>
		<b>Accumulated Funds</b>	<b>Total</b>
		<b>\$</b>	<b>\$</b>
<b>Balance as at 1 July 2020</b>		548,820	548,820
Surplus/(deficit) attributable to the association		35,271	35,271
<b>Balance as at 30 June 2021</b>		<b>584,091</b>	<b>584,091</b>
Surplus/(deficit) attributable to the association		(25,572)	(25,572)
<b>Balance as at 30 June 2022</b>		<b>558,519</b>	<b>558,519</b>

**Full audited reports available on request.**

# COMPETITIONS REPORT

## **Saturday Winter Competition**

Finally, we managed an uninterrupted Winter Season in 2022. It was fantastic to see such a positive return to netball in numbers. We had 164 teams representing 16 Clubs competing in our Winter 2022 competition. Once again the atmosphere, sense of community and love of netball could be felt at the courts every Saturday.



We need to thank all the volunteers that support the success of our FDNA netball community, along with our Clubs & their committee members, the players, coaches, umpires & spectators, who all play an important role. FDNA managed to host special Saturday events such as Anzac Day, Pink Day, Victoria Police Community Day, Father's Day and our Grand Final Family Fun Day. We crammed it all in whilst navigating the construction zone backdrop that will be our amazing new FDNA home of netball. We are so excited and look forward to moving into our new stadium in time to kick off Saturday Winter 2023!



## **Indoor Night Competition**

The 2021-2022 financial year has presented some huge hurdles for our Indoor Competition. Covid restrictions continued to affect us well into November when we relocated to our outdoor courts. When we resumed competition, we were pleased to host an 8-round Women's competition on Monday and Tuesday evenings, along with a Mixed and Women's competition on a Wednesday evening, all outdoors.



The ongoing impacts of Covid meant that teams were often chasing players and were asked to comply with protocols on site. We are thankful to our teams and umpires for having a flexible and patient approach – everyone involved remained focused on the goal of playing netball as often as they could, for the love of the game.

In the beginning of 2022, we commenced indoor competitions offsite, after the demolition of the Jubilee Park stadium. Our games are played on a Tuesday evening at Paterson River Secondary College, while Sunday, Wednesday and Thursday see us at Frankston High School. We were unable to secure a venue for Monday evenings and look forward to restarting that competition in our new home. Thanks goes to both schools for their hospitality and support.

# COMPETITIONS REPORT

## **Boys In Netball**

We continue to welcome and support the inclusion of boys participating in netball at FDNA. We have a thriving Mixed netball competition mid-week and we would like to see the junior boys participation numbers grow as we continue to build towards a stand-alone Mixed Division for Saturday competitions.

We had our first 15U Mixed Division in our Winter 2022 competition and would like to see support and growth for future Saturday seasons. We encourage our participating Clubs to say 'yes' to all boys expressing interest in playing netball to support FDNA's vision and provide a pathway into becoming an integral part of our netball community.

## **NetSetGO!**

NetSetGO is the official netball starter program for girls aged 5-10 years and provides a great chance to learn the basics of our sport while having fun. The program was delivered on our outdoor courts at Jubilee Park on Saturday mornings and on Wednesday afternoons in 2022. Participation started slowly and we were pleased to welcome new members as the season progressed.

We also offered NetSetGO "Come and Try" sessions at local Council and community events in 2022. "Party in the Park" at Cruden Farm returned after Covid and welcome over 10,000 visitors in one day. Our neighbours Nairm Marr Djambana hosted their "Bay Mob Expo" for the first time in 3 years, and both expos provided an opportunity to promote NetSetGO to children from 2 years of age.

A NetSetGO highlight for 2022 was winning the Woolworths "Fresh Warm Up" competition. Our Wednesday participants practiced and filmed their warm up, showcasing how amazing they all are, and both Woolworths and Netball Victoria loved the energy from our NetSetGO team, in particular the inclusion of healthy fruit throughout the video. The team were invited to attend the Melbourne Vixens preliminary final at John Cain Arena, where we watched our own Millie run out with Liz Watson. What a wonderful memory for all!

## **Saturday Spring Competition**

After the disappointment of yet another Covid interrupted Winter Season, we were all eager for the return to netball after coming out of another long lockdown in Victoria. We managed to run a short 6-week Spring competition from early November. Our Clubs responded and we saw 102 teams return to the courts for a fun-filled relaxed atmosphere, everyone overjoyed to be back. Participation and playing for the love of netball was the focus, so it was a fantastic way to finish out what had been another challenging year.

## **FDNA Tournament**

Our annual FDNA tournament was held in May 2022 with 42 teams representing 10 Victorian Associations. We held the tournament in split sessions this year as we had to contend with parking restrictions with the construction of our new stadium in full swing. The 11U & 13U Divisions competed in the morning session, followed by the 15U & 17U Divisions in the afternoon. Thankfully we had a gorgeous sunny day to enjoy a fantastic atmosphere around the courts amongst all the netball action. Thank you to all FDNA staff who ensured the day ran smoothly for all.

# COMPETITIONS REPORT

## **Friday Afterschool Competition**

Coming out of Covid restrictions in the later part of 2021, we extended Term 2/3 Afterschool competition into Term 4 with an opt out for teams who were unable to continue. This provided a popular choice with 38 teams continuing until December 2021. Term 1 2022 started slowly with 19 teams registering. All games were fixtured outdoor, and having only two early timeslots was a hit with the teachers.



Term 2/3 2022 had our highest participating numbers for 2022, with teams enjoying a full season without interruption and finals in September.

Term 4 2022 looks likely to increase in numbers with the introduction of a Grade 5/6 section.

## **Looking Forward**

Planning for indoor participation in 2023 is well advanced. We are excited for the fact that we will be managing the brand-new multi-sport stadium where netball will be the foundation sport. The 6 new indoor courts will be amazing, and the additional amenities will make the centre a great place for the whole family to spend time.

We'll be offering Women's and Mixed netball evening competitions, as well as Afterschool, NetSetGO and some Saturday usage. We can't wait to see our daytime programs return in 2023 which include Walking Netball and daytime social competitions. Everything we do will be well supported by our brand-new café and creche as well.

This new stadium will provide opportunities for more netball for everyone – no matter your age or stage. We thank our loyal teams for your patience and flexibility during the construction period and can't wait to welcome you into your new home in March 2023.



Sharen Reygers and Anne Westmoreland  
Competitions Administrators

# UMPIRE CORNER



The Umpire program has had its challenges in 2022 with indoor evening competitions being held offsite. This restricted our training program primarily to Saturday Winter Competition or Friday Afterschool Competition. In addition to this, Covid continued to impact umpiring this year, most noticeably by way of losing the more experienced Umpires and Mentors. Our sport is not alone in this challenge!

Anecdotally we know that many of our mature umpires decided not to return after reflecting on their time commitments and/or physical fitness. Many in the cohort that were close to or recently badged took jobs in other industries and did not return to umpiring. We were unable to implement any significant training in 2021 due to restrictions and the stop-start nature of the seasons, meaning we are effectively rebuilding the program in 2022.

Given all of these challenges, it's wonderful to be able to report that the Saturday Umpire Program continues to grow, with new young trainee numbers improving on a consistent basis. We had around 160 umpires enrolled this year.

We look forward to regrouping in the new stadium in 2023 which will provide opportunities for C Badge umpires to further enhance their skills.

## CONGRATULATIONS

Congratulations to the following 17 Umpires who obtained their C Badge within the last year:

- Talia Love
- Elysia Blight
- Makayla Doyle
- Lucy O'Kelly
- Charlotte Thrupp
- Lucy Martin
- Allirah Kerr
- Marlee Black
- Caeley Ferguson
- Georgia Kingston
- Kayla Power
- Sienna Georgiou
- Madi Tate
- Kendra Donaldson
- Narelle Richmond
- Molly Power
- Sarah O'Dea

## DEVELOPING

Netball Victoria hosted their Mentor Seminar at the State Titles this year, which I attended. This seminar was held to reinforce the National Umpire Development Framework and corresponding strategies, and gave me the opportunity to work with Netball Victoria-endorsed Mentors to implement the most up-to-date knowledge. Sharing this knowledge with our Saturday Mentors will ensure that our trainees gain confidence and improve the skills needed to work towards their badge.

During the last year we hosted the following training courses:

3 x "Introduction to Umpiring" workshops with over 70 new participants

1 x "Mentor Workshop" for new and existing Mentors

2 x "Know your Rules" workshops for all Trainees

Plans are also being developed to offer a "Role of the Umpire" training course during the Spring competition.



# UMPIRE CORNER



I would like to thank our Club Umpire Liaisons who have promoted umpiring and the Umpire Program to their members. We look forward to working with you in preparation for the Winter 2023 season and we ask you to continue to encourage your members to join the program.

Umpiring is a great way to learn confidence, resilience and communication skills, while earning some pocket money along the way!

Raeleen Darcy - Umpire Coordinator





## TEAMS

FDNA did not have squad trials in 2021 due to Covid, so it was terrific to have three teams per age group in the 11, 13 and 15&U age groups for 2022, with an exciting group of new faces selected. Another wonderful point to note is that these teams had representation from 11 of the 16 Saturday clubs amongst the squad.

We attended ten tournaments throughout the year, which included Mildura after a two-year absence. The year was filled with an enormous amount of success:

### Chelsea Tournament:

- 13&U Opals – Grand Final Win
- 13&U Sapphires – Runners Up
- 15&U Sapphires – Runners Up

### MDNA Tournament:

- 13&U Opals – Runners Up
- 13&U Sapphires – Grand Final Win

### FDNA Tournament:

- 13&U Diamonds - Grand Final Win
- 13&U Opals - Runners Up
- 15&U Opals – Runners Up

### Dandenong Tournament:

- 13&U Opals – Grand Final Win

### Casey Super Tournament:

- 13&U Diamonds – Runners Up
- 15&U Opals – Runners Up
- 15&U Sapphires – Runners Up

### WNNA Tournament:

- 11&U Diamonds – 1st place
- 15&U Opals – Runners Up

### Waves Tournament:

- 11&U Diamonds – Undefeated
- 11&U Opals – One loss to Diamonds
- 13&U Diamonds – Runners Up



## TOURNAMENTS

## COACHES

Thank you to all of our amazing coaches who give so much time, passion and knowledge to developing our FDNA Squad athletes:

- Jacqui Carrie (Bruce Park)
- Layla Sorraghan (Cameos)
- Jess Jones (Cameos)
- Danni Taylor (Cameos)
- Deb Healy (Fairway)
- Andrea Grancourt (Fairway)
- Kaylene O’Dempsey (Cameos)
- Raeleen Darcy (Carrum)
- Kelly Haynes (Peninsula Waves)
- Penny Williams (Mount Eliza)
- Jodie Carroll
- Jess Cox (Peninsula Waves)

## HIGHLIGHTS

- Clara Smith (Langwarrin) was named in the 12&U School Sports Victoria Team.
- Two of our squad players faced-off in a practice match in the lead up to 12&U School Sports Australia Nationals: Clara Smith in the 2022 team and Alex Healy (Fairway) in the 2021 side.
- We had a couple of friendly round robins with the 11&U MPNA Squad throughout the season.
- We attended a camp at Merricks Lodge with lots of fun activities and where the players collectively decided that their values for season 2022 would be positivity, perseverance and unity. After each tournament we nominated players from each team that displayed these values on the day.

It was wonderful to start 2022 with a pre-season 6-week competition here at Jubilee Park against other local Associations and Teams, giving all the players a bit more court time after missing two years of netball.

Everyone involved with our FDNA Squads are looking forward to competing regularly in our new Jubilee Park Stadium in 2023.





2022 saw our first full, uninterrupted season since 2019. The young Championship side improved on their 2021 year, finishing in 9th position with four wins. Division One missed out on finals in the last round to finish 5th, while the 19&U side finished in third position, losing their semi-final to Wilson Storage Southern Saints. We had four teams compete at Waverley Netball Centre as a part of our VNL development program including two 15&U teams, a 17&U team and an Open team. At the time of printing this report, we have one 15&U and one 17&U team competing in the second season at Waverley Netball Centre.

## TEAMS

- 19&U Victorian Representatives: Olivia Wilkinson, Sussu Liai, Eryn Stocker
- 17&U Victorian Representatives: Mikayla Phillips
- 17&U Victorian Development Player: Liv Jones (Fairway, FDNA Squad)
- 15&U Victorian Representatives: Millie Barrientos, Sienna De La Sota, Victoria Downward, Leila Simpson
- 16 athletes competed at State Titles with Two Bays, where 15&U took out the Championship win and 17&U finished runners up

## PATHWAY

This year we held 24 school holiday clinics outdoors either at Jubilee Park, Frankston High School or out at Warragul. We had 564 participants over the year, and all sessions were run by Peninsula Waves players and coaches.

We also offered clubs and schools the opportunity to have Peninsula Waves coaches and players come to their training sessions, which resulted in visits with Red Hill, Fairway, Balcombe, Cameos, St Macartan's, Frankston High School, Mount Martha Netball Club and Rye Junior Netball Club.

It's been rewarding to connect with grassroots netball and build these connections.

## CLINICS

- 15&U Vickery - Win the Section One competition at Waverley Netball Centre
- 19&U Australian Squads – Olivia Wilkinson and Sussu Liai
- Australian Netball Championships, Collingwood Team – Gabby Dwyer and Olivia Wilkinson
- Called up to be a part of the Collingwood SSN Team in Round Five – Olivia Wilkinson
- 19&U Victorian Netball League Team of the Year – Eryn Stocker, Mikayla Phillips and Jess Tetley
- 19&U Victorian Netball League Hot Shot Award – Jess Tetley

## HIGHLIGHTS

2022 marks the year we held our first Peninsula Waves Tournament. The weather was perfect and we had strong competition across the day with grassroots teams through to regional teams in attendance. Talent Identifying Officials watched the games and invited players to attend the Peninsula Waves selections for 2023.



Kelly Haynes  
Peninsula Waves VNL Administrator



# PENINSULA WAVES



# SILVERTOP SPORTS SCIENCE ACADEMY



Our partnership with Monterey Secondary College and St Kilda Football Club continues to run the Silvertop Sports Science Academy. We had our first intake of students into the academy in 2021 during Covid and again in 2022. With easing of restrictions the Academy was able to do a lot more.

Two years of running the academy, it meant we now had two streams of students: our year 8's in their second year at the academy and the year 7's selected into the academy for 2022.

During 2022 the students were lucky enough to have Helen from Peninsula Waves as their Coach. For 2022, the Academy opened up afterschool clinics for their respective codes. Netball clinics are run on a Thursday and always see a great turnout, one of the strongest in attendance of all the codes being offered.



So far this year, the Netball Academy students have been fortunate enough to have a few opportunities that have motivated their passion to continue netball as their primary sport. The students were able to visit the newly refurbished Melbourne Sports Centre. After their tour of the complex they were treated to a Melbourne Vixens Training Clinic. We were joined by supershot superstar, Rahni Samason, along with Netball Victoria Coaches, who ran our students through a series of different drills, with Vixen's Merchandise up for grabs.

During Term 3, Academy students competed in the Netball Victoria's School Championships, where they had a great time along with Head Coach Helen, who took the trip with them to put their clinic drills into practice. It was such a great day with positive outcomes that they have registered a team to compete in FDNA's Friday Afterschool Competition for Term 4, along with so many of our other local high schools. Good luck team!



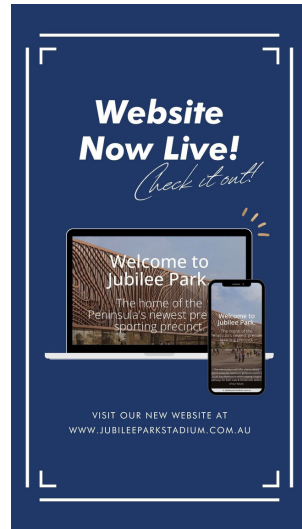
# MARKETING

## WEBSITES

We continue to maintain and update our websites for FDNA & Peninsula Waves. Both websites are going through template upgrades, as they have not been updated since their conception.

Search fields, galleries and other features are being added to the FDNA website based off the feedback of our members.

A website for our new Jubilee Park Stadium has been created as well, including an expression of interest form which is gathering traffic every day. Data is being collected weekly from this form and being added to our growing database as well as these individuals being sent updates regarding the nature of their inquiry.



## DATABASE

We continue to use Mailchimp for collating and communicating to our database and are seeing great growth of our audience. In the last 12 months we have added an additional 700 subscribers therefore needing to upgrade our free subscription to a paid plan. We have added a subscription pop-up to FDNA's website to assist with this growth.

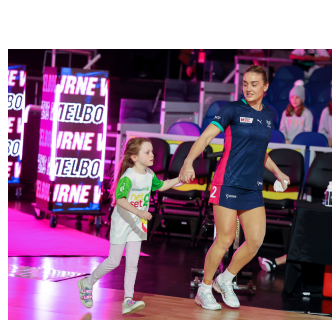


We use Mailchimp for all communications including quarterly newsletters, highlighting all information and updates for FDNA, Peninsula Waves and FDNA Squad, as well as adhoc communication such as the Strategic Plan survey.

## VIMEO

Our newly created FDNA Vimeo channel continues to host relevant and important videos relating to the Association. Most recent additions include: Association Ambassador, Mwai Kumwenda who sat down for a chat about her time at the Vixens and her excitement for the new development. Frankston City Council's video on our redevelopment including our members and staff, and most importantly our NetSetGO participants collated a video submitted to Netball Australia to win a competition. The competition was to walk out with the Melbourne Vixens during the 2022 Suncorp Finals Series.

Our NetSetGO video won and the group of participants received tickets to attend the game and one young player got to run out with Captain Liz Watson and the Melbourne Vixens. The young player also got to be part of the coin toss with Giants Captain, Jo Harten. All these videos are on our Vimeo Channel - [www.vimeo.com/fdna](http://www.vimeo.com/fdna)



# MARKETING



During the pandemic we noticed our members turned to social media and online resources to receive our communications as we could not meet in person. This resulted in FDNA looking inwards to make our online strategies a focus for our members and the greater community.

This has brought about a lot of fun and interaction from our members and we appreciate all clubs sharing the information as it is published. We are thankful for all the support and hope you have enjoyed seeing photos and all the events we have been able to hold during 2022 and therefore share on our social media platforms.

## facebook



**Some key stats for FDNA Facebook are:**

**FDNA followers 2020 up 10%, 2021 up 12% & 2022 up 23%.**

## facebook



**Some key stats for Peninsula Waves Facebook are:**

**Facebook likes 2021 up 12% & 2022 up 13%.**

## Instagram



**FDNA Instagram followers has grown from 592 in 2020, 936 in 2021 to now 1112 in 2022 up 18%.**

## Instagram



**Peninsula Waves Instagram followers has grown from 1692 in 2021 to 2042 in 2022 up 20%.**

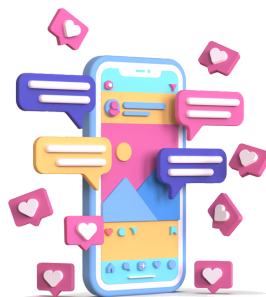
To follow us on our socials head to:

FDNA Facebook: FDNA.Netball

Peninsula Waves Facebook: Peninsulawaves

Instagram: FDNA\_Netball

Instagram: Peninsulawaves





# MARKETING

## Successful Posts

With the online world changing and updating constantly, we love to evaluate what our members engage with most. Here are your top 3 posts for FDNA and Peninsula Waves as decided by you.

### FDNA's Top 3 Posts



### Peninsula Wave's Top 3 Posts



## Google My Business

Maintenance of our Google My Business account continues to tick along.

As mentioned in last year's report, this is an imperative process to maintain our #1 position on Google when searching for "frankston netball". This is all organic traffic, which means there is no budget allocated to SEO or social media.

# SPONSORSHIP

## GETTING STARTED

Sponsorship opportunities at Jubilee Park increased exponentially when funding was committed for the new \$35 million multi-sport stadium and precinct development.

The number of people visiting the precinct in 2023 and beyond is expected to reach over 300,000 per year, when the new stadium brings together an entire community under one roof as a 'one stop shop' of multiple sports and opportunities. In our new home for our Peninsula Waves, sporting bodies, families, athletes, community groups, the general public and more will be able to utilise the function spaces, enjoy the café that will look over the entire precinct, plus train and play from grassroots to elite in various sports within state-of-the-art facilities. TV coverage on our show court will be another huge bonus for investing companies.

These forecasted numbers and anticipated environment present a wonderful opportunity for any businesses that want to showcase their products or services to hundreds of thousands of potential loyal customers, therefore, a new Community Partnership Manager role was promoted and fulfilled in May 2022 to maintain and promote current sponsors, seek out new commercial partners and manage these relationships moving forward.

## ROLLING OUT

Once a Community Partnership Manager was employed, it was quickly decided that we should offer sponsorship packages in two stages, given the fact the stadium is still being built.

- Stage One = offering naming rights to 12 of our outdoor courts, retaining one court for FDNA to showcase the netball pathway
- Stage Two = offering the 12 outdoor sponsors the first opportunity to also promote their businesses inside the new stadium.

This approach has been very positively received by all companies that have come on board.

# SPONSORSHIP

## STAGE ONE

The 12 companies that come on board with naming rights of our outdoor courts will be known as our “Pillars of Jubilee Park”, and will enjoy large directional signage on the outdoor pavilions. The outdoor netball courts will have incredible visibility from both the main car park and the stadium, making them a terrific investment for any company getting involved.

All court numbers on the outdoor signs will match the style used within the stadium for continuity inside and out.

Existing and long-term sponsors of FDNA and The Peninsula Waves were approached first. After this, we reached out to our neighbours, the YCW Football Netball Club and the Peninsula Cricket Club, to see if they had any sponsors that would like to get involved. This resulted in Court 7 becoming the YCW Stonekittens' court.

The final stage was going out to the general public, approaching very select businesses that we felt were a great fit for our market. We do not want to flood the area with too many signs and sponsor messages, therefore we have targeted companies that have a message our audience will be interested in.

## STAGE TWO

At this stage we have investigated signage ‘tracking’ for within the stadium, meaning signage can very easily change for various sports and various audiences. This also gives our sponsors the freedom to invest in the cheaper option of core flute while customising their messaging throughout the year.

Once the stadium is near completion we will finalise the Stage Two offers, at which point, our 12 Pillars will be given first right-of-refusal before going back out to the market.

# SPONSORSHIP

## THE RESULT ~ SUPPORT THOSE THAT SUPPORT YOUR SPORT

At the time of writing this report in September 2022, we have sold 9 of the 12 courts, secured a netball sponsor so that all FDNA clubs can afford the industry's best Comet netballs, and have continued our relationship with numerous Peninsula Waves partners.

This all results in both sponsorship dollars, plus Goods in Kind with equipment and services, all of which directly benefits all ages of netballers and athletes coming through the doors. This also gives FDNA the amazing capability to invest back into our community: providing premium programs for our pathway athletes in our FDNA Squads and Peninsula Waves, keeping our best talent on the Peninsula and developing them into our elite athletes of the future.

We would like to thank the following long-term supporters of netball who have re-committed for 2023:

- Bendigo Bank Carrum Downs
- Frankston Tyrepower
- Core 24 Health Clubs
- Frankston RSL
- Peninsula Sports Medicine Group
- Kukri

And we would also like to thank our new sponsors who have already committed to joining us on our next stage at Jubilee Park:

- Orthodontic Specialists of Melbourne
- Toorak College
- Peninsula Grammar School
- Woodleigh School
- YCW Football Netball Club

And please, let's all give back to these companies and "Support Those that Support Netball"!



Christie Leppitsch  
Community Partnership Manager



Rebecca Graham  
Marketing Manager

# THANK YOU 2022 SPONSORS



*Today's Founding Partners, Tomorrow's Community Pillars.*



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





# FDNA

FRANKSTON DISTRICT NETBALL ASSOCIATION



# FDNA

Frankston District Netball Association



***Established 1966***