

Prepared By :

**FDNA Staff**

Presented By :

**FDNA Board Of Management**

# 2023 - 2024 ANNUAL REPORT

Annual Report Insights



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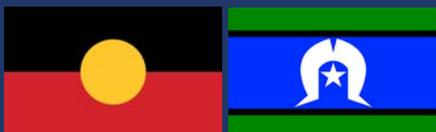
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Frankston Netball acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of the Bunrong people. We respect the cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

# 2023-2024 BOARD OF MANAGEMENT



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Vice President



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# 2023-2024 FDNA MANAGEMENT



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Manager



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Operations Manager



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Café Leader



Raeleen Darcy

Umpire Coordinator



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Competitions Supervisor



Abby Williams

Marketing Assistant



Kelly Haynes

Coaching & Development  
Coordinator



Gen Blaze

VNL Administrator

Saturday Umpire Coordinator: Vanessa

Venue Staff: Jeanette, Lucy, Kade, Abbey & Sarah

Café Staff



# LIFE MEMBERS

## EDNA LIFE MEMBERS

Mrs. Joan Payne (deceased)

Mrs. Lynette Luca (deceased)

Mrs. Barbara Spark

Mrs. Barbara Hamilton (deceased)

Mrs. Shirley McMurray (deceased)

Mrs. Barbara Bond

Mrs. Betty Harris (deceased)

Mrs. Shirley May (deceased)

Mrs. Margaret Osborne (deceased)

Mrs. Margaret Page

Mrs. Faye Muter

Mrs. Lorraine Horton (deceased)

Mrs. Ailsa Kenney

Mrs. Lesley Chaplin

Mrs. Margaret O'Kelly

Mrs. Joy Bolam (deceased)

Mrs. Joan Deverill

Ms. Sharon Iacovou

Mrs. Connie Castles

Ms. Kristine Cockhead

Mrs. Biddy Luehman (deceased)

Mrs. Jillian Hunter

Mrs. Marie Pink

Mrs. Anne Tyrell

Mrs. Vivienne Sargant (deceased)

# OUR VISION

“

TO CONNECT OUR COMMUNITY  
THROUGH NETBALL

”

## OUR PILLARS

①

TO GROW

②

TO PLAY

③

TO CONNECT

④

TO LEAD



# THANK YOU FROM THE PRESIDENT

I reflect on a historic year for FDNA and think about how far the Association has come. From the Saturday afternoon competitions at Balmoral Carpark in the middle of Frankston's shopping centre, to delivering the dream of the Stadium.

The initiative to advocate to Council for the management of the new facility is a big win for our Association, rather the alternative of a "private management group" with a totally different focus, protects netball in this new venture.

The challenges are very different - developing a business model continues to be a work in progress as we understand more of the requirements of our unique situation. Attracting & working with multiple events and sports ensures that FDNA is sustainable and meets our obligations to Council.

The love for Netball is always on display - be it Saturdays, mid-week, Walking Netball, Clinics etc. We extend a big thank you to all participants for being part of our FDNA family. Our participants are well supported by a dedicated and committed band of Club/Team Volunteers without whom Clubs/Teams would struggle to exist - I offer the Association's gratitude and acknowledge the important role you all play.

I recently had the privilege of being asked to MC the Peninsula Waves presentation evening. While not the most successful season, the positive energy and camaraderie from the 130 in the room was most noticeable. We are sure that with the strong showing the 23U's produced and an effective pathway structure(s) Peninsula Waves will continuously improve. We can't wait to see you at our home games in the future.

Having a diverse range of skills on the Board of Management (BOM) has been beneficial. We have faced numerous challenges in our first year in the Stadium. As most of you are aware, the BOM are all volunteers, the majority being from our Clubs. I acknowledge their diligence, support and commitment to ensuring the Association operates with good governance.

On behalf of the BOM I thank our retiring members Vicki Martin and Cassi Smith for their service, Vicki held the Executive position of Vice-President for the last year, and Cassi as Company Secretary during her 3-year term.

Prior to being appointed to the General Manager position Miranda Castles had the key responsibility of dealing with the construction and all the complexities that came with it, whilst ensuring netball continued under difficult circumstances.

The BOM thanks Miranda for her attention to detail and passion for JPS & FDNA. I also take this opportunity to acknowledge the operations team for the crucial role they have played in ensuring that our transition has been as smooth as possible.



Dennis Prendergast  
President



# COMPETITIONS

## SATURDAY COMPETITIONS

**Saturday Spring 2023** was our biggest yet, with 151 teams returning to the courts for the 10-week Spring Season after the end of a very successful Winter 2023 Season. Rolling subs has always been a highlight for our Spring Competition that adds a fun-filled relaxed atmosphere with participation as the focus.

Once again, we saw the Clubs & volunteers in our Netball community come together and get involved to ensure we continue to support junior sport and foster a love of Netball.

Our **Saturday Winter 2024** Competition has 188 teams representing 14 Clubs competing each week on our outdoor & indoor courts. This is an increase in team numbers competing in our Saturday Winter Competition, which brings us now back to our pre-Covid participation numbers.

We now have the luxury of using our new indoor courts for our NetSetGO and 11U teams, as well as our recently re-surfaced outdoor courts.

Our facilities are first-class and once again the atmosphere, sense of community and love of Netball could be felt at the Jubilee 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 hosted our annual Saturday events including Anzac Day and the BCNA Pink May fundraiser, this year in honour of Peta Murphy MP.

A special shout out to all the Clubs who donated fantastic hampers for the Pink Day raffle. They definitely added generously to our fundraising efforts.

Netball Connect Live Scoring on Saturdays continues successfully. Thanks to all coaches & team managers who co-ordinate their teams & the parents who offer to score each week.



# COMPETITIONS

## EVENING COMPETITIONS

**Evening Competitions** finally moved into the new Stadium in September. After playing outdoors all winter we are incredibly thankful for the patience of our teams – enduring far longer than anticipated outside in the cold.

We excitedly welcomed 80 teams to social womens' and mixed competitions 4 evenings each week.

Nearly 100 teams joined in January 2024 for Season 1, hosting around 800 players. The evening competitions provide opportunities for physical and mental health, playing an average of 40 weeks of regular games each year.

These competitions are a great place for Saturday Umpires to develop. Moving from a mostly Junior competition to regularly Umpiring adults can be challenging and this is a key part of the Umpires' journey.

We also welcomed Volleyball to our courts 3 evenings per week and enjoy watching their members choose to play netball too.

### CURRENT COMPETITIONS

- MONDAY JUNIOR PREMIER
- TUESDAY MORNING WALKING NETBALL
- TUESDAY EVENING OPEN WOMEN
- WEDNESDAY NETSETGO SKILLS
- WEDNESDAY EVENING OPEN WOMEN & OPEN MIXED
- THURSDAY EVENING WALKING NETBALL
- THURSDAY EVENING OPEN WOMEN
- FRIDAY AFTER SCHOOL TERM 2/3
- SATURDAY WINTER
- SATURDAY NETSETGO SKILLS
- SUNDAY OPEN MIXED

### UPCOMING & NEW COMPETITIONS

- MONDAY JUNIOR PREMIER SPRING
- WEDNESDAY AFTERNOON YOUTH MIXED
- THURSDAY MORNING OPEN WOMEN
- FRIDAY AFTER SCHOOL TERM 4
- SATURDAY SPRING



# COMPETITIONS

## MONDAY JUNIOR PREMIER COMPETITION

In 2023 we launched our **Monday Junior Premier** Spring Competition which was a huge success, running for 10 weeks. Squad Season is officially over at the end of the Winter Season, so players returned to their Clubs & formed Club teams to enter into this new competition. It was a fantastic opportunity for our current and aspiring Squad players to retain match fitness leading into Squad trials.

Our Monday Junior Premier Competition continued to thrive in 2024 with Squad teams representing the Mornington Peninsula and surrounding regions. We had competing teams from our own FDNA Squad and Peninsula Academy, MPNA Squad, NNA Squad along with some independent teams from Clubs. We had a total of 42 teams competing across the competition from 11U through to 17U across all divisions. We were excited to be able to hold the majority of matches for this year's Premier Competition on our new indoor courts.



## MIXED NETBALL

We continue to welcome and support the inclusion of everyone participating in Netball at FDNA. We have a thriving **Open Mixed Netball Competition** on Sunday and Wednesday evenings, and we continue to work towards providing a pathway to encourage growth in the number of junior boys participating in our Saturday Competitions. We had multiple Mixed teams in our 15U & 17U Divisions for Winter 2024, and we are launching a new Youth Mixed Competition on Wednesday afternoons later in the year. Our Friday After School Competition is fully inclusive of Mixed teams.



## WALKING NETBALL

It is fantastic to welcome back our **Walking Netball** participants to Jubilee Park Stadium this year. Our Tuesday morning sessions are well attended each week and they are now able to extend their socialising with a coffee in our café afterwards. We have introduced a new Thursday evening session which is starting to build some regular players each week. We welcome new players at any time throughout the year to join our Walking Netball sessions.

# COMPETITIONS

## NETSETGO PROGRAM

**NetSetGO** is the official Netball starter program for kids aged 5-10 years and provides a great chance to learn new skills in fun based sessions. The program delivers fun sessions aimed at teaching basic ball skills & footwork while fostering a love of Netball.

We offer two sessions each week on a Wednesday afternoon at 4.30pm and Saturday mornings at 9.30am. These sessions now run with each school term which allows young players to develop at their own pace before they move on to playing modified games with one of our Saturday Clubs.



## AFTER SCHOOL COMPETITION

Our **Friday After School Competition** was well attended with 34 teams from 6 local schools entered in the 2023 Term 4 competition, proving to be a successful partnership with schools which has been developed over the past years. 2024 Term 1 saw 25 teams enter which is to be expected as school life starts back slowly.

The Friday After School Competition in Terms 2/3 continues to be the main competition with 33 teams from our local schools competing. We offered Yr 5/6, Yr 7/8, Yr 9/10 and Yr 11/12 sections across the board, fully inclusive of players of all abilities and mixed teams. This competition continues to grow, and matches are held on our indoor and outdoor courts.



# COMPETITIONS

## TOURNAMENTS

FDNA hosted a number of tournaments in the last financial year.

The now regular **Peninsula Waves Tournament** was held in August. This presents an opportunity for teams and Associations across the region to engage with Waves and the VNL pathway. The tournament is attended by VNL athletes and Coaches. 76 teams from 11U to 17U age groups participated on outdoor and indoor courts this year.

FDNA hosted an inaugural **Masters Tournament** in November 2023. Players aged 30 years+ competed in age group divisions in the climate-controlled stadium. A wonderful celebration of netball experience and a reminder that netball provides opportunities no matter how much experience we have.

In April 2024 Netball Australia selected Jubilee Park Stadium and FDNA as the host for the 17U and 19U **National Championships**. This weeklong event showcased the best young netballers from across the country. We are proud to share our stadium with our national governing body and the next Diamonds – what a week of incredible netball!

May saw the return of the annual **FDNA Representative Tournament**, where teams from Associations around the state prepared for the upcoming Central East Zone championships. Representative tournaments are designed to provide a training ground for the Talent Identification opportunities that CEZ presents.

Finally in June, Netball Victoria hosted the **Central East Zone Championships** at Jubilee Park. This is the peak of the representative program – with each Association putting their best on court in the 13U and 15U age groups. Nearly 100 teams and more than 2000 spectators pushed the facility and our team to our limits. A wonderful celebration of community Netball.



# UMPIRE'S CORNER

## CELEBRATING SUCCESS: UMPIRE DEVELOPMENT & ACHIEVEMENTS

This year we introduced a new incentive where umpires were watched each week of the 2024 Saturday Winter Season and selected as the 'umpire of the week' for a café award. We selected umpires who showed interest, ran to ensure good positioning for good decisions and made clear confident calls.

Congratulations to our weekly winners:

- Clara Coburn
- Saraya Lang
- Kalani Love
- Tahlia Love
- Rubi Hooper
- Harper Smith
- Keira Place

All of these umpires will go into a draw at the end of the year for a grand prize.

A very successful partnership with YCW Football Netball Club continued this year. This is a valuable relationship which allows us to assess trainees for their practical assessment. Under the National Umpire Development Framework practical assessments must be 10, 12 or 15-minute quarters which has resulted in 12 competent "C" badges being attained, with more candidates by the end of the year.



We have hosted a number "Introduction to Umpiring" and Game & Match Management Workshops to help with developing our badged umpires. We are working with Netball Victoria to attend our Competition and deliver 'From the Sidelines' development for our mentors and umpires.

Our program has over 100 umpires. These numbers demonstrate retention and a great outlook for the future of the FDNA umpires.

### 2023

- 10 Mentors
- 41 Badged Umpires
- 33 Trainees (unbadged but with courtside experience – in training)
- 47 New Trainees (Umpires who have completed the introduction to umpiring workshop and have no courtside experience)

### 2024

- 9 Mentors
- 49 Badged Umpires
- 30 Trainees (unbadged but with courtside experience – in training)
- 48 New Trainees (Umpires who have completed the introduction to umpiring workshop and have no courtside experience with more coming for Spring competition!)

## CONGRATULATIONS TO OUR NEW BADGED UMPIRES

ELOISE DE JONG  
AMELIA DE JONG  
SIA FLASKIS  
LOUISE BENSON  
CHARLI MORGAN

# UMPIRE'S CORNER

## NAVIGATING NEW RULES, EMPOWERING UMPIRES & COMBATING SIDELINE BEHAVIOUR

September 2023 saw the introduction of new rules from World Netball. As a result we held two information sessions and invited Netball Victoria's Ann Castles to present to our umpires and anyone who was interested in learning these new rules.

These sessions were attended by a number of umpires, committee members and mentors.

One of the essential attributes of a good umpire is self-confidence. There is no surer way of developing this than by having a sound knowledge of the rules and their interpretation.

It is not enough to know the written rule, an umpire needs to understand the reason for it, the interpretation necessary in some instances and the aims and "spirit" of the rules.

Discussion with, and questions asked of lecturers and other umpires at umpiring courses provides the theoretical knowledge essential for improvement.

We saw an increase in negative sideline comments from spectators. After a discussion with a committee member from Baxter, we created a social media campaign around awareness of our young umpires and the impact of spectator behavior.



These are just a few of the posts that you may have seen throughout the year as we try to combat poor behaviour of spectators, players and coaches.

Thank you to the umpires who have contributed.



# FDNA SQUAD

## FDNA SQUAD SHINES IN PREMIER COMPETITION & TOURNAMENTS: A SEASON OF STELLAR PERFORMANCES & MEMORABLE MATCHES

Our Squad teams played in the FDNA Monday night Premier Competition against other Associations from our local area including Mornington Peninsula Netball Association, Nepean Netball Association, Chelsea Netball Association, Peninsula Academy, as well as some individual teams which made for a terrific competition.

Congratulations to those teams who made it into the finals:

- FDNA 13U Diamonds
- FDNA 13U Opals
- FDNA 13U Sapphires
- FDNA 15U Diamonds
- FDNA 15U Opals
- FDNA 17U Diamonds
- FDNA 17U Opals

There were several tournaments at which our Squad teams represented FDNA as listed below:

- Mountain District
- Central East Zone (hosted by FDNA)
- Caulfield & District
- Springvale & District
- FDNA Tournament
- MPNA Tournament
- Peninsula Waves Tournament

Our 15U Sapphires had a great day out at the Springvale & District tournament taking out the grand final.

We were incredibly fortunate to be able to have our 17U's play an exhibition match against the PENs 17U side in the lead up to one of our Waves home games. What a show they put on in front of the Waves home crowd.

Our Waves home games also saw opportunities for some of our 13U's to display their talent against MPNA in a curtain raiser for our VNL side.



# FDNA SQUAD

## TALENT IDENTIFIED ATHLETES

We had 8 players Talent Identified which is an enormous achievement for these players and testament to the work they have done throughout the year.

### CONGRATULATIONS

ALEX - GD/GK  
CHARLIE - GA/GS  
HANNAH - MID  
CHRISTIE - GD/GK  
HARPER - GA/GS  
ELOISE - GS/GA  
RUBY - MID  
LUCY - GK/GD



## THANK YOU

We would like to formally thank our coaches and parents for their time and dedication to the athletes. There were weekly games and training and a significant number of tournaments, and we understand the commitment it takes to be part of the FDNA Squad.

Thank you to Lorna and Penny for the work that they have done throughout the year. We are sure the families and children have benefitted from the efforts they have made.



# PENINSULA WAVES

## A YEAR OF FIRSTS, TRIUMPHS, AND GROWTH AT PENINSULA WAVES

The end of 2023 was exciting and busy as we moved into the brand-new Jubilee Park Stadium.

Peninsula Waves and Peninsula Elite Netball trials were the first big event we hosted on the new courts and new facilities. We had 250 athletes trial and 86 were successful in joining our programs for 2024.

We first all got together when we hosted an elite camp over 2 days in November at the stadium. The facilities worked so well: We used the courts for netball-based training and testing, and we used the function rooms to host guest speakers, have group information sessions as well as yoga and pilates.

2024 was a year of firsts, the first year with the new VNL (Victorian Netball League) structure and the first year in the amazing Jubilee Park Stadium as our home base. Highlights were hosting 4 home games at Jubilee Park, including one VNL Regional Round where we hosted 6 VNL clubs.

Peninsula Waves Pathway Athlete, Olivia Wilkinson, was recruited by West Coast Fever in the Suncorp Super Netball Competition, and we were thrilled for her to be recognised and reach the top level. We loved watching her thrive as she debuted and played for the Fever.

We welcomed lots of young and new Championship players in 2024. They have been an amazing group of athletes, hardworking, positive and they all improved and grew over the year.

It was tough to not win a game the entire year, but they continued to support each other and represent the club proudly. We saw so much improvement over the season and are hoping to recruit some experienced players to compliment them and continue to build the club in that area.

Our inaugural 23&U team was an exciting team to watch. These carefully selected athletes who aligned with the Peninsula Waves values and culture showed talent with the ability to play Championship. They started slowly in the first few rounds but once they found their groove they were unstoppable continually winning the majority of their games and becoming known for their 'come from behind' wins. Beating all top 4 sides throughout the year, they were bitterly disappointed to miss finals by percentage.



## PATHWAY ACHIEVEMENTS

### 19&U State top 50:

Charlize Gabel Joseph

### 17&U State top 50:

Sienna De La Sota, Ash Holzer, Issy Covey

### Australian Netball Championships Championship Collingwood Team:

Olivia Wilkinson (Grand Final MVP)

### VNL League Awards:

Charlize Gabel-Joseph – 23&U Hot Shot Award

We look forward to continuing to offer pathway opportunities to young netballers and opportunities to those in grass roots Netball.

# PENINSULA WAVES

## TRIUMPHS & TRIALS FOR 19&U, 17&U, & OPEN TEAMS

We had five development teams competing at Waverley Netball Centre as part of our VNL development program including two 19&U teams, two 17&U teams, and an Open team.

19&U – An inaugural 19&U Super series competition was opened on Friday nights at Waverley Night Netball Competition. After grading, both our teams were placed in the top grade.

It was an up and down season for both teams. Unfortunately, long term injuries were common in that age group depleting the teams, especially our Haynes 19s. Team Vickery were incredibly competitive finishing the season middle of the ladder.

We are awaiting to hear from Netball Victoria on a VNL development 19&U program and may participate in this in 2025.



17&U – Both our 17&U Teams had a phenomenal year, both finishing second on the ladder in their respective grades.

17&U Haynes was in section 1 Premier 17s at WNNA. They made it all the way to the Grand Final but unfortunately were overrun by a formidable team on the night. They were such a talented bunch and have very bright futures.

17&U Wauchope also finished second on the ladder, but were unfortunately knocked out in the Preliminary Final. An amazing season regardless showing a lot of promise, we hope to see these athletes continue in our pathway!

Our Wave Hunter VNL Open Development was made up of our VNL training partners. The team had a great season and were a great group of athletes. A tricky team to be a part of at times with athletes often on restrictions for VNL call ups. They all made us proud, adapted to changes and welcomed all players.

# PENINSULA WAVES

## PENINSULA WAVES: A YEAR OF EXPANDING PROGRAMS & GROWING NETBALL ENGAGEMENT

We continue to offer clubs and schools the opportunity to have Peninsula Waves coaches and players come to their training sessions and this grew rapidly over the year with coaches booked throughout the year at different schools, clubs, and private sessions.

We opened new initiatives with one-on-one sessions and small group training, squad prep clinics and specialist goaling with Melbourne Vixens, Mwayi Kumwenda, which were all popular and booked out quickly. We also ran All Abilities Clinics both at Jubilee Park Stadium and in schools.



Our annual Peninsula Waves Tournament was played in August and proved to be a well-attended tournament once again.

Peninsula Wave School Holiday Clinics continue to grow in participation with 1200 attendees over the year.

The love for Netball on the Peninsula and beyond is strong and growing and we love being able to support players and coaches in their development. Our Division 1 Mixed team is about to kick off their MLeague season, and we are proud to continue to be building our pathways to include Men's Netball and our Male Training Partner Program.



# PENINSULA DEVELOPMENT ACADEMY

## PENINSULA DEVELOPMENT ACADEMY SEES REMARKABLE GROWTH & SUCCESS

Peninsula Waves Development Academy is for young athletes looking to join their Association's representative Squad.

Players who weren't successful at their Association's selections are afforded an opportunity to access experienced Coaches and develop their skills to help them at the next year's Association trials.

Open to players from any association or region, the Academy program plays a weekly match and trains monthly.

25% of players in our inaugural year were selected for representative programs for 2024. For Season 2024 we increased from five to six teams and took on an additional 10 training partner positions.

This season we have seen amazing progress in the skill development of the players. We have two teams set to play finals in the Monday Night Junior Competition. We competed at the MPNA and Peninsula Waves tournaments with some great results against representative teams. It's been fantastic to see our players form friendships and on-court connections with players from different Associations. Academy players come from FDNA, MPNA, CDNA, KDNA and WGNFL.

Thank you to all our coaches that were so passionate about supporting our athletes on their Netball journey: Sue Hawkins, Jess Cox, Kelly Haynes, Charlotte Bellsmith, Andrea Grancourt, Cindy Plowman, Abbie Frew and thank you to Connor Drysdale and Michelle Covey for their assistance.

We look forward to holding our trials for 2025 in November.



# MARKETING

## BRAND GROWTH

### FDNA- FACEBOOK

131.6K

REACH

9.7K

CONTENT INTERACTIONS

1.1M

IMPRESSIONS

+44.3%

OVERALL REACH INCREASE

228

TOTAL POSTS

### FDNA- INSTAGRAM

13.9K

REACH

1.5K

FOLLOWERS

+100%

OVERALL CONTENT INTERACTIONS INCREASE

### PENINSULA WAVES- INSTAGRAM

25.5K

REACH

2.6K

FOLLOWERS

+100%

OVERALL CONTENT INTERACTIONS INCREASE

### PENINSULA WAVES- FACEBOOK

251.8K

REACH

16.3K

CONTENT INTERACTIONS

1M

IMPRESSIONS

+237%

OVERALL REACH INCREASE

240

TOTAL POSTS

For FDNA, the Facebook page has reached 131.6K users, with a strong overall Facebook engagement increase of +26.1%. The Instagram reach is 13.9K, contributing to a total of 228 posts across platforms. Additionally, the Facebook impressions have soared to 1.1M, highlighting the growing online presence.

For Peninsula Waves, the Facebook page has reached 251.8K users, showcasing an impressive overall Facebook engagement increase of +111.6%. The Instagram reach has climbed to 25.5K, with a total of 240 posts. The Facebook impressions stand at 1M, reflecting the significant brand growth and digital engagement.

# MARKETING

## CONTENT PERFORMANCE



▶ 2.1M  
 ❤️ 107K  
 💬 936  
 ↻ 267  
 📌 3309



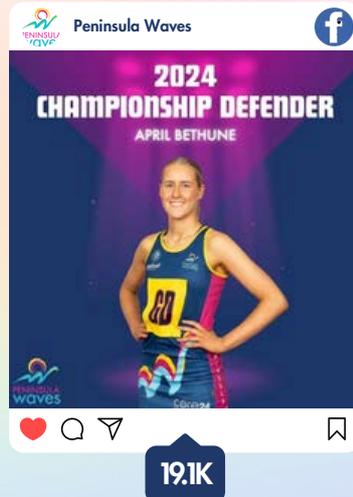
▶ 604.1K  
 ❤️ 55.1K  
 💬 288  
 ↻ 570  
 📌 1749

In the past year, Peninsula Waves have achieved substantial growth on TikTok, underscoring the success of our strategic focus on digital engagement. Our follower count has increased from 343 in 2023 to 1,211 in 2024, representing a notable expansion of our online community. The total number of likes on our content has surged from 4,079 to 170.1K, driven in part by two highly successful videos that went viral, amassing 2.1 million and 604.1K views, respectively.

This impressive performance is the result of prioritising TikTok as a key communication channel, supported by the introduction of a TikTok content planner to ensure consistent and impactful posting throughout this financial year. This approach has significantly enhanced our visibility and engagement on the platform, solidifying Peninsula Waves' presence in the digital landscape.

## CONTENT PERFORMANCE

TOP PERFORMING POSTS FROM FACEBOOK & INSTAGRAM (July 1 2023 - June 30 2024)



# MARKETING

## SUMMARY OF STRATEGIC GOALS & ACHEIVEMENTS

At the start of the year, FDNA conducted a comprehensive review of our Strategic Priorities, resulting in the establishment of key goals for the Marketing Department. These goals centered around four primary areas: Growth, Play, Connection and Leadership.

### TO GROW

We aimed to enhance girls' and women's participation, promote new and existing programs, foster community engagement, and support our clubs. This was achieved through targeted promotion across various channels, including social media platforms, stadium TV screens, posters, multiple websites, LinkedIn, and MailChimp. Innovative social media concepts, such as the "Umpire's Corner," were introduced to increase our community profile by highlighting umpiring challenges and new rules. Additionally, we actively supported clubs by showcasing pathway opportunities, celebrating successes in newsletters, and promoting Netball Development Clinics.

### TO PLAY

Our focus was on promoting a zero-tolerance stance on poor behavior and showcasing special rounds for our members. This included the promotion of inclusivity through Pride Round, First Nations Round, and Disabled Netball Clinics. We shared relevant content from governing bodies and experts, and launched an umpiring campaign to highlight the challenges faced by our umpires. Special rounds, such as BCNA Pink May, Frankston Police Community Engagement Day, ANZAC Day, and Waves home games, were heavily promoted to boost community engagement and event attendance.

### TO CONNECT

Connecting our wider community with FDNA's programs, pathways, opportunities, and events was a priority. We planned and executed marketing campaigns that promoted FDNA, Waves, and Jubilee Park Stadium (JPS), using both digital and physical assets. We also ensured effective communication with our nearly 3,000-member database through quarterly digital newsletters and maintained up-to-date information across all three of our websites.

### TO LEAD

Our strategy focused on leveraging technology to enhance communication efficiency and effectiveness. This included the creation of digital assets and strategic direction for the new stadium technologies, such as TV screens, music systems, and cloud-based programs. We streamlined social media efforts through quarterly analysis and continued to expand our digital presence across all platforms associated with FDNA, Waves and JPS.

These strategic initiatives have laid a strong foundation for continued growth and engagement within our community, ensuring FDNA's role as a leader in promoting and supporting Netball.

# MARKETING

## MOVING FORWARD

As we embrace the opportunities presented by our new stadium, our focus remains on overcoming the challenges of communication, promoting a wide array of programs, and staying connected with our members and the broader community.

1

### OPPORTUNITIES AND CHALLENGES

Transitioned into the new stadium, offering increased opportunities for members and the wider community.

Facing challenges in effectively communicating and promoting:

- Existing and new programs
- Inclusivity initiatives
- Sharing information
- Brand exposure
- Netball pathways and development
- Stadium hire
- Special rounds and key dates

2

### TECHNOLOGY AND TRAINING

Ongoing learning of new stadium technologies, including programming, equipment, and scheduling.

Continued growth in communication assets and processes through best practices.

Essential need for additional training and increased staff hours to support Marketing's growth.

3

### INNOVATION AND ENGAGEMENT

Introduction of new initiatives such as:

- Waves Media Day
- BCNA Pink May for the Frankston Sporting Community

Potential future JPS Podcast

LinkedIn for FDNA & JPS

Aiming to stay relevant and connected with members and the wider community through these initiatives.

## FOLLOW US ON OUR SOCIALS



peninsulawaves



Peninsula Waves



peninsula\_waves



fdna\_netballll



Frankston & District Netball Association



Frankston & District Netball Association



Jubilee Park Stadium

# CAFE

## Statistics - Number Sold



Coffee  
13635



Cold Drinks  
12854



Toasties  
2980



Nuggets and Chips  
1986



Chips  
5727



Cookies  
951

202,328

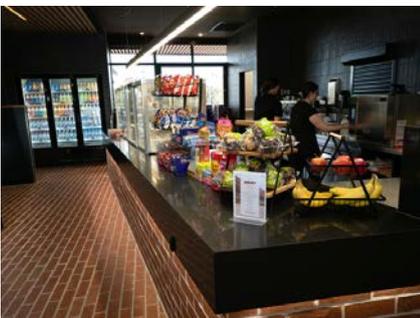
NUMBER OF VISITORS

38-40

AVERAGE HOURS STAFFED ON A SATURDAY

6

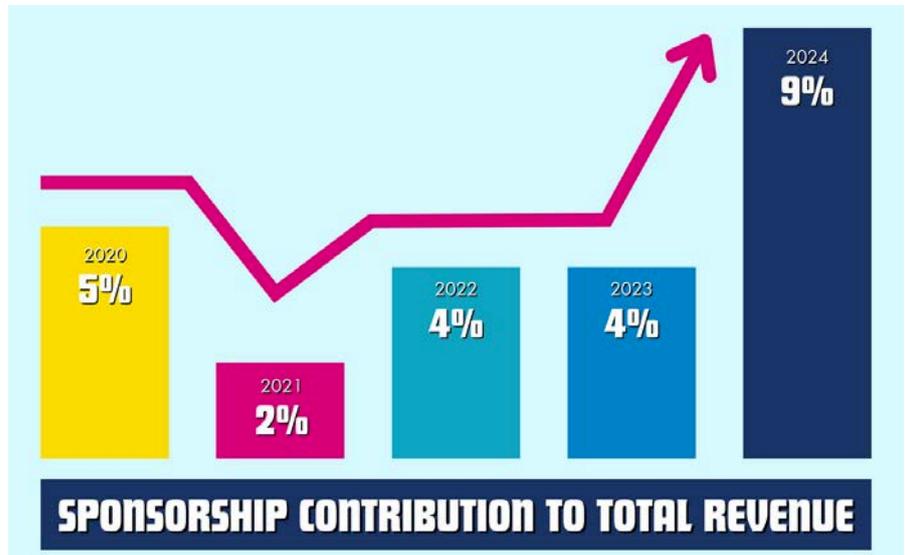
NUMBER OF STAFF EMPLOYED



# COMMUNITY PARTNERSHIPS

## SUSTAINING SUCCESS: SPONSOR RETENTION & GROWTH

The focus going into the 2023/24 year was to retain all sponsors who purchased an outdoor court the previous year, whilst offering them much-deserved recognition within the stadium.



All outdoor sponsors stayed on board, with our sincere thanks going to:

- **Court 1** – Len Barda at Bendigo Bank Carrum Downs & Marriott Waters
- **Court 2** – Peninsula Grammar
- **Court 3** – Toorak College
- **Court 4** – Frankston Tyrepower
- **Court 5** – Dr Ravi and his team at Orthodontic Specialists of Melbourne (OSM)
- **Court 6** – Woodleigh School
- **Court 8** – Frankston RSL
- **Court 9** – Vicki Sayers and her team at RT Edgar in Mount Eliza
- **Court 10** – The Sawicki family at Bay City Auto Group
- **Court 11** – Peninsula Sports Medicine Group (PSMG)
- **Court 13** – VACCA: Victorian Aboriginal Child and Community Agency

A particular thank you is extended to Bendigo Bank, Frankston Tyrepower, Frankston RSL and Peninsula Sports Medicine Group who have been supporting FDNA for decades.

**COURT 1**: Bendigo Bank

**COURT 2**: Peninsula Grammar

**COURT 3**: Toorak College

**COURT 4**: Frankston Tyrepower

**COURT 5**: Orthodontic Specialists of Melbourne

**COURT 6**: Woodleigh School

**COURT 7**: Frankston YCW FNC Stonekittens

**COURT 8**: Frankston RSL

**COURT 9**: RT Edgar

**COURT 10**: Bay City Auto Group

**COURT 11**: Peninsula Sports Medicine Group

**COURT 13**: VACCA



# COMMUNITY PARTNERSHIPS

## STRATEGIC SPONSOR SPOTLIGHT: ENHANCING VISIBILITY WHILE PRIORITISING KEY PARTNERSHIPS

We remain committed to minimising the number of sponsors we profile at the stadium in order to give existing sponsors the best chance at a greater return on their investment, whilst finding alternative ways to promote them for maximum effect. Promotional programs we put in place included:

- Flyers and posters on the sponsor shelves at reception
- Custom-printed coffee cups with QR codes to their businesses
- Posters over drinking fountains, highly frequented areas and on the backs on toilet doors
- Videos and images playing on our stadium TVs
- We also created our first TVC that played online during VNL games and on the TVs throughout the stadium, which provided terrific exposure for 4 core sponsors that are heavily involved with Peninsula Waves: Frankston Tyrepower, Core24, OSM and PSMG

Throughout this time, we also began growing our list of secondary sponsors, and are continually gaining traction in finding sponsors that directly benefit our netball clubs, pathway programs and social competitions.



# COMMUNITY PARTNERSHIPS

## BUILDING STRONGER TIES: 2023/24 SPONSORSHIP SUCCESSES ELEVATE ATHLETE EXPERIENCE

- OSM remained as our ball sponsor for 2023/24, ensuring that all athletes who play at FDNA were able to play with affordable quality netballs, combined with the opportunity to personalise them with club logos. Dr Ravi has already extended his support for next year.
- We relaunched the Peninsula Waves player sponsor program to give back more to both the sponsor and the program.
- Frankston Tyrepower signed on as our VNL Home Game Function naming rights sponsor, ensuring these events were kept at a minimal cost for players and families.
- We signed Wanderers Australia as the naming rights sponsor for our end-of-season Squad celebration, resulting in less cost for families to attend this event.
- We signed our first Spring Season Social Comp naming rights sponsor: Cptn Jack's at Yaringa Harbour, in exchange for Best on Court vouchers, which were distributed to social players over the spring finals season.
- We've also begun a relationship with StrapIT tapes, meaning all athletes are able to purchase high-quality sports tapes at the stadium for greatly reduced prices.

We would like to thank all new sponsors for coming on board throughout the journey, and all existing sponsors for extending their support.

We remain committed to finding ways to generate incentives to assist our Peninsula Waves players and coaches, pathway programs, and to help ensure that clubs, players and athletes of all ages and abilities choose to play at Jubilee Park Stadium.

### SUPPORT THOSE THAT SUPPORT YOUR SPORT

		<b>TYRES/ALIGNMENTS</b> (03) 9783 2427	
		<b>FUNCTIONS/ENTERTAINMENT</b> (03) 8792 4400	
		<b>ORTHODONTICS</b> (03) 9791 9440	
		<b>HOME LOANS, Len Barda</b> (03) 9782 9788	
		<b>TOORAK COLLEGE</b> (03) 9788 7200	
		<b>PENINSULA GRAMMAR</b> (03) 9788 7777	
		<b>WOODLEIGH SCHOOL</b> (03) 5971 6100	
		<b>REAL ESTATE, Vicki Sayers</b> 0410 416 987	
		<b>NEW &amp; USED VEHICLES</b> (03) 9784 4444	
		<b>BECOME A FOSTER FAMILY</b> (03) 8796 0700	
		<b>HEALTH CLUBS</b> (03) 9781 5533	
		<b>INTERNATIONAL SPORT TOURS</b> (02) 7209 4940	
		<b>TEAM PHOTOS</b> themaninthestands@gmail.com	
		<b>TEAM UNIFORMS</b> 0416 770 677	
		<b>TEAM TROPHIES</b> (03) 9789 4979	



# A FINANCIAL YEAR IN REVIEW

This year, we saw the association occupy the new stadium. It is excellent to see netball being played in the new stadium, along with all the other sports that now make up part of the operations.

For the financial year ending June 30, 2024, we have posted a \$51,108 loss. This was due to several contributing factors, with the main one being the move into the new stadium. This, of course, incurred expenses that were unknown. One significant expense that stands out is the cost of electricity, which no one was able to predict or budget for as it was simply unknown what it would cost to run a facility like this. Another expense that saw significant growth was wages; upon opening, there was the need to provide additional staffing hours to allow for training and stadium familiarisation.

Key assets that have been purchased over these twelve months include:

- Tip and Roll Stadium Seating
- Function room fit out – Tables | Chairs | Lectern
- Stadium IT network
- Café equipment
- Vending Machine
- Sports equipment

Like last year one of the drivers that caused a loss is the need to phase income over 12 months when the cash is received at one time. This means that some income is reported in this financial year and some in the next reporting period.

Our bank accounts remain in a healthy position, allowing us to make sound decisions concerning the operation of the new stadium. With our business continuing to grow, we will continue to invest in the facility's operations.

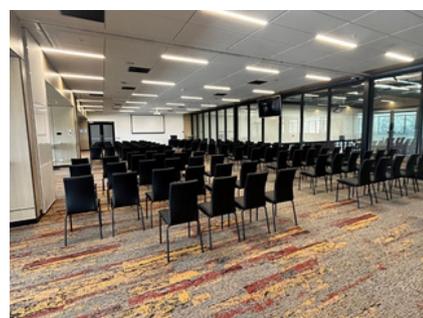
I would like to acknowledge the mountain of work the management team has done to get the stadium operational. Thank you to the operations team for navigating the steep learning curve to get the stadium up and operating.

A special thank you must go to the Board of Management and the Finance Subcommittee, who all volunteer their time to provide strategy and guidance for the association to operate.

Finally, thank you to all our clubs and stakeholders who have helped us realise the potential of this fantastic new stadium. We are looking forward to another successful year.



Damien Pepper  
Treasurer



# A FINANCIAL YEAR IN REVIEW

## FRANKSTON & DISTRICT NETBALL ASSOCIATION INC.

A.B.N. 16 440 339 856

BALANCE SHEET AS AT 30 JUNE 2024

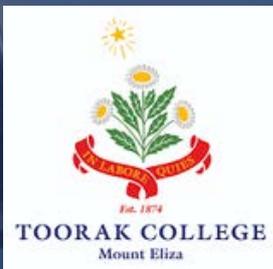
	Note	2024 \$	2023 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	2	440,258	388,615
Trade and other receivables	3	207,406	140,779
Other current assets		2,664	-
<b>TOTAL CURRENT ASSETS</b>		<b>650,328</b>	<b>529,394</b>
<b>NON CURRENT ASSETS</b>			
Plant and equipment	4	157,504	175,869
<b>TOTAL NON-CURRENT ASSETS</b>		<b>157,504</b>	<b>175,869</b>
<b>TOTAL ASSETS</b>		<b>807,832</b>	<b>705,263</b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	5	114,097	82,196
Income in advance		179,964	112,297
Provision for employee entitlements	6	107,972	90,461
Hire Purchase Liabilities	7	23,081	19,919
<b>TOTAL CURRENT LIABILITIES</b>		<b>425,114</b>	<b>304,873</b>
<b>NON CURRENT LIABILITIES</b>			
Finance loan		13,678	24,041
Loan - Frankston Sunrise Rotary Club		59,908	-
Hire Purchase Liabilities	7	20,865	36,974
<b>TOTAL NON CURRENT LIABILITIES</b>		<b>94,451</b>	<b>61,015</b>
<b>TOTAL LIABILITIES</b>		<b>519,565</b>	<b>365,888</b>
<b>NET ASSETS</b>		<b>288,267</b>	<b>339,375</b>
<b>EQUITY</b>			
Accumulated funds		288,267	339,375
<b>TOTAL EQUITY</b>		<b>288,267</b>	<b>339,375</b>

**FULL AUDITED REPORTS AVAILABLE UPON REQUEST**

# JUBILEE PARK STADIUM SPONSORS



Community Bank  
Carrum Downs and Marriott Waters



orthodontic specialists  
of melbourne



