



# Club Development Conference

On top of your game

Financial management, sponsorship

*Marketing for community clubs*  
*Chris White - PDFC*



# AGENDA

## Background:

- 🚧 Appointed Treasurer 2006 to current
- 🚧 Club in a debt
- 🚧 Minimal Structure Snr/Jnr Committees
- 🚧 Manual Procedures
- 🚧 Opportunity for Re-engineering



# AGENDA

How:

- ✚ Appointment of Committee with specific skill sets
- ✚ Develop 5 Year Business Strategy Plan
- ✚ Develop Club Project List
- ✚ Develop Policy and Procedure Manual
- ✚ Develop Financial Budget
- ✚ Utilise Financial Tools



# AGENDA

## How (continued)

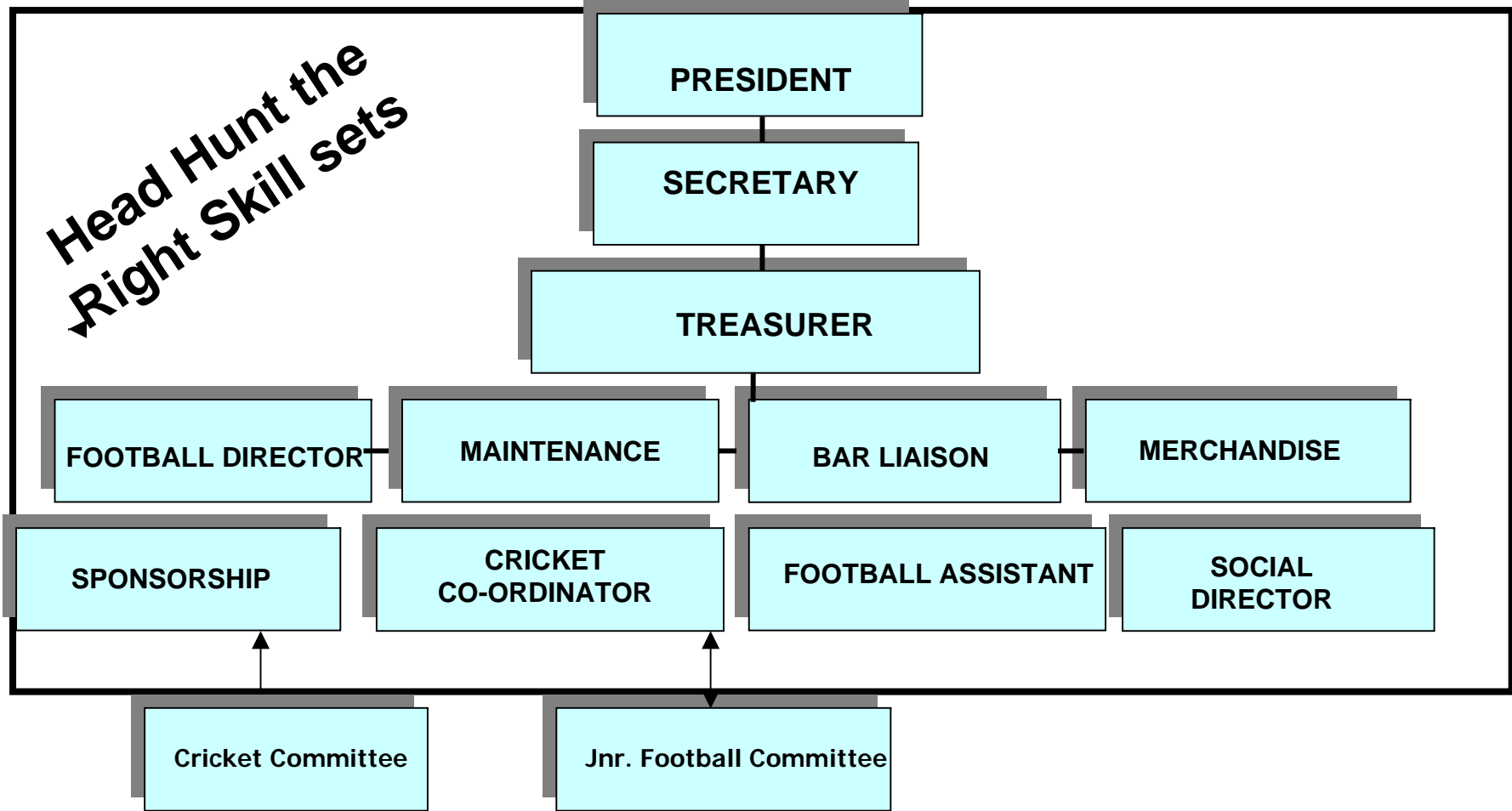
- ⚡ Define specific roles & job specifications
- ⚡ Work in with Jnr Committee – “One Club”
- ⚡ Develop working relationship with Local Council, Local Newspapers
- ⚡ Develop a sponsors package
- ⚡ Develop a yearly plan of fund raising events
- ⚡ Review Club’s Constitution



# Port District Football Club Inc



## MANAGEMENT COMMITTEE STRUCTURE





# 5 Year Strategic Business Plan

## STRATEGIC BUSINESS PLAN (Period 2003-2009)

### Legend for the following charts...

#### Priority Ranking Scale key:

**Extreme** = High Importance (Tasks to be completed ASAP or constantly)

**High** = Very Important (must be address in the Immediate Future)

**Important** = Important (To be addressed within the next 12 months)

**Moderate** = moderately important (to be done within 3 years)

**Done** = already completed

Empower office bearers and staff through formal training in the management and governance of clubs	<ul style="list-style-type: none"> <li>Undertake regular training utilising the Sports SA curriculum/system</li> </ul>	On Going	Exec. Committee	<ul style="list-style-type: none"> <li>All Office bearers and key management have undertaken the requisite Sports SA Courses each year</li> <li>All Staff &amp; Volunteers participate in Council supported Club Management Training Sessions.</li> </ul>	Important	C C	Coaching courses are participated in - Bar Manager attended Skills Course Club representatives attend seminars notified by Council other bodies
Ensure knowledge of management and governance of the club is passed on to successors	<ul style="list-style-type: none"> <li>Provide a succession path and process for all office bearers and management aligned to the business plan.</li> </ul>	Implemented 2007	Exec. Committee	<ul style="list-style-type: none"> <li>All office bearers and mangers are aware of their responsibility to ensure that new team members are properly briefed and are aware of the desired outcomes of the business plan and the club.</li> </ul>	Important	C	Structure is now in place, more members are making use of technology - computers, email etc. New Website now available for communication with members and community.



# Ongoing Project List of Works

To be completed – By date, Priority, Date Completed

CLUB AREA	PROJECT DESCRIPTION	PERSONS RESPONSIBLE	BY DATE	PROJECT PRIORITY	Date Completed
<b>General</b>	Line Marking machine - Cupboard - Paint	CJR	28/02/08	High	
	New T.V. Antenna	CJR	28/02/08	High	
	Kitchen in general plus roller door for kitchen server	CJR	28/02/08	High	<b>Grant App</b>
	Brackets for Stretchers outside Change rooms	CJR	28/02/08	High	
	Strip Heaters in Trainers Room	CJR	28/02/08	High	
	Purchase new barbeque	CJR	28/02/08	High	<b>Underway</b>



# WEEKLY TAKINGS SUMMARY ENTERED TO CASH FLOW PROGRAM

## WEEKLY SUMMARY TAKINGS

Week  
Commencing

29/4/2010

Week  
Ending

3/5/2010

Income Stream	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Total
Beer						\$200.00		\$200.00
Bottles						\$400.00		\$400.00
Spirits/Wines						\$500.00		\$500.00
Soft Drinks						\$50.00		\$50.00
Chips/Nuts						\$60.00		\$60.00
<b>SUB TOTAL</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,210.00	\$0.00	<b>\$1,210.00</b>
Catering/Kitchen								\$0.00
Cricket Income								\$0.00
Donations						\$30.00		\$30.00
EFTPOS FEES								\$0.00
Face Value (In)								\$0.00
Face Value (Out)								\$0.00
Housie								\$0.00
Melbourne Cup								\$0.00
Payroll Tax Accrual								\$0.00
Membership								\$0.00
Misc Sundry								\$0.00
Sponsorship						\$500.00		\$500.00
Social Club - Draw								\$0.00
<b>TOTAL RECEIPTS</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,740.00	\$0.00	<b>\$1,740.00</b>
EFPOS Banking								
<b>BANKING</b>								<b>-\$1,740.00</b>
<b>TOTAL INCOME</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,740.00	\$0.00	<b>-\$1,740.00</b>

WEEKLY PAYMENTS BY CASH		Payable to	Reason	Amount
Cheque#	2230	Joe Bloggs	Bar Wages	\$200.00
	<b>\$200.00</b>			
			<b>Total Outgoings</b>	<b>\$200.00</b>

EFTPOS	# Transactions	Total # Value

(Included in Banking)





# Policy and Procedure Manual

## TABLE OF CONTENTS

- ✚ Page 1 **TITLE PAGE - Administration Procedures of PDFC Inc.**
- ✚ Page 2 &3 **Table of Contents**
- ✚ Page 4 **Background**
  - **Club Structure**
  - **Constitution**
  - **Club's Email Address**
- ✚ Page 5 **Club Website Overview**
- ✚ Page 6 **Club Correspondence**
  - **Via Email**
  - **Via Club Letterhead**
  - **Via Club Facsimile**
  - **Via Club Newsletter**
  - **Inwards Correspondence Handling**

# Specific Roles & Job Responsibilities Listed for all Positions on Payroll & Committee

## **TREASURERS ROLE**

The Treasurer of the Club shall at all time be under the control of the Management Committee.

The Treasurer shall perform the following duties:-

- ✚ Receive all the moneys of the Club, and account for same and his receipt thereof shall be sufficient discharge.
- ✚ Within three days after receipt thereof pay all moneys into the Club's account at the bank at which the Club transacts its business. All payments shall be made by cheque signed by one of such members of the Management Committee as it determines, and countersigned by the Treasurer
- ✚ Keep in Computer records all funds received and dispersed that can be readily accessed by club's auditors for inspection or at the request of the Executive Committee.
- ✚ Submit to the Management Committee whenever requested by the Chairman a statement clearly showing the financial position of the Club.
- ✚ Submit at the annual general meeting a balance sheet reflecting the true position of the Club's finances and within 60 days produce a balance sheet duly signed by the Club's appointed auditor



# PORT DISTRICT FOOTBALL CLUB INC

ABN 73 465 481 578

## ORDER FORM

Prepare in Duplicate		ie Always retain a photocopy of order		Date: 19/4/10
<b>Supplier Details:</b>		CSR Building Products Ltd		
<b>Address:</b>		Lot 100 Sharp Court		
		Mawson Lakes 5095		
<b>Purchase Order Number:</b>		16		
<b>Club Contact:</b>		Chris White 0418 811 822		
<b>Location:</b>		Woolnough Road Largs Bay 5016		
<b>Accounts Address:</b>		PDFC, P.O. Box 23, Semaphore S.A. 5019		
<b>Phone:</b>		0418 811 822	<b>Fax:</b>	8242 0355
<b>Email Address:</b>		<a href="mailto:pdfc@bigpond.com">pdfc@bigpond.com</a>		
<b>Delivery Details:</b>				
<b>Contact Person:</b>		Chris White 0418 811 822 (Treasurer)		

QUANTITY	ITEM REQUIRED	Received



# One Club

- Invited Jnr Chairperson attend monthly mtgs**
- Devised strategy/formula to profit share**
- Incorporated a Jnr family membership**
- Joint effort with maintaining clubroom facilities**
- Jnrs receive 10% Sponsorship funds**
- Added value to our Merchandise Supplier**
- Outsource kitchen/meal facility**



# Working Relationships

- ⚡ Local Federal MP appointed # 1 ticket holder**
- ⚡ Meet with council staff**
- ⚡ Benefits**
- ⚡ Purchased two new plasma TV's**
- ⚡ Deliver residents newsletter pre-season**



# **Marketing Sponsorship Package Peninsula Proud**

- ✚ Developed sponsorship introduction letter**
- ✚ Promoted club on benefits to the community**
- ✚ Varying levels of sponsorship**
- ✚ Added value to sponsors**
- ✚ Increased sponsorship**



SPONSORSHIP PROPOSAL  
SEASON 2010

*Peninsula Proud*

Port District Football Club Inc.  
Incorp. Port District Cricket Club  
and Port District Junior Football Club

*Please support and  
patronise.....* **Major Sponsor**

**palais**  
HOTEL

**palais**  
HOTEL  
The Esplanade

Semaphore, SA 5019

Phone: (08) 8341 6333







Port District Football Club Inc



*Certificate of Appreciation*

*Port District Football Club Inc*

*Sincerely Thank*

*Mrs Sue McConnachy*

*of*

*“JR’s Surf & Ski”*

*For their Generosity and Sponsorship*

*Of Port District Football Club*

*For Season 2010*

*PDFC Management Committee*



# **Marketing Sponsorship Package Peninsula Proud**

- ⚡ Know your competitors**
- ⚡ Limited major fund raising days to 3 - 4 p.a.**
- ⚡ Invited younger club members with new ideas**
- ⚡ First Club to host an Anzac Day Home Match**
- ⚡ Heritage Game Matches based on amalgamation of 2 Proud Clubs**
- ⚡ McGuinness / McDermott Foundation day**
- ⚡ Melbourne Cup Luncheon – in its 33rd year**
- ⚡ Largs Legends – Past Players Group**



# LARGS LEGENDS GUEST SPEAKER DAY



**THE LARGS LEGENDS WILL PRESENT THEIR ANNUAL  
GUEST SPEAKER DAY**

**ON SATURDAY 15<sup>TH</sup> AUGUST – CLUBROOMS**

**12p.m. to 2.00p.m.**

**GUEST SPEAKERS: SANFL LEGENDS of the past Incl.  
Freddie Bills, Peter Darley & Mark Shadiac CEO SAAFL**

**ONLY \$30 / PER HEAD**

**INCLUDES ROAST LUNCH, BEER AND WINES**

**TO SECURE YOUR BOOKING**

**SEE PORKY, THOMMO, SAMBO**

**A GRADE PLAY GEPPS CROSS AT HOME**

**“SUPPORT OUR VERY OWN LARGS LEGENDS”**

**Tickets  
Selling Fast**



# PORT DISTRICT TRIBUTE GAME

ROUND 14  
JULY 17TH



LARGS RESERVE  
2.15P.M.



Turn back time to celebrate the  
Life Members of the  
Semaphore Central Football Club 1898 -1978  
Exeter Football Club 1924 - 1978  
Port District Football Club 1979 - 2009

*PDFC WEARING A COMBINATION OF FORMER COLOURS OF BOTH CLUBS WITH THEIR RESPECTIVE LIFE MEMBER LOGO'S AND ALL LIFE MEMBER NAMES DISPLAYED ON THE SIDE PANELS THAT AWARDED TO MEMBERS FOR OUTSTANDING SERVICE BOTH ON AND OFF THE FIELD*



PORT DISTRICT V'S GEPPS CROSS  
SATURDAY JULY 17TH at 2.15p.m.



GEPPS CROSS

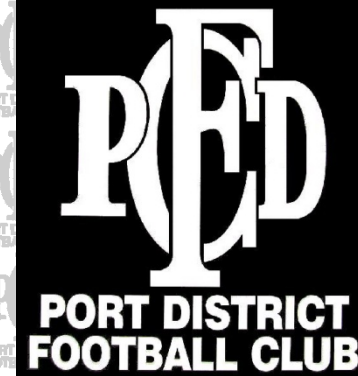


PROUDLY SPONSORED BY THE PALAIS HOTEL



# A Grade

# Round 18



## Port District

17.14 **116**

## Modbury

10.11 71

### LEADERSHIP BOARD

WILSON, A 118

ELLY, R 117

PERRY, D 97

TEED, A 84

ATTERALL, S 75

AMPSON, R 72

MADE, L 62

WITZGERALD, D 60

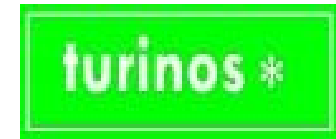
PERRY, D

6

**IN**



*A Big Thank you to all our 2010 Sponsors*





# Review of Clubs Constitution

- ⚽ Too hard basket**
- ⚽ Last reviewed 1982**
- ⚽ Process - Had old version placed into word document**
- ⚽ Formed sub-committee to review**
- ⚽ Networked a lawyer thru a Major sponsor**
- ⚽ Visited Dept Rec and Sport website for copy of updated version**
- ⚽ End Result new Constitution**



# ANNUAL GENERAL MEETING



**PORT DISTRICT FOOTBALL CLUB INC**  
INVITES YOU TO ATTEND THE 2010

# AGM

Thursday 7<sup>TH</sup> October 7.00p.m.

At the Clubrooms

## Expressions of Interest

Must be lodged on the Club Notice Board

By Thursday 24<sup>th</sup> September, 2010

(Applications for a *position* on Committee are available from Bar)