

Ocean Grove Football Netball Club



Director of Finance's Report

Season 2025

Summary

Season 2025 was a mixed bag of results. There was a change over of key committee positions with the associated disruption as people found their feet. However, we had a great deal of enthusiasm and tried a number of new and old things in order to create some buzz around the club.

Some of the stand out events, included Pink Day, which saw the Club raise the most funds for Breast Cancer Australia of any fund raiser this year. The winter ball, major raffle and sponsors day were also great events for the club.

We experimented with post game entertainment which was well received, brought back Joker Poker and regular raffles.

During season 2026, we transitioned to Xero for our accounting, and started using Square for our Point of Sale. The changeover of the Liquor Licence to the Board of Management, caused some administrative stress, but this was minimised in the end.

There are a number of areas that we can improve and this will be our focus for Season 2026. Some of these include:

- Budgeting for events, aiming for every event to be profitable.
- Tightening controls over finances and processes.
- Better planning for events and functions throughout the season.

The final result for the season was a deficit of \$13,215

Revenue:

Revenue for the year was up substantially on previous years, coming in at \$1,027,600.

Some of this was due to a change in accounting for sponsorships, where the gross sponsorship was recorded as revenue, and the vouchers and in kind costs (\$59,460) being recorded as an expense.

However, the results for most income streams were steady or improving. The stand out was Apparel Sales which was up over 500% on season 2024. Thanks to Cath Latimer for driving this. Grant income was also up substantially thanks to Jan Farrell & the team.

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We also need to acknowledge the incredible work the Rob Winter does in securing sponsorships for the club. Our financial results are heavily reliant on Rob's efforts. So a big thanks to Rob.

The opportunities for season 2026 that I would like to focus on are, the work for this is underway already:

- Memberships. Our current pricing is way below market, but the benefits to the club are lacklustre. We are re-vamping memberships to improve the member benefits, increase revenue but contain the costs. We will do a better job of marketing these to our club database and also the wider community.
- Introduce two tier (members and non members) pricing for food and beverage (excludes canteen etc) so that members receive a discount.
- Build on the season 2025 results for After Game entertainment.
- Include profitability in the planning stage for events and activities

Overall, the revenue results for the season were very encouraging, a big thanks for all those who contributed to this.

Expenses:

Expenses for the season came in at \$1,040,800. This was about \$270,000 more than for season 2025.

Some of the explanation for this includes:

- This year included approximately \$30,000 in expenses for Season 2025 where invoices were received after the previous AGM.
- Also, in accordance with the player payment rules, we paid \$10,000 in player payments for some of the S26 senior AFL players as we had underspent our salary cap this season.
- As mentioned above, I have changed the accounting, so that sponsorship costs are now reflected in the expenses rather than just a nett figure in revenue. This now shows commissions paid to Rob (which included a payment for S25) and the costs of vouchers and in kind.
- I have also included depreciation of assets, which has not been recorded in previous years.

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Net:

The year ended with a deficit of \$13,200.

Considering the revenues, this result is quite disappointing, Even if we add back the S24 & S25 expenses, net surplus is only \$27,000.

Given that this season's result is the third consecutive deficit, our challenge is to focus on reducing costs and improving margins and profits during season 2026.

Cash Position.

We currently have around \$100,000 in a high interest account with Bendigo Bank, with total cash holdings of \$171,200 as at 30/9/2025.

However, we have \$56,000 in Creditors and \$57,000 due to the Cobra's. During the season, the Cobra's incorrectly set the bank account for payment of their memberships to the OGFNC bank. This was identified early on and we notified Cobra's of this error early on in the season, they did not fix the problem and membership payments continued for the entire season.

However with my role changing over I was unaware of this until it was brought to my attention late in the season.

General

The club has now endured three seasons of deficits and we will need to dig into our savings to pay for the remainder of s25 liabilities.

Having said that, season 25 was a great improvement on S24 and we still have a good financial buffer. Importantly, we are heading in the right direction, but, for season 2026 we must maximise our opportunities and work hard to create a surplus. That is the aim for next season!

Whilst this is a sobering assessment, there are plenty of green shoots and encouraging things happening, some of which I have mentioned above. S26 will be exciting and fun!

I would like to thank all the people involved, whatever their contribution, whilst I won't name individuals, people such as the guys on the BBQ, the Gate keepers, the canteen helpers, the bar volunteers etc all play an important role in running the club. Thanks to you!

Also, the outgoing committee members. Thanks for your support, encouragement and guidance this season, I appreciate it, thank you.