

2023 Annual Report



Presented at the Annual General Meeting, 26 November 2023

President's report



Spreading the word at the ACU Open Day

What an amazing season to look back on!

Every season, we hope that our esteemed Roys teams will go all the way to finals and beyond. Season 2023 finished with four of our six teams in finals and, on the back of making it to the Premier B grand final, the Senior Men have been promoted to the Premier division of the Victorian Amateur Football Association for the first time in the modern history of the club.

At the same time, the Women's teams under the guidance of new coaches Nathan Jumeau and Jason Valastro, adapted to again being in the VAFA Premier division. It's fair to say that their competitive efforts were often not reflected on the scoreboard.

Sadly, it was our last season having access to the talent, dedication and vision of Luke Mahoney as Senior Men's Coach. There was barely a dry eye at the Redlow when he and Reserves Coach Bernie Carter paid tribute to each other.

Happily, Bernie will again shepherd players through the Men's squads and as coach of the Men's Reserves. His wisdom and knowledge of the club will be invaluable to incoming coach Travis Ronaldson, who we are delighted to welcome as Senior Coach for Season 2024.

We also farewelled club stalwart and Life Member Trent Coleman who has coached the Thirds Division 1 for over seven seasons and moreover, took them to the finals in every one of those seasons. Trent is one of the Fitzroy faithful who wears his love for the club and his players on his sleeve, and we look forward to seeing him around the club and at games for many more years to come.

For the second year in a row, Silvano Inserra and Kane King guided a massive squad of players in and out of the Thirds Premier division and into the Reserves and Senior team, and leading them to a place in the preliminary final. We are very lucky they are determined to fight on until they get to the grand final.

Fitzroy was again successful in having several players named in the VAFA Men's Premier B and Women's Premier VAFA Teams of the Year: Ted Clayton (also named captain), Charlie Faubel, Nathan Ligris, Rhys Seakins and Donovan Toohey for the Men, and Sarah Lynas and Simone Mooney for the Women.

As we move towards the tenth season of our Women's teams next year, we celebrated a number of our foundation players reaching 100 games this season. Liz Olney became the first woman to reach this milestone for the Fitzroy Football Club, followed a few weeks later and Alexa Madden and Luci Murphy. While we'll be watching to see Liz kicking even more goals next season, and Lex returning to the field after taking maternity leave, Luci, captain Cass Blake, and goal-kicking star Erin Gogerly have hung up their boots. We'll miss them all on field but are sure to see them at games and events.

Of course, all of this was only made possible by an outstanding collaborative effort of our players, coaches, and volunteers, working together to achieve this incredible on-field success.

Equally importantly, the off field, inclusive, welcoming culture that is so much a feature of our great club, makes us the best club in the VAFA.

I'd like to say thank you to everyone who has been involved with the club this year – coaches, players and their families, members, life members, supporters and everyone involved in our wonderful Fitzroy community. You have all played your part, and we couldn't have done it without you.

Go Roys!

David Leydon, President

On behalf of the Directors of the Fitzroy Football Club (incorporating the Fitzroy Reds)



Season 2023 overview

In 2023, Fitzroy fielded five teams: Senior Men's and Reserves, Senior Women's and Reserves, Thirds Premier and Thirds Division 1.

To great excitement, the Senior Men won through to the Premier B Grade Grand Final and progression to Premier Division in 2024. After a consistent and impressive season, the Men's Reserves were ultimately unable to make the Grand Final, while the two Thirds teams both made it through to Preliminary Finals.

Our Women's teams returned to Premier Division for Season 2023, with the scoreboard not reflecting the competitiveness of our teams at the highest level.

Our recruitment efforts again resulted in a strong representation of players who pulled on the jumper throughout the season. In total, a total of 167 men and 92 women played a game for the Roys, made up of:

- 🏴 Senior Women: 46
- 🏴 Reserve Women: 53
- 🏴 Senior Men: 42
- 🏴 Reserve Men: 56
- 🏴 Thirds Premier: 64
- 🏴 Thirds Division 1: 46



Handing over of new club jumpers a highlight of every new season

Coaches and club leaders



Coaching the Senior Men to Premier Division

At the end of the season, we farewelled two key coaches: Senior Men's Coach Luke Mahoney and Thirds Division 1 Coach Trent Coleman. We will be forever grateful for their amazing contribution to the Fitzroy Football Club.

We acknowledge the effectiveness of Nathan Jumeau in his first year as Coach of the Senior Women following a few seasons as assistant coach.

We express our gratitude to all our 2023 coaches: Bernie Carter, Trent Coleman, Jack Dalton, Michael Harper, Silvano Inserra, Nathan Jumeau, Kane King, Matt Larkin, Luke Mahoney, Cam McKinlay, Cam Mitchell, Luke O'Connell, Andrew Pettigrove, Michael Phypers, Nick Poerio, Andy Roberts, and Jason Valastro.

Huge thanks also to:

- 🏆 Coaching Director Phil Bunn for his support and guidance to the entire coaching group
- 🏆 Football Operations Director Sharon Torney for continuing to lead our football department
- 🏆 Director of Player Wellbeing & Recruiting Michael Pickering for all his hard work and support.

We were again fortunate to have access to strong leaders and role models in the leadership groups of our teams. Thank you to Senior Men's Co-Captains Ted Clayton and Julian Turner and Fitzroy-ACU Senior Women's Captain Cass Blake and all the team leaders.

Throughout the season, a team of trainers worked hard to keep our players on the field, and we thank them all for their hard work and commitment: Amy, Brooke, Emily, Heli, Jon, Maeve, Sara and Terry.

Player Wellbeing

Aided by our fantastic player wellbeing team – Ross Borland, Jamie MacKay, Gemma Minuz, Luci Murphy, Jaime Nelson, Steph Pitt, and Jack Wotherspoon – the Club facilitated a wide range of wellbeing programs and guest speakers.

Strongly supported by our playing group and senior coaches, these activities were designed to raise awareness of the many different issues that can impact our players' wellbeing and provide practical support to those who may need help and resources to manage issues potentially affecting their wellbeing.

Season highlights

- ✚ Todd Morgan (CEO) and Tim Cook (Program Coordinator) from Outside the Locker Room conducted two sessions on gambling and resilience. These were well received by participating players. Outside the Locker Room, a wellbeing partner of the Brisbane Lions, provides mental health education and welfare support to sporting clubs, schools and workplaces across Australia.
- ✚ Guest speaking presentations at our Thursday night player dinners by:
 - ✚ Dom Condo, Performance Science and Nutrition Manager, Richmond FC, on Performance Nutrition Fundamentals, which was hugely popular with the playing group.
 - ✚ A Q&A session with Jasper Pittard (ex-AFL player) about his footy career including his time at the Fitzroy Juniors, Port Adelaide, the Kangaroos and now his new role as co-founder of Footy for Climate.
- ✚ Georgia Ransome and Tash Giusti from Good People Act Now (GPAN, part of Banksia Gardens Community Services) facilitated two key Respectful Relationship workshops for some 30 new and younger male and female players, covering such topics as gender equality/inequality, violence against women, consent and being an active bystander.
- ✚ The Liminal wellbeing app was again made available to the entire group, of which over 80 players were active users. This app, designed by Will Hams (ex-Essendon player), is specifically designed to help sporting teams manage the wellbeing of their young players and play a proactive role in early intervention and prevention of issues affecting their wellbeing. The resource content focuses on areas such as nutrition, support networks, sleep routines and managing anxieties.
- ✚ Development of a partnership with Clifton Hill Medical Group to provide priority access and, where required, recommended practitioners, to Fitzroy players seeking advice on their wellbeing. Where any players were experiencing financial difficulties, the club provided suitable support to enable players to have access to a consultation.
- ✚ Bernie Wright and Ross Borland established a monthly player support evening at a local venue (club partner, Near and Far Bar) for any male players who wanted to drop in and discuss any topics/issues, including any wellbeing matters.



Thirds Premier 2023 with coaches Silvano Inserra (left) and Kane King

Communications

We were very fortunate that Board members Emily Andersen and Gabrielle Murphy were able to step in to look after Club communications, including social media, when the Women's World Cup took Kasey Symons away for much of the season. Their combined efforts saw a huge uplift in engagement across all social media channels.

The irrepressible scribe Guy Gorilla (aka Marshall Toohey) continued to pen entertaining match reports on the Men's games throughout the season, ably supported during his occasional absences by Garry Gorilla (aka Warwick Green). Joining the Gorilla jungle to provide game-day features on the Women's squads was Joan Gabrielle (JG) Gorilla (aka Gabrielle Murphy). We thank them all for their time in delivering such colourful match-day content to our supporters.

Our fabulous photographers Peter Harrison, Phyllis Quealy and Bernie Wright again provided some great shots of our players in action and brought the Gorilla reports to life – some of which are featured in this report. As with our social media engagement and game day coverage, our imagery is unrivalled in the VAFA.

We also appreciate the continued support of the VAFA Media team who amplify our club content on the VAFA website and broadcasts.

Our website has been a great asset, and we thank Fitzroy IT for their continued support.



Thirlds Division 1 players loved Fitzroy legend Leon Harris coming to training

Events

We had a full program of events in 2023 to mark our 140th season.

The events calendar began on February 26 with the FFC Golf Day held at Latrobe Golf Club, followed by the Season Launch on April 1 at the Fitzroy Victoria Bowling and Sports Club. Both events were attended by players, coaches, directors, sponsors and supporters.

The club held 13 game day events at Brunswick Street Oval throughout the season, with solid attendances at all. These were:

Men's Round 1: Afternoon Tea, April 15

Men's Round 2: Anzac Day Lunch, April 22

Jellis Craig lunch with guest speaker Dr Carolyn Holbrook, and pre-game and half-time Anzac commemorations, which included bugler Fabian Acuna

Men's Round 4: 140th Celebration and Past Players Lunch, May 6

Young Henrys lunch with speakers Harvey Merrigan and Laurie Serafini

Women's Round 6: Pride Game, May 20

LGBTQIA+ representation including visible pride flags throughout the ground, a rainbow on both 50m lines, DJs provided by Yarra Youth Services, player-organised market stalls, and a post-match event for players and supporters

Men's Round 7: Doug Nicholls Lunch, May 27

Stone Hotel lunch with guest speaker Ian Hamm, plus Wurundjeri Welcome to Country and Smoking Ceremony by Uncle Bill Nicholson

Women's Round 8: Doug Nicholls Twilight Game, June 3

Welcome to Country and Smoking Ceremony by Aunty Diane Kerr, plus Roys Bar open

Men's Round 9:

Reds Foundation Lunch, June 17

Lunch with speakers Graham Burgen, Luke Mahoney, Benjy Lee, and Joan Eddy Mahoney, Benjy Lee and Joan Eddy

Women's Round 10: Post-Match Event, June 24

ACU wine, craft beer and cheese event

Men's Round 11: Afternoon Tea, July 1

Men's Round 13: Game Day Lunch, July 22

Fitzroy IT Lunch with guest speaker Richard Willingham

Men's Round 15: Twilight Game and Past Player Event, August 5

Roys Bar open during the game

Women's Round 17: End of Season Event, August 19

Post-match drinks event incorporating Premier Thirds Twilight Final

Men's Round 18: Rotary Lunch, September 2

Lunch with guest speaker, Ross Stevenson, at the Fitzroy Victoria Bowling and Sports Club

The 140th Celebration and Past Players Lunch, the Men's Round 13 Game Day Lunch, and the Rotary Lunch were sell-out events.

The Club's Player Events Committee organised a range of well-attended player events throughout the season, including a pub crawl to our sponsor venues, an iPod Shuffle Night and Roys Pong Tournament at Brunswick Street Oval, and the Reds Ball at the National Hotel.



The Club celebrated its successful 140th season at the Redlow (image above) at Marvel Stadium on October 6, starting in the Fitzroy Museum and moving into the Rogers Room. The Redlow was hosted by FFC Board members and enjoyed by 195 guests including players, coaches, supporters, volunteers, and sponsors.

Membership

The Club once again enjoyed dedicated support from over 370 members in season 2023. Thank you to all our committed members! It is particularly pleasing to see so many long-standing members renewing each and every year.

This year was the first time Hipster Hill and Pet memberships were available and there was sufficient interest in these categories to continue them in 2024. These categories were introduced as the Club continues to broaden its membership base following introduction of the Past Player membership in 2022.

Membership remains a vital revenue stream for the club, made even more important with our rise to Premier division. With operating costs continuing to increase, there will be a significant focus on membership growth in the coming years.

All supporters, new and old, are encouraged to take out a membership as this is the easiest way to show your support, stay connected, and contribute to the financial stability of the club.

Life Members

Each year we are delighted to welcome new Life Members, people who have given 10 years' service to the Fitzroy Football Club. This year, we congratulate three nominees for life membership, all of whom have been players with the club: James Butler, Martin Deasey and Ben McDonald.



We can always rely on our supporters coming out in force – in their colours!

Volunteers

As with all seasons, we couldn't have done what we did in 2023 without the assistance and commitment of our volunteers.

Thank you to everyone who helped at training and game day to make sure our players could run out and play to the best of their ability and allow the club to take every opportunity to engage our community and raise much needed funds.

Very special thanks to:

- ✚ Sophie Arnold for her expert coordination of volunteers across all teams and acting as Team Manager extraordinaire for the Premier Thirds.
- ✚ Bill Atherton for yet another great year of off-field support and administration.
- ✚ Dave Barnes for again setting up and packing down at home and umpiring each Men's Reserves game.
- ✚ Rob Caplikas and Anne Richards for another amazing year running the Roys Bar.
- ✚ Neve Condon, Sarah Robbins, and Cate Rushan for managing our women's teams so smoothly.
- ✚ The Events Working Group members for their hard work and dedication in creating such enjoyable and profitable player events throughout the season.
- ✚ Janet Graham and Wendy Symons for again helping with lunches, selling merchandise, and packing up after game days, and Gary Collie for running water.
- ✚ Warwick Green, Gabrielle Murphy, and Marshall Toohey for their Gorilla game day reports of the Senior teams and to Gabrielle and Marshall for scribing for The Rotunda.
- ✚ Photographers Peter Harrison, Phyllis Quealy and Bernie Wright for another stellar year capturing the action and highlights across all our teams.
- ✚ New volunteers, Bill Jones, and Alistair Lever, who quickly made themselves indispensable.
- ✚ Steve and Louise Maniatakis for contributing raffle prizes, making our famous Roys beanies, and being on snakes duty for our Senior Men.
- ✚ Matra Marpudin for again looking after our stats for each Senior Men's games.
- ✚ The Wellbeing Working Group members for their invaluable contribution to supporting and caring for their teammates and establishing processes and policies that will continue to improve the health and wellbeing of everyone at the Club. Special thanks to Ross Borland and Gemma Minuz for their inspired and inspiring leadership.

At the Redlow, we were very pleased to present Sharon Sykes, mother of legendary women's player, Luci Murphy, with the Club Person of the Year award. Sharon drove from Daylesford to home and away games to watch Luci play and fill the very much appreciated timekeeper role.

Brunswick Street Oval redevelopment

In last year's annual report, we advised that the Brunswick Street Oval Precinct redevelopment was due to begin construction in the first half of 2023, with completion anticipated in 2025.

This was on the back of our lobbying for, and success in, attracting Victorian State Government funding of approximately \$13 million in two separate tranches since 2017, including \$6.37 million committed in the 2022/23 State Budget to cover cost overruns inherent in a change of design arising from heritage considerations with the proposed design.

The City of Yarra confirmed its commitment to the project by providing additional funding of almost \$1 million in its 2022/23 budget as its contribution towards the upgraded facilities to enable better participation of women and girls, fit-for-purpose meeting rooms for community use, more public toilets and improved access and safety.

Regrettably, City of Yarra Council officers have recently advised the Edinburgh Gardens Sporting Community (EGSC), of which the Fitzroy Football Club is a partner with the Edinburgh Cricket Club, Fitzroy Junior Football Club and the Fitzroy Tennis Club, that despite earlier advice, no report will be going to Council this year to approve commencement of the project. Council officer advice is that this is due to significant cost overruns and a lack of a suitable tenderer for construction of the build as most recently designed.

Accordingly, Council officers have requested that the EGSC continue to work with Council to discuss and agree to a further amendment of the design parameters. These discussions and planning are ongoing, with hopes that new concept designs will be finalised by early 2024.



FINANCIAL OVERVIEW

Report of the 2023 Financial Year Activities: November 2022 to October 2023

The club is pleased to announce an operating deficit of \$3578 for the financial year ended 31 October 2023. While it might be unusual to welcome a deficit, we had budgeted for a deficit of \$5549. So, we gained about \$2000, even though we had added costs resulting from most teams being in finals.

A big thank you for the ongoing financial support of our partner, the Australian Catholic University (ACU), and all our sponsors, members, and donors.

Also, a huge vote of thanks to former Director, Budget and Finance, Michael Smale, who provided support in the transition of the Treasurer role to Lesley Dredge.

See further details later in this report.

Grants

To help fund development activities, the club remains extremely active in identifying and pursuing grant opportunities. Total grant funding received for the financial year was \$25,080, which has included contributions to activities such as:

- ✚ \$5500 through the Clifroy Bendigo Bank Autumn 2023 Grant Program to help cover costs of the Liminal Wellbeing App and Mental First Aid Training offered to our players.
- ✚ \$5300 through the TAC Club Rewards Program that will go towards training gear for our players, including new footballs.
- ✚ \$5000 through the Victorian Government Sporting Club Grants Program for development of a new Customer Relationship Management (CRM) platform by Platinum Sponsors, FitzroyIT. This will digitise and automate some previously manual operations.
- ✚ \$1780 through the AFL Strategic Community Investment Fund for various small initiatives, including cashless transaction facilities.

Fundraising

We continue to look at different ways to fundraise to support the club and we would like to highlight several fundraising ventures that were successful in contributing to our income in 2023.

Australian Sports Foundation (ASF)

As part of our partnership with ASF, two funds have been set up to receive tax deductible donations to enable the Fitzroy Football Club community to support the club in a tax-effective way:

ASF – FFC Operations Fund

Thank you to all members of the FFC community who made tax deductible donations to support the operations of the Club in 2023.

ASF – FFC Player Sponsor Fund

Thank you to everyone who used this fund to support players on the field during the 2023 season.

Major raffle

The Club again chose to take part in the *Toyota Good for Football online raffle*. Thank you to all members of the FFC community, and their friends, who purchased tickets and made this a great fundraising success.

Merchandise

Merchandise sales were again very strong across the 2023 season.

Online sales were constant and opening the merchandise stall for all BSO games was a winner.

Some of the key event days also showed strong sales such as the 140th anniversary Past Player game day where the crowd was big and so was the interest in retro Fitzroy items on the stall.

Sales of the two 140th anniversary guernseys were strong throughout the year.

The two biggest moments for merchandise were the release of the FFC Young Henrys T-shirts, which are now on their third print run of 100 shirts and have proved to be a massive success.

Then there was the unbelievable day we had at Brunswick Street Oval on the Sunday after the AFL Grand Final when Brisbane Lions fans gathered to meet the Lions players. In two hours, we sold out of all the stock we had, taking more than \$13,000.

As part of our move into the VAFA Men's Premier division, and with the work we are doing with the Fitzroy Junior Football Club under the banner of *We Are Fitzroy*, we are looking at ways to vary and rejuvenate some of our stock items to increase sales again in 2024.



It wasn't hard to spot our hugely popular FFC Young Henrys t-shirts at finals!

Sponsorship

It takes many contributors to keep the mighty Fitzroy Football Club viable and able to get players onto the field. We would like to acknowledge our great partners and sponsors in season 2023. Their support off the field enables our sides to excel on the field!

We ask that everyone remember all our great sponsors and partners over the coming months and consider them when appropriate. Have a look in the Business Directory on the Club website for further contact details.



FitzroyIT's Tim Jenkinson showing off our co-branded jumper

Huge thank yous to:

ACU – Platinum 3-year sponsor

Our relationship with ACU continues to prosper for mutual benefit. The Exercise Science program for the Senior Women's players has been greatly appreciated and definitely kept the players' fitness levels up. Thank you, Andrew and Abishek and all at ACU for your continuing support.

acu.edu.au

FitzroyIT – Platinum 3-year sponsor

Thank you to Tim and the team for all your long-term support of the club. The assistance provided behind the scenes – for example, designing and managing our website – is a fantastic contribution to our operations. The work done over the past two years to develop the new FFC CRM database is an example of the great work Fitzroy IT provides for its clients. For all your IT enquiries, contact Tim Jenkinson and the team at tim@fitzroy.it

Jellis Craig Inner North - Platinum 3-year sponsor

Thank you to Rob, Damian, and the team for your continued support. Jellis Craig Inner North has been a long-term sponsor. If a member of the FFC community sells a property with the team at JCIN, a referral fee is given to our Club. Contact Damian to find out more at damianrobertson@jelliscraig.com.au

Fitzroy Victoria Bowls Club – Platinum 3-year sponsor

Thank you, George, Rob, Jacob, Noah, and all at FVBC for your continuing sponsorship. This is building on the long-standing partnership between our two great Edinburgh Gardens sporting clubs. If you are thinking of holding a function or taking out a great value FVBC Social membership, contact Rob Jones, Venue Manager, to find out more at venuemanager@fvbowls.com.au

Snap Fitness 24/7 Fitzroy and Brunswick – Platinum 1-year sponsor

It was great to have the Snap Fitness team come onboard in 2023 as sponsor of the Senior Men's Development (D) Squad. Thank you, Emma and Andre for your continuing support of the D squad. <https://www.snapfitness.com/au/gyms/fitzroy>

The Stone Hotel – Platinum 3-year sponsor

This year saw The Stone Hotel come on board as our preferred hotel venue. It was great to be able to celebrate the success of our teams in 2023 in the upstairs room at the Stone. Thank you to Tom Tschui and the team for making FFC so welcome. If you are looking to book a function, contact Tom on events@thesstonehotel.com.au

Young Henrys – Platinum 3-year sponsor

2023 saw Young Henrys also come on board as a Platinum sponsor. In addition to Young Henrys being our 'beverage of choice' at all FFC match day functions, the partnership saw development of the very popular FFC Young Henrys T shirts. It was great to see these T shirts proudly being worn by the army of Fitzroy supporters at the finals matches. Thank you to Francis and the YH team. We look forward to the partnership continuing to grow next season. younghenrys.com

Community Bank-Clifton Hill / North Fitzroy (Bendigo Bank) – Gold sponsor

Great that our longstanding partners continue to support Fitzroy and have enabled the club to deliver several player wellbeing initiatives again in 2023. If you're looking to either refinance your property or take out a loan, contact the team at the bank as they are ready to help you with a great deal. There also could be a referral fee paid to FFC. Contact Lee Chia, partnerships@clifroy.com to find out more.

Hansen Builders – Gold 3-year sponsor

Peter Hansen, a lifelong FFC member and supporter, was once again the exclusive sponsor of our interchange jackets. In a great connection with the club's history, Hansen Builders were sponsors of Fitzroy's last game in the AFL at the MCG in 1996. Thank you, Peter, for your ongoing support. hansenbuilders.com.au

Nagle Accounting – Gold sponsor

Thank you to Tony Nagle and the team at Nagle Accounting for your continued support in 2023. <https://nagle.net.au/>

Reds Foundation – Silver sponsor

The support we receive from the Foundation is greatly appreciated and confirms the historical importance of the connections with the Reds community.

Rock Paper Scissors – Silver 3-year sponsor

Thank you to Crispin and the team for agreeing to come on board as a Silver 3-year sponsor of the Senior Women's Squad, in addition to providing match day awards.

ricepaperscissors.com.au

Bontempo – Bronze sponsor

We all know Joe and his team make the best pizzas in Melbourne and our players really appreciate winning Bontempo game day award vouchers. Thank you to the team at Bontempo for your ongoing support of FFC. Make sure when you drop in to pick up a takeaway meal or dine in, that you mention you are part of the FFC community.

bontempo.com.au

CycleBar Fitzroy – Bronze sponsor

Thank you to Rob Knight and the team at CycleBar for their continued support in 2023.

cyclebar.com.au/location/cyclebar-aus-fitzroy

Latrobe Golf Club (LGC) – Bronze sponsor

It was great to have LGC again supporting the club in the 2023 season. We continue to build on the partnership between our two great sporting clubs. Contact us to find out about the FFC introductory offer to join LGC.

latrobegolf.com.au/cms

Urban Initiatives – Bronze sponsor

Thank you to Tim and the team for your continued support this year. Was great to see you also attending several match day lunches and being very good supporters of the raffles.

urbaninitiatives.com.au

El Camino Cantina (elcaminocantina.com.au/fitzroy-melbourne)

C9 Chocolate and Gelato (c9gelato.com.au/c9fitzroy) and the

Near and Far Bar (nearfar.bar).

Welcome to these three great hospitality venues located on Brunswick Street, Fitzroy, that generously supported us in 2023 by providing match day awards for the Senior Squads. When you visit these great sponsors, make sure to mention you are Fitzroy Football Club supporters.

We're always on the lookout for new club sponsors so if you're aware of any organisation that would be interested in taking out Sponsorship or a Business Membership with the Fitzroy Football Club, please let Robert Olney, Director Sponsorship, know at sponsorship@fitzroyfc.com.au or talk to any of the Directors about these organisations and we'll have a chat with them.



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Community Bank
Clifton Hill/North
Fitzroy



Balance Sheet

Fitzroy Football Club As at 31 October 2023 Cash Basis

	31 OCT 2023	31 OCT 2022
Assets		
Bank		
Bendigo Bank Cheque Account	4,764.38	29,377.22
Bendigo Bank Sustainability Fund	0.02	25,331.30
NAB Cheque Account	1,321.45	8,145.16
Savings - Bendigo Bank	23,247.66	-
Term Deposit - Bendigo Bank	50,000.00	-
Total Bank	79,333.51	62,853.68
Current Assets		
Accrued Income	6,545.34	516.25
Bar Stock	525.00	720.00
Cash Floats	100.00	100.00
Fitzroy Shop Stock	3,983.00	5,420.00
Player Gear Stock	9,303.02	12,021.04
Supporter Gear Stock	11,178.00	14,996.10
ATO BAS Refund Due	-	1,192.00
Total Current Assets	31,634.36	34,965.39
Non-current Assets		
Fitzroy Shop Museum Memorabilia	9,365.00	9,365.00
Football Department Equipment	13,525.00	13,525.00
Football Dept. Equipment - Accum. Dep'n	(13,388.00)	(12,906.00)
Clubhouse Equipment	2,407.00	2,407.00
Clubhouse Equipment - Accum. Dep'n	(2,287.00)	(2,076.00)
Playing Jumpers	9,807.00	9,807.00
Playing Jumpers - Accum. Dep'n	(5,823.00)	(3,371.00)
Registered Trademarks	5,749.00	5,749.00
Total Non-current Assets	19,355.00	22,500.00
Total Assets	130,322.87	120,319.07
Liabilities		
Current Liabilities		
Accrued Expenses	-	519.91
Clifroy Player Wellbeing Grant	5,500.00	-
Income in Advance	8,921.97	319.97
Rounding	0.22	-
Total Current Liabilities	14,422.19	839.88
Total Liabilities	14,422.19	839.88
Net Assets	115,900.68	119,479.19

	31 OCT 2023	31 OCT 2022
Equity		
Current Year Earnings	(3,578.51)	1,686.19
Paid up Share Capital	583,100.00	583,100.00
Retained Earnings	(463,620.81)	(465,307.00)
Total Equity	115,900.68	119,479.19

Profit and Loss

Fitzroy Football Club

For the year ended 31 October 2023

Cash Basis

	2023	2022
Trading Income		
Merchandise Sales	48,901.22	28,555.85
Total Trading Income	48,901.22	28,555.85
Cost of Sales		
Opening Stock	20,416.00	18,804.00
Purchases - Caps	800.00	525.00
Purchases - Scarves	1,727.28	-
Purchases - Supporters Gear	25,441.86	13,200.70
Postage & Packing	248.47	562.43
Closing Stock	(15,160.90)	(20,416.10)
Total Cost of Sales	33,472.71	12,676.03
Gross Profit	15,428.51	15,879.82
Other Income		
ACU Contribution - Womens Team	22,727.27	22,927.27
ASF Donations	1,283.80	-
Bar Income (Net)	13,770.64	6,160.20
Bequest	-	10,000.00
Canteen Income	7,394.83	4,752.52
Corporate Sponsorships	55,045.54	73,929.90
Donations	718.65	6,333.38
Grants (State) Operating Non Recurring	2,421.00	1,500.00
Luncheons (Net)	1,055.32	610.67
Major Raffle	7,474.31	7,006.57
Match Day Raffles	4,568.80	4,572.39
Membership Subscriptions	29,360.84	29,580.35
Dividends Received	50.00	50.00
Interest Income - Unrestricted	776.68	-
Misc Income	901.73	-
Other Event Income	7,470.86	2,071.82
Player Gear Sales	-	5,514.54
Player Sponsorships	20,162.44	17,020.01
Player Subscriptions	44,310.82	31,699.88
Redlow Income (Net)	(280.63)	8.33
Sundry Income	2,372.97	666.32
Total Other Income	221,585.87	224,404.15
Total Income	237,014.38	240,283.97
Expenses		

	2023	2022
Operating Expenses		
Advertising	258.87	120.31
AGM Costs	-	994.28
ASIC Fees	396.89	230.00
Bank Fees	331.72	180.10
Cleaning	2,287.43	4,064.99
Community Room Hire	6,308.11	5,096.36
Computer Expenses	359.56	-
Credit Card Fees	5,293.44	4,275.46
Depreciation	3,145.00	3,173.00
Electricity	-	300.92
Events Budget	2,863.64	1,213.64
General Expenses	6,846.74	4,495.76
Insurance Fitzroy Shop	-	338.95
Legal expenses	-	5,499.09
Liquor Licence Fees	258.20	252.30
Membership Costs	1,767.96	2,044.42
Player Finals Celebrations	-	1,280.40
Player Leadership Programs & Misc Costs	5,087.95	10,188.90
Player Wellbeing App	2,500.00	2,451.60
Postage	711.83	755.95
Printing & Stationery	490.00	437.27
Sponsor Expenses	974.00	444.75
Sundry Equipment	541.09	1,584.52
Trophies & Awards	2,010.91	2,801.18
VAFA Function Fees	789.09	731.81
Workcover	1,244.57	1,181.08
Total Operating Expenses	44,467.00	54,137.04
Football Dept Expenses		
Bus Hire	768.18	545.45
Coaching Fees	72,000.00	70,500.00
Coaching Misc Expenses	-	333.19
Coaching Software	534.55	534.55
Football Department Sundries	691.07	3,448.23
Footballs	4,615.51	1,390.00
Ground Hire Charges	11,225.03	9,859.50
Match Day Expenses	3,557.78	1,391.73
Physio Fees	-	5,579.44
Player Gear (non VAFA)	7,292.18	6,374.75
Player Gear (VAFA)	118.18	14,605.50
Tape & Medical Supplies	9,465.43	7,477.38
Trainers Fees	35,452.10	22,348.77
Umpire Fees	26,492.25	(444.00)
VAFA Affiliation Fees	12,090.91	30,584.44
VAFA Finals Venues	-	890.91

	2023	2022
VAFA Fines	550.00	1,250.00
VAFA Insurance	5,686.36	4,772.73
VAFA Match Filming	5,586.36	3,018.17
Total Football Dept Expenses	196,125.89	184,460.74
Total Expenses	240,592.89	238,597.78
Net Profit	(3,578.51)	1,686.19