



Bendigo City FC

Annual Report 2023

Includes financial statements for the Bendigo City FC financial year ending 31 October 2023

Bendigo City FC Inc.
Incorporated association: A0062136R
ABN: 79 787 685 139



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About Bendigo City FC Inc.

Incorporated: 2014.

Bendigo City FC exists to provide an opportunity for aspirational footballers of all ages, from Bendigo and surrounding regions, to participate in their sport at the highest level possible. We support junior players in exploring and maximising their potential as footballers, along with a holistic focus on personal growth and overall wellbeing. We also represent Bendigo and the Central Victoria region in the bigger world of Victorian football through both our Junior National Premier League (JNPL) teams and Senior Men's State League (MSL) teams.

Vision:

Contribute to the growth of football, and the development of a richer football community, through successful junior and senior programs.

We strongly believe:

- In ensuring local players have the ability to participate in football at a level appropriate for them.
- Aspirational players should not have to endure the detrimental quality of life impacts of travelling to Melbourne to access junior NPL or senior MSL football.
- To fulfil our mission, we must be part of an integrated pathway between all soccer programs in this region.
- Bendigo is a thriving regional population, with great sporting history, that should have a presence in the bigger world of Victorian and Australian football

Values

1. **Development:** Continuing to be better in everything we do, both on and off the football pitch.
2. **Commitment:** To be better requires a commitment to personal effort, to achieving and to those around us.
3. **Respect:** We respect teammates, club members, officials & opposition. This is a reflection on us as individuals and a club.
4. **Achievement:** In order to develop and be our best, we must value and celebrate success. Whilst we accept the lessons and growth that comes through failing, we continually aim to achieve success.

Contact details

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Social media

Facebook: www.facebook.com/bendigocityfc/
Instagram: www.instagram.com/bendigo_city_fc/
LinkedIn: www.linkedin.com/company/bendigocityfc/about/



Report from the President

Peter Anderson

There are many ways to judge a successful season.

Bendigo City Football Club (BCFC) faces many challenges every year as one of only a handful of regional clubs competing in the National Premier Leagues competition. It takes a large contingent of people contributing across many areas of the club to make each year achievable. The committee of management, our technical director, coaches, and managers play a large part in delivering the season, but it would not be possible without the band of members (parents) who chip in and do the many roles across the club. From ground marshals to canteen workers to making sure the signs, nets and flags are out ready to go, the club could not be successful without you.

To the committee of management, thank you! The season is long and seems like it doesn't end. Well, it really doesn't. When one season finishes the work begins for the next season. Everyone on the committee needs a huge congratulations for the time and effort they give to make the club more successful than the previous year. Setting up kit orders, chasing sponsorship, working with Council, our cotenants, Football Victoria, and all other stakeholders, it is a mammoth task. Each year the club encourages people to get involved. If it's not being a part of the committee of management, then please consider reaching out to help with things like fundraising or organising an event as part of a team.

Every season our players continue to amaze with their dedication and resilience. From our senior teams right down to our SAP kids. Nathan Claridge and his team of coaches have put in a tremendous amount of work to deliver a very impressive season. I will allow you to read the successes of our teams in the Technical Directors report, but I would like to acknowledge just a few achievements as well.

Our seniors narrowly missed out on being in a promotion place in the toughest zone in MSL5. This was only the second year of having the senior program back and our very young squad are full of entertainment on game day. Three major achievements for the season are the reserves taking out the championship on the last day of the season; Luke Burns winning the league Golden Boot; and Aidan Lane taking out the league best and fairest award.

Our JBNPL teams had many highlights throughout the season which Nathan will surely address. I would like to congratulate the U18 team and coach Greg Thomas on being the first team from the club to play in division one during the regular season. A wonderful achievement. To the players that have finished their journey with the JBNPL program, the club wishes all the best with what comes next, whether that be joining our senior ranks or forging a path into an U23 NPL team.

This season the Skills Aquation Phase (SAP) program grew rapidly over the season culminating in a term 4 intake of 28 players between the ages of 9 and 12. A huge thank you to Ben McDermid for coordinating such a fantastic program. Finally on the football department front, I would like to personally, and on behalf of the whole club, thank Nathan Claridge for not only his work as TD but for all the extra work he does to help the club keep ticking and improving.

BCFC does not get on the park without assistance. To our sponsors and contributors UCS, The Deck, Chateau Dore', Bendigo & Districts RSL, Gold FM, Stoneman's IGA and Strategem we say a huge thank you and long may we continue our partnership and grow our relationship. To all members of our club who either have a business, know someone who does, or just have a good suggestion, please think about getting in touch with someone from the committee. The more support we have as a club the greater the football product and experience we can deliver.

In July we hosted the Avondale NPL1 team in their fixture against Dandenong Thunder. The relationship we have Avondale was forged several years ago through our collective relationship with UCS and continues to grow each year. There have been several events over the years that have highlighted this relationship, however, to have Avondale, who went on to complete the double for 2023, play for points in Bendigo was a huge thrill. Avondale have also just had their bid accepted to be an inaugural member of the National Second division which is a testament to their drive and ambition. We look forward to seeing more events and thank Anthony, Sam and the rest of the team at Avondale for continuing to develop the friendship between our clubs.

A special mention to Nicole Walker who set up a - 5 - fantastic event for our friends at UCS. All in attendance were very impressed! Also, to set up an NPL1 game day is a massive task. Many people volunteered across the day and donated their time and resources to the day. Thank you very much to Matt O'Toole and family who provided the club with the scaffolding for NPLTV to stream the match live (a requirement for all NPL1 clubs). This generous contribution saved the club a great deal of money on the day. The City of Greater Bendigo had the facility looking fantastic despite the weather. Glenn Morrison, Glenn Walker, Reg Scholtens, and Rachel James (along with many other volunteers) made sure the canteen and bar was always stocked and always available. Their commitment was across the whole season as well as very much appreciated by all on this day.

Looking forward to the 2024 season, a lot of work has already been done to have our club ready to go from the very first whistle. Our friends at 'Ultra Football' are busy preparing all the gear, which would not be possible if not for the tireless work of Reg and Rach in particular who have been busy compiling the orders. As the club grows year after year it is vital that we all contribute in some way. I ask that everyone involved at the club have a think about what skill set they could bring to game day or any other aspect of the club.

While the positions on the committee of management are limited in numbers, there are many roles our members can take (big and small) that will be of great value and will improve the football experience for our players, parents, and supporters. I wish all returning and new committee members all the best for the season. We are a unique club that strives for greatness in all areas.

Go Bendigo City FC!
Peter Anderson
BCFC President



Football report

Nathan Claridge – Technical director

Season 2023 was a remarkable one for our football program, marked by significant achievements and notable progress. We achieved the highest win/loss ratio in our club's history, which is a testament to the hard work and dedication of our players and coaching staff. Several years ago, we set out to reestablish integrity in our program, addressing key issues that we believed would catalyze a turnaround. One of these was embracing a winning culture and performance outcomes as a critical element of a junior development program. The win/loss ratio in 2023 is an indication that we are moving in the right direction.

One of the most significant milestones of the season was the qualification of our U18 team into NPL1, making them the first team in our history to achieve this feat. This accomplishment was truly monumental and showcases the talent, and potential, within our junior program. When you consider that one other player in this cohort already left to play for an A-League Academy a few years ago and another headed to Europe where he is currently trialing in Belgium for a professional club, it makes the achievement even more impressive.

In addition to on-field success, we have also made strides off the field. We partnered with ThriveFit, a performance partner, to provide our players with comprehensive support in areas such as strength and conditioning, nutrition, mindset and more. This holistic approach aims to enhance the overall well-being and performance of our players and will be further enhanced in season 2024 based on our learnings this year. Furthermore, we implemented a more thorough player review process, allowing us to assess individual

development and identify areas for improvement. This evaluation system helps us nurture talent and ensure continuous growth within our club.

Our work in player development is being further realised with more former players representing state and national teams in the past 12 months, something we have no doubt will continue.

The season also saw our senior men's team return for their second year following their reintroduction to the club as part of a broader pathway for players. They once again came close to achieving promotion, falling just short in a very tough competition, while our reserves team emerged victorious in their championship, which highlights the depth and talent within our young squad.

Looking ahead, we are focused on building upon this season's success and progress by continuing to build critical football processes that underlie everything we do. We remain committed to creating an environment of excellence and a strong culture of continuous development for our players, delivering the necessary resources and support for them to reach their full potential.

Overall, this season has been a resounding success for Bendigo City FC, both on and off the field. We are proud of our accomplishments and excited for what the future holds.

Nathan Claridge
BCFC Technical Director



Club and Community connections

2023 Autumn Ball

In April 2023, the club held its Autumn ball at The Boardwalk Bendigo, on Lake Weeroona. Over 100 people from our club came together to have a wonderful evening of formalities, dinner, and dancing. Huge thanks to Nicole Walker and the organising committee their terrific support on setting up a wonderful evening.

2023 Presentation night

More than 200 people came together at the end of the year to celebrate our 2023 season, to recognize players from across all teams (seniors and juniors). The night was a huge success, and we thank the venue (Bendigo RSL), the organising team of Rachel James, Reginal Scholtens and Nathan Claridge plus a wide range of volunteers who helped set up and ensure the night was a success.

Evenings such as this are what helps build our club culture and are also what allows the club and its players to celebrate the year. In addition to the team awards this year, the Glenn & Nicole Walker award for the best Club Person in 2023 was awarded to Glenn Morrison. Additionally, the President's award, for recognition by the president to an individual who has contributed to the success of the club was awarded to Nicole Walker.

Relationship with Avondale FC



Our club is proud of the developing relationship with Avondale FC. This has been made possible through mutual sponsor UCS Group and the generous, community-minded involvement of the people at Avondale who are eager to support Bendigo City as we continue to grow in our region.

In 2023 we hosted Avondale FC vs Dandenong Thunder for championship points at our home ground in Epsom. Avondale was very much welcomed by the BCFC community. We have continued to hold many fruitful conversations between both Avondale and with Football Victoria. We very much look forward to continuing this relationship into 2024 and beyond.



Continued Investment in Equipment



In 2023 our club was successful in obtaining a number of Community Grants. These were used to secure additional equipment such as Footballs, bibs and training gear.

We also acquired a state-of-the-art line marker, thanks to a generous grant from the City of Greater Bendigo. Such a machine will allow us to enhance the quality of our facilities and take our events to the next level. Huge thanks to Nicole Walker for all her efforts in helping us secure this grant – and others across Season 2023.

In addition we also worked with the City of Greater Bendigo, AFL Victoria and the Bendigo Pioneers to install a large Flat Screen Television for video analysis.

Spanish night for our JNPL teams

The magic of Spain came alive for our JNPL team in March, when the club hosted a vibrant Spanish Night, filled with laughter, camaraderie, and, of course, the delicious aroma of paella wafting through the air. From the moment our families and players entered the rooms they were transported to the lively streets of Spain though smell and sound. Jose Rodriguez had the Spanish music setting the tone for an evening and the highlight of the night? The mouthwatering aroma of authentic paella prepared by Jose himself!! The teams and families had an amazing night, we can not thank Jose enough for the wonderful food and his friendship to the club!



Strategic Plan



During 2021-2022 season the club undertook a formal strategic planning process led by sport consulting firm Sports Community. This work was assisted through a Community Grant provided by the City of Greater Bendigo. This is an important process in consolidating club recovery and growth from the past few years. It will identify the development and growth pathways the club will pursue over the next five years.

The committee has finalised this document and intend to further deploy this throughout our club community in season 2024.

Communications, media, and social media

In addition to relevant email communication to families, Bendigo City FC is committing to communicate further with its members through a club newsletter in 2024, published bi-monthly. We aimed to deliver this in 2023 but sadly we were unable to find a volunteer to support our intent. However we hope this will change, in 2023 each team also established its own internal communication mechanism.

In 2023, the club continued to developed a freshly designed web page www.bendigocityfc.com.au which consolidates club-related information for the benefit of current and prospective players and parents, sponsors and community stakeholders such as media and government.

Bendigo City has amassed over 2.5K followers on [Facebook](https://www.facebook.com/bendigocityfc) and >430 followers on [Instagram](https://www.instagram.com/bendigocityfootballclub), and this year established a greater presence through the local media with the Bendigo Advertiser publishing in excess of 25+ articles on our club.



Skills Acquisition Program (SAP)



Bendigo City FC has run an SAP (Skills Acquisition Phase) Training program since 2021. The program is endorsed by Football Victoria & provides young players (10-12yrs) with the technical training required to prepare them for JNPL Football. SAP coach Ben McDermid has been running this program since its inception and his continued leadership and development of these young players has been nothing but exceptional. Many of our current BCFC players developed through our SAP program, as a club we are all very thankful to Ben for what he brings to this program.

Current and Past BCFC Players Achieving Success

We are proud to support our community and to play some part in the football journey of many current and past players of Bendigo City FC. Our football department is aiming to build pathways, set players up for success and the results of these amazing individuals below provide us with great pride. Seeing these players achieve success in 2023 is something we should all be proud of.

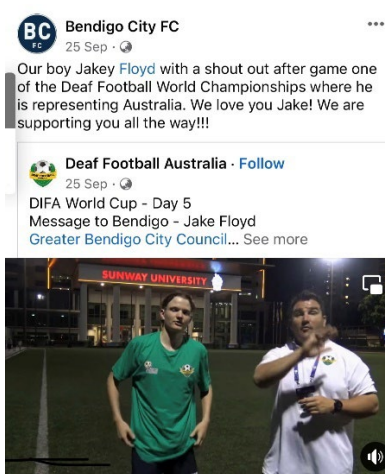
Current BCFC player **Jake Floyd** and former player **Maxi Shanahan** for being selected to represent Australia at the Deaf Football (DIFA) World Championships in Malaysia.

Former Bendigo City FC junior, **Ryan Kalms**, being selected to represent Australian in the U17 Joeys against the Czech Republic.

Former Bendigo City FC Junior, **Joshua Beeks**, made his debut for the Australia Pararoos in November at the IFCFP Asia-Oceania Championships.

Former Bendigo FC Players **Larni Guidice** (U16) and **Emma Wilson** (U14) represented Victoria in the National Championships in 2023 With Emma's team winning the Championships and Larni's team finishing runners up

Our current Senior Captain **Aidan Lane** won the Mens State League 5W Best and Fairest award for Season 2023



Other notable achievements by BCFC during 2023

- Retained Nathan Claridge as Technical Director, he has also recommitted for Season 2024.
- Recruited new committee members with expertise in business and football operations.
- Recruited a team of dedicated MSL and JNPL coaches and assistant coaches.
- Established viable financial operation for 2023
- Established competitive teams playing NPL and pre- NPL. Culminating in the U18 team qualifying for NPL1 in Season 2023.
- Establish senior men's and reserve men's State League 5 teams.
- Continued to develop and grow a Skills Acquisition Phase (SAP) Program (>20 children now participating)
- Minimised bad debts throughout the year.
- Obtained and engaged with sponsors in a more co-ordinated manner.
- Met governance requirements (Consumer Affairs Victorian and Australian Taxation Office)
- Maintained and built on relationship and alignment with Avondale FC, BCFC hosted an Avondale FC Division 1 NPL game at Epsom.
- Held a 2023 Autumn Ball at The Boardwalk.
- Ran two very successful raffles for Mother's Day and Father's Day.
- Improved record keeping and data security through use of cloud storage.
- In July we partnered with ThriveFit and delivered two performance workshops, on Nutrition and mindset.
- Built and launched a new club website.
- Established and/or reconfirmed club policies.
- Improved engagement and communication with BASL.
- Built a deeper engagement and closer working relationship with the City of Greater Bendigo.
- Engaged effectively with Football Victoria.
- Improved financial reporting by implementing standard chart of accounts.
- Secured a Financial partner with Strategem for Season 2023/4
- Met governance requirements (Consumer Affairs Victorian and Australian Taxation Office)

Current and future club priorities

- Recruit JBNPL and pre-NPL squads for 2024
- Maintain senior men's and reserve men's State League 5 teams.
- Improved communications between club and players/parents
 - Finally re-establish a club newsletter
 - Improved social media communications.
- Manage the growth planned for the club.
- Identify committee skills gaps and recruit appropriate committee members for 2024.
- Build on 2023 Skills Acquisition Phase (SAP) Program and grow numbers in 2024.
- Establish Club Honor Boards at the Epsom Huntly Pavilion in recognition of our club history.
- Strengthen relations between our Junior and Senior clubs and improve match day operations for all club members.
- Strengthen Football Operations department and provide additional support to the club Technical Director.
- Partner with the City of Greater Bendigo and other tenant club at Epsom Huntly Reserve on an advance capital plan, for continued development of our premises.
- Finalise strategic plan, continue deployment to make it a living document in our club.
- Increase volunteer engagement at the club during season 2024.
- Retain >75% of playing roster across Senior and Junior teams.
- Improve football opportunities and look to explore the introduction of a development pathway for talented junior / senior girls in Bendigo and surrounding regions.
- Resubmit National Club Development Program in 2024 with aim to increase NCDP star-rating.
- Introduce a new Member Protection Information Officer.

Financial report

Glenn Morrison – Treasurer

Bendigo City FC completed the 2022-2023 financial year with a surplus of \$9,081.47, with net assets of \$79,354.60.

2023 saw expenses exceed expectations, and revenue fail to meet projections. The committee made decisions to balance this as much as practical in order to return the club to a leveraged position. Full credit to the committee, staff, volunteers and members who helped achieve this result in what proved to be a challenging year.

The financial statements presented on the following pages have been prepared by Glenn Morrison and reviewed by BCFC President Peter Anderson.

Notes

- Accounts are prepared on an actual basis.
- Bendigo City FC Inc was not registered for GST during the 2021-22 financial year. The Club has
- As at 31 October 2023 there are no mortgages, charges or securities affecting any of the organisation's property.
- During the financial year to 31 October 2023 the organisation did not act as the trustee of any trust.
- BCFC finances are deposited with the Bendigo Bank.
- To assist in efficient record keeping Bendigo City FC uses the commercial accounting software package QuickBooks.
- For financial reporting purposes under Consumer Affairs Victoria requirements, BCFC is a 'Tier one' association, having a total yearly revenue of less than \$250,000. Tier one associations have an obligation to prepare financial statements that "give a true and fair view of the financial position and performance" of the organisation.
- There is no requirement under the Associations Incorporation Reform Act for a tier one organisation to have its financial statement independently audited or reviewed. However, members can vote at a general meeting to require the organisation to have its accounts reviewed. In some circumstances, Consumer Affairs Victoria can direct a tier one organisation to have its financial statements reviewed.
- The Club is solvent, and able to pay its anticipated expenses as and when they fall due.



2022-23 financial statements

Income statement

For the year ending 31 October 2023, actual.

	<u>Total (\$)</u>		<u>Total (\$)</u>
Income		Expenses	
Football income		Football expenses	
Player registrations – Senior Men	9,272.65	Playing fees - NPL license fee	2,672.72
Player registrations – JNBL	104,364.06	Playing fees - team entry fees	2,720.91
Player registrations – pre-NPL	12,727.29	Playing fees - FV player registration	9,211.82
SAP program	7,000.00	Playing expenses – other	301.70
Total Football income	133,364.00	Physio & medical services	3,476.50
Grants	7,800.00	Line marking	975.27
Sponsorship & donations		Referee fees (senior/reserves)	4,485.00
Sponsorship	24,999.99	Referee fees (JBNPL)	12,780.00
Total Sponsorship & donations	24,999.99	Travelling expenses	74.55
Fundraising		FV fines and appeals	413.64
Canteen & BBQ sales	47,521.14	Football equipment	3,112.84
Event sales	12,418.12	Uniforms	48,044.99
Other fundraising	709.00	Balls, bibs, cones, training items	1,147.50
Merchandise sales	113.63	Team dinners & functions	304.50
Total Fundraising	60,761.89	Trophies & awards	4,254.85
Other income	4,000.00	Presentation nights	7,450.36
Sales of Product income	181.82	Total Football expenses	101,427.15
Services	2,641.77	Personnel expenses	
Total Income	233,749.47	Coaching fees	57,227.00
		Technical director fees	18,000.00
		Training & development	334.09
		Total Personnel expenses	75,561.09
		Fundraising expenses	
		Food & beverage purchases	12,952.66
		Bar purchase	2,476.41
		Event expenses	6,394.71
		Other fundraising expenses	210.44
		Merchandise purchase	3,754.55
		Total Fundraising expenses	25,788.77
		Club operating expenses	
		Sponsorship expenses	1,007.57
		Bank fees & charges	912.50
		Cleaning & waste disposal	2,209.07
		Computer expenses	275.60
		Grant application commission	900.00
		First aid, health and safety	257.57
		Licenses, fees, permits & subscriptions	1,516.90
		Meeting expenses	149.00
		Postage	139.09
		Venue & facility fees	9,651.33
		Total Club operating expenses	17,018.63
Total Income	\$233,749.47	Other expenses	3,636.36
Total expenses	\$224,668.00	Uncategorised Expense	1,236.00
NET INCOME	\$9,081.47	Total Expenses	224,668.00

Balance sheet as of 31 October 2023

	<u>\$</u>
Assets	
Current Assets	
Accounts receivable	12,465.00
Bendigo Bank (club bank account)	65,473.20
Float - Canteen and BBQ	996.40
CoGB EHRR key/fob bond	<u>420.00</u>
Total Current Assets	<u>79,354.60</u>
Total Assets	<u>79,354.60</u>
Liabilities and shareholder's equity	
Current liabilities	
Current BAS Liability*	13,001.00
GST Liabilities Payable	2,825.00
Total Current liabilities	<u>15,826.00</u>
Total Assets	<u>15,826.00</u>
Current liabilities:	
Shareholders' equity:	
Net Income	9,081.47
Retained Earnings	<u>54,447.13</u>
Total shareholders' equity	<u>69,638.85</u>
Total liabilities and equity	<u>69,638.85</u>

* BAS Liability is from Q4 2021, FY 2022 and YTD 2023

Review of financial statements

In accordance with Schedule 1, Regulation 15, Form 1, *Associations Incorporation Reform Act 2012*
Sections 94 (2)(b), 97 (2)(b) and 100 (2)(b)

Annual statements give a true and fair view of financial performance and position of incorporated association.

We, Glenn Morrison and Peter Anderson, being members of the committee of Bendigo City FC Inc. certify that –

The statements attached to this certificate give a true and fair view of the financial performance and position of Bendigo City FC during and at the end of the financial year of the association ending 31 October 2023.

Glenn Morrison
29th November 2023

Peter Anderson
20th November 2023





Bendigo City FC Sponsors 2023

BCFC gratefully acknowledges and welcomes our 2023 sponsors. Special thanks to our major sponsors UCS Group and The Deck for all they do for us as a club. These major sponsors have also committed to return for 2024. We are also really excited to welcome Chateau Dore and the Bendigo District RSL as club sponsors for season 2023, and is also pleasing to say they too have recommitted for season 2024.

Major sponsors



Club sponsors



CHATEAU DORE
MANDURANG VALLEY

Media sponsors



A digital version of this report may be downloaded at:
<https://bendigocityfc.com.au/about/#annualreports>