



# 57th Annual *Report*

Prepared By :

FDNA Staff

Presented By :

FDNA Board Of Management

9776 5155

[www.frankstonnetball.com.au](http://www.frankstonnetball.com.au)

[www.peninsulawaves.com.au](http://www.peninsulawaves.com.au)

Established 1966

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

# 2022-23 Board Of Management

From 1st July 2022 to 30th June 2023



Corinna  
Harvey  
President



Dennis  
Prendergast  
Vice President



Melissa  
Kingston  
Treasurer



Cassi  
Smith  
Secretary



Damien  
Pepper  
General  
Committee



Vicki  
Martin  
General  
Committee



Louise  
Meagher  
General  
Committee

# 2022-23 FDNA Administration

From 1st July 2022 to 30th June 2023



Christie Leppitsch

Community Partnership  
Manager



Miranda Castles

General Manager



Rebecca Graham

Marketing &  
Communications Manager



Raeleen Darcy

Umpire Coordinator



Anne Westmoreland

Competitions  
Supervisor



Abby Williams

Marketing Assistant



Kelly Haynes

Coaching &  
Development  
Coordinator



Gen Blaze

VNL Administrator

Cafe Staff: Kade, Lucy, Reuben

Saturday Umpire Coordinators: Vanessa & Emily

Venue Staff: Jeanette, Lucy & Kade

Auditors: Collins & Co



# Life Members

Mrs. Joan Payne (deceased)

Mrs. Barbara Spark

Mrs. Shirley McMurray (deceased)

Mrs. Betty Harris (deceased)

Mrs. Margaret Osborne (deceased)

Mrs. Faye Muter

Mrs. Ailsa Kenney

Mrs. Margaret O'Kelly

Mrs. Joan Deverill

Mrs. Connie Castles

Mrs. Biddy Luehman (deceased)

Mrs. Marie Pink

Mrs. Vivienne Sargant (deceased)

Mrs. Lynette Luca (deceased)

Mrs. Barbara Bond

Mrs. Barbara Hamilton

Mrs. Shirley May (deceased)

Mrs. Margaret Page

Mrs. Lorraine Horton (deceased)

Mrs. Lesley Chaplin

Mrs. Joy Bolam (deceased)

Ms. Sharon Iacovou

Ms. Kristine Cockhead

Mrs. Jillian Hunter



# Our Vision

**TO CONNECT OUR  
COMMUNITY THROUGH  
NETBALL**

## Our Pillars

1

**TO GROW**

2

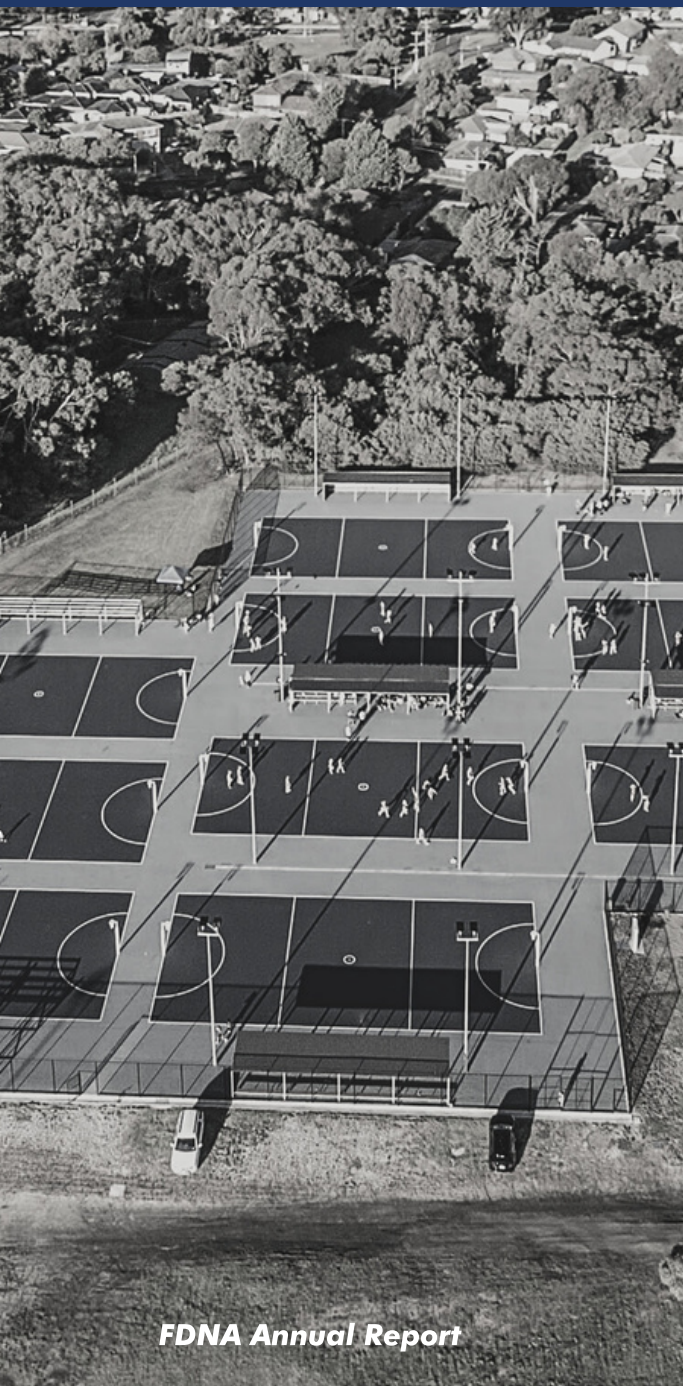
**TO PLAY**

3

**TO CONNECT**

4

**TO LEAD**



# THANK YOU FROM THE PRESIDENT

Dear FDNA members, 2023 what a year!! We moved forward, with no looking back to the Covid years, and our participation numbers show that. We started our winter season believing we would soon be in our stadium, and our senior players hoping their bodies were only playing outside for a few weeks soon felt the pain. Due to circumstances not in our control the stadium came to a halt. But we soldiered on and had a great 2023 winter season. Finals were evenly spread through our clubs which is always great to see. I would like to thank the presidents for being on this ride with us and keeping positive vibes for your members. I can now say it was worth the wait and hope you all enjoy what the stadium has to offer and keep contributing to our Saturday competition.

Our Waves teams have wrapped up and we will soon be starting tryouts for our 2024 season. I would like to thank Jill Hunter, the committee, and coaches for their commitment to Waves this year. The work you all put in is admired and appreciated so thank you all. To the players, thank you for being Wavettes this year and we hope to see many of you return in 2024. I would also like to give a big thank you to Shelley Haynes for all the work she did on our new VNL licence this year. As I sat at this year's presentation night, I saw that there are many wonderful people involved with Waves and you all make it what it is. You are all so valued by FDNA and we hope you enjoy your new home here at FDNA.

To the squad teams and coaches, thank you for your contribution in our 2023 season. Monday Night Junior Premier Competition was a great success, and the teams also attended some tournaments. Squad is a great experience for players building friendships they will have for a lifetime. The commitment shown by everyone involved in squad is greatly respected and appreciated by FDNA. Thanks again and hope to see many of you back in 2024.

To all the teams who played outside during the week, thank you for being so patient and showing loyalty to our association. It would have been hard playing in rain while our beautiful dry stadium sat there doing nothing. So well done to you all and I hope you are now enjoying playing in our beautiful stadium.

# THANK YOU FROM THE PRESIDENT

To the office, thank you for all your hard work this year. We were all ready to move in and that was not to be. You all kept your heads up and had positive attitudes the whole time. All your hard work is not known to the outside world, but the board knows and thanks you all for everything you have done to make the stadium happen and run today. To all our existing staff you are awesome, and to all our new staff welcome. You have joined a great team.

2023 will be my last year as president of FDNA. My position rolls over and I have decided not to re-stand. I sit here today very proud of what I have been involved in. I am very proud of the changes I was part of through the years to help make our association fair and strong. I am lucky that during my time as president I got to be a part of such a great thing as the stadium being built. Never would I have ever thought that was going to happen. I have made some wonderful friends and have experienced things that I never would have if I wasn't president. I thank all the FDNA family for being great people and hope that you and your families enjoy this stadium for many years to come.

Lastly, I would like to thank the board. You are all amazing people and I know you will always put our Association and Netball first. I'd like to thank you for all the time you have each put in to get this stadium up and running. I look forward to seeing what you guys can all achieve together in the future.

Bye for now, see you out on the courts.

Corinna - FDNA President





# FROM BEHIND THE SCENES

The Association's Strategic Plan supports us to implement our purpose and vision. Our purpose is "to connect our community through netball" and the FDNA community's vision is "we are an engaged and caring netball community".

This vision is a result of a consultative process which invited contributions and feedback from all areas of the Association.

The Strategic Plan was updated in September 2022, and is effective for calendar years 2023-25. Thank you to the contributors who attended the collaborative workshop.

Our strategic priorities are inspired by and align with Netball Australia's and World Netball's strategic framework.

Our Strategic Plan is structured around 4 strategic priorities:

1. To Grow
2. To Play
3. To Connect
4. To Lead

All of the work we do is committed to our values: Diversity, Respect, Teamwork and Excellence.

**TO GROW  
TO PLAY  
TO CONNECT  
TO LEAD**



# FROM BEHIND THE SCENES

PRIORITY ONE: We will grow participation, reach, diversity, revenue and capacity.

This priority has been challenged by the facilities available over the last 15 months. Evening Indoor competitions were played offsite in 2022 which reduced numbers as players had to travel further, to less equipped facilities. In 2023 those teams were asked to play outdoors as the weather worsened. Our participation, reach and revenue were restricted.

The new Stadium provides an incredible and long awaited platform from which to grow, into 2024 and beyond.

PRIORITY TWO: We will drive game development and event delivery. We are the ultimate team sport. FDNA netball is the place to belong.

We continue to work on engaging and encouraging young Umpires to address the ongoing shortage of experienced Umpires post Covid. This work will be influenced by the education and expectations around poor sideline behaviour.

Our Squad and Waves programs are undergoing review as we publish this report and 2024 will see updated programs to improve player pathways and retention.

The new Stadium will host a range of new programs and participation opportunities.

PRIORITY THREE: We will connect our community through netball.

The detailed and analytical approach to marketing and communication sees the Association's digital presence and profile continue to expand. No doubt you have all engaged with our social media channels. The engagement of additional sponsor partnerships on the outdoor courts provides a platform from which to expand in the Stadium – bringing an expanded community into our FDNA family.



# FROM BEHIND THE SCENES

PRIORITY FOUR: We will evolve our structure to ensure we are a leader in best practice governance, sport business and management in the new Jubilee Park Stadium.

The Board invested significant time and energy in negotiating the Lease for the Stadium this year. This process was complicated by the collapse of the original builder. The Association engaged external experts as needed to ensure that the arrangements are in the best interests of our members and participants over the long term.

Frankston City Council conducted negotiations in a way which demonstrates the high regard in which they hold FDNA.

There is much work to be done to ensure that the FDNA business model continues to evolve – allowing netball to flourish in our new home. We will welcome our new sporting precinct partners and user groups.

Successful stadium management will see netball hold its place as the foundation sport, whilst providing appropriate access and leadership to other activities.

## MOVING FORWARD

The Board thanks Nikki Burger from LifeSportJourney for her role in facilitating the 2023-25 plan, which will determine the direction of all Association programs.

I thank the staff for their tireless work and dedication to netball and the FDNA community, in a particularly unusual and challenging year.

I thank the Board of Management for their commitment in a year which required flexibility and trust.

We are excited to deliver the 2023-25 Strategic Plan, as the Association is extended like never before.

Miranda - General Manager



# A FINANCIAL YEAR IN REVIEW

Welcome to another uninterrupted year where we got to see our members enjoying the sport that we all love. It makes what we all do worth it!

This year was to be a very exciting year with the impending opening of our new stadium however, due to events out of ours and Frankston City Council's control we all experienced the disappointment of this not coming to fruition due to the collapse of the contracted builder.

As a result of this the stadium opening has been delayed by approximately 6 months as we all know. The delay and the build of the stadium impacted our financials greatly in the following ways:

- Fit out costs – planned and necessary.
- Lost revenue due to a drop in evening teams not signing up as a result of having to play outdoors in the cold and on the harder surface.
- Evening teams playing at other venues for the first half of the year, which increased our expenses by way of hiring venues.
- Staffing costs also increased due to preparation for the stadium, and having to carry those wages without the additional revenue being generated from the stadium.

Positives to note:

- We need to applaud the administration team on the control of the expenses and acknowledge that the result is due to the stadium investment. We acknowledge the people who came before us, for enabling us to be in a strong enough financial position to make the large contribution to the stadium.
- Peninsula Waves have hosted more clinics this year in comparison to previous years, including pre Covid. These included schools, clubs, community & holiday programs. This has provided an increase in the Waves revenue stream.
- The decision was made not to replace the Operations Manager until the move into the stadium was closer and to not replace the Hospitality Manager as a way of saving more money.
- We have a Finance and Risk Advisory comprising well-qualified and external people, who meet regularly. Finance makes recommendations to the Board of Management, and has been fundamental in decision making around the new stadium. The Committee consists of 2 accountants, the Treasurer, and a successful local business owner.

Our operating accounts have a healthy cash balance and as a result of this, we are confident that we are in a good position financially for the move to the new stadium.

Melissa - Treasurer

# A FINANCIAL YEAR IN REVIEW

## FRANKSTON & DISTRICT NETBALL ASSOCIATION INC.

A.B.N. 16 440 339 856

### BALANCE SHEET AS AT 30 JUNE 2023

	Note	2023 \$	2022 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	2	388,615	595,567
Trace and other receivables	3	140,779	112,150
<b>TOTAL CURRENT ASSETS</b>		<b>529,394</b>	<b>707,717</b>
<b>NON CURRENT ASSETS</b>			
Plant and equipment	4	122,693	6,682
<b>TOTAL NON-CURRENT ASSETS</b>		<b>122,693</b>	<b>6,682</b>
<b>TOTAL ASSETS</b>		<b>652,087</b>	<b>714,399</b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	5	82,196	58,423
Income in advance		112,297	45,626
Provision for employee entitlements	6	90,461	51,831
<b>TOTAL CURRENT LIABILITIES</b>		<b>284,954</b>	<b>155,880</b>
<b>NON CURRENT LIABILITIES</b>			
Finance loan		24,041	-
<b>TOTAL NON CURRENT LIABILITIES</b>		<b>24,041</b>	<b>-</b>
<b>TOTAL LIABILITIES</b>		<b>308,995</b>	<b>155,880</b>
<b>NET ASSETS</b>		<b>343,092</b>	<b>558,519</b>
<b>EQUITY</b>			
Accumulated funds		343,092	558,519
<b>TOTAL EQUITY</b>		<b>343,092</b>	<b>558,519</b>

**FULL AUDITED REPORTS AVAILABLE UPON REQUEST**

# COMPETITIONS

## SATURDAY COMPETITIONS

Saturday Spring 2022 was our biggest yet with 130 teams returning to the courts for the 10-week Spring season after the end of a very successful Winter 2022 Season. We introduced Rolling Subs for Spring for 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 2023 Competition had 164 teams representing 16 Clubs competing each week on our outdoor courts. Once again, the atmosphere, sense of community and love of netball could be felt at the 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. A special mention goes out to Margaret Page our volunteer of the year who we celebrated in our Volunteer Round.

FDNA successfully hosted our usual Saturday events such as Anzac Day & Pink Day. A special shout out to all our Clubs that donated the fantastic hampers for Mother's Day, they were very popular and added generously to our fundraising efforts. We introduced Live Scoring to our Saturday community which brought its own set of challenges. A huge thank you to all Coaches, Team Managers & parents who put their hand up to be the scorer each week and support this initiative from Netball Victoria. We crammed it all in whilst navigating the construction zone & the parking challenges thrown at us as we waited for our new Jubilee Park stadium to be completed. The stadium delay was hugely disappointing to us all, but now we are finally moved in and very excited to kick off Saturday Spring 2023 as an indoor/outdoor competition.





# COMPETITIONS

## MONDAY JUNIOR PREMIER COMPETITION

We held our first Monday Junior Premier Competition in 2023 with Squad teams representing our surrounding Netball Association. We had competing teams from our own FDNA Squad, Peninsula Academy, MPNA Squad, NNA Squad and some Club teams from Dromana, Mt Eliza & Osborne. We were then joined by Chelsea and Springvale District Squad teams for the second half of the season as we worked to grow our team numbers. We had a total of 54 teams competing across the competition from 11U through to 17U across all Divisions.



Whilst we planned for the Premier Competition to be held indoors, once again we thank everyone for their patience while we kick started the competition on the outdoor courts. We were lucky enough to be able to hold our Finals Series on our new indoor courts as we were finally able to move into our new Jubilee Park Stadium. All in all, the Premier competition was a huge success and now that Squad season is officially over, we are offering a Spring Season to keep our Club squad players playing to retain match fitness leading into Squad tryouts for 2024.



# COMPETITIONS

## **EVENING COMPETITIONS**

The delay in the completion of our new Jubilee Park Stadium and the wait to move indoors affected our evening competitions with a decrease in team numbers.

We hosted the following evening competitions - Monday Twilight, Tuesday Women, Wednesday Mixed, Wednesday Women, Thursday Women & Sunday Mixed on our outdoor courts. A huge thank you to all our participating teams for remaining patient and tolerating some very cold weather as we waited.

For Season 2 our evening teams are now enjoying playing their matches on the indoor courts inside the new Jubilee Park Stadium. Our team numbers continue to grow, and we are excited to see our Evening competitions return to pre-Covid levels of participation.

## **MIXED NETBALL**

We continue to welcome and support the inclusion of boys participating in netball at FDNA. We have a thriving Open Mixed netball competition on 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 2023 and successfully integrated them into our grading to provide competitive games across the board.

## **FDNA TOURNAMENT**

Our annual FDNA tournament was held on June 4th, 2023, with 45 teams representing Netball Associations across Victoria. We were lucky enough to be blessed with a sunny winter day which added to the fantastic atmosphere around the courts amongst all the netball action. We once again split the day into halves with the 11U & 13U Divisions competing in the morning session, followed by the 15U & 17U Divisions in the afternoon to assist with our parking challenges during construction of the new Jubilee Park Stadium.

Thank you to all FDNA staff & volunteers who ensured the day ran smoothly for all.





# COMPETITIONS

## WALKING NETBALL

During the construction of our new indoor stadium, Walking Netball has continued and been held off-site at the Somerville Recreation Centre every Tuesday morning at 9.30am. We are now looking forward to welcoming them back to FDNA at Jubilee Park from the beginning of October 2023.



## FRIDAY AFTER SCHOOL

Our Friday Afternoon School competition was held in Term 2/3 in 2023 with teams from our local schools. We offered Yr 5/6, Yr 7/8, Yr 9/10 and Yr 11/12 Sections across the board with 28 teams competing. All matches were fixtured on our outdoor courts while we were waiting for the completion of our new Jubilee Park Stadium.

We are excited to be moving our Friday After School competition indoors for Term 4 and will continue to build the team numbers back to pre-Covid levels.



# COMPETITIONS

## NETSETGO SKILLS PROGRAM

NetSetGO is the official netball starter program for girls aged 5-10 years and provides a great chance to learn new skills in a fun based program. The program delivers fun sessions aimed at teaching basic ball skills & footwork while fostering a love of netball. The program was held on our outdoor courts at Jubilee Park on Saturday mornings and on Wednesday afternoons in 2023, and we are excited to now move the sessions indoors into our new Jubilee Park Stadium.

We have two young Peninsula Waves players, Charlotte and Kate, as our Coaches on a Wednesday afternoon, and they have developed a great rapport with the participants. It proved to be a bit of a struggle to find a permanent coach for our Saturday mornings, therefore, to ensure this valuable experience could be delivered, Lyshae and Raeleen shared the sessions as needed.

Party in the Park and Bay Mob Expo at Nairm Marr Djambana returned this year as well, which was wonderful as it gave FDNA the opportunity to host NetSetGO skill sessions on both days.





# UMPIRE CORNER

It was lovely to have an uninterrupted year so that we could start with the rebuild of our Umpire pool.

Our aim this year was improving the knowledge of the Umpires. A successful umpire possesses thorough knowledge of the rules, strategies and nuances of the game, enabling them to make informed and accurate decisions.

We started the spring 2022 year with:

- 7 Supervisors
- 27 Badged
- 30 Trainees (unbadged but with court side experience – in training)
- 0 New Trainees (Umpires who have completed the introduction to umpiring workshop and have no court side experience)

Achievements we made in early 2023:

- 7 “C” badges awarded
- 3 “C” badges re-accredited
- 1 endorsed “B” tester
- Hosted 3 Netball Victoria accredited “Workshop for Beginner Umpires” sessions

By the end of our Winter 2023 competition our numbers are:

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

## Netball Victoria Umpiring Academy Eastern Zone

Our Umpire Coordinator – Raeleen was invited to join the Netball Victoria Umpiring Academy Eastern Zone as an Assistant Mentor. Raeleen attended all 8 sessions over the course of 2023. Molly was also lucky enough to have been selected as an umpire participant and attended 6 sessions with Netball Victoria A grade badged developers. This reinforced the National Umpire Development Framework and their strategies.



# UMPIRE CORNER

This year has had its challenges with competitions held outdoors and the training program restricted to the Saturday Winter Competition or Friday After School. Our Saturday program continues to grow, and we held our third "Introduction to Umpiring" Workshop on the 8th of July. We often see an influx of umpires during the season and this year was no different. We had 25 trainee umpires commence after July.

We celebrated the following Umpires who obtained their badge:

NAIAH  
TAKARUA

HANNAH  
DOBLE

KALANI  
LOVE

MOLLY  
INALL

MACKENZIE  
COOPER

SHANNON  
MCLEARY

SARAY  
LANG

KELLY  
HAYNES

JESSICA  
COX

TILLY  
BLACK

LIL  
WIJERATNE

GEORGIE  
GLEDHILL

# UMPIRE CORNER

## CHALLENGES FACED BY UMPIRES

Umpires often encounter unexpected scenarios during games that are not addressed explicitly in the sport's rulebook. They must use their judgment and experience to make informed decisions on the fly.

Umpires sometimes face dissent from players or coaches who disagree with their decisions. Dealing with such challenging personalities can test the umpire's composure and communication skills.

Netball Umpires are an essential aspect of our game. Successful umpires must possess a combination of knowledge, impartiality, strong decision-making skills and effective communication. Despite the challenges they face, umpires remain instrumental in maintaining the authenticity and excitement of competitive sports. As the sporting landscape evolves, continual support and recognition for umpires is vital to their professional development and the fair and enjoyable experience of all involved.

With state-of-the-art facilities, we are excited to see what we can do in this area. Our goal now is to retain as many of these umpires as we can to be able to develop them into confident and capable umpires who can deal with any number of situations that they may find themselves in. These are such great life skills that can be used in and for their futures.



Raeleen - Umpire Coordinator





# OUR PATHWAY - SQUAD



2022-23 was a terrific year for our Squad program.

We started the year at selections with 240+ FDNA players coming to trials.

From those trials we selected 3 x 11&U, 3 x 13&U, 3 x 15&U and 1 x 17&U, our first 17&U team in several years.

We found that from those trials there were several players that were talented however they just missed out in the cut for Squad. The decision was made to develop an academy Squad which would fall under our Waves division. You can read more about the details of this under the Waves report.

After forming our teams at the end of 2022, it was decided that a local competition to rival Waverley could be just the thing our program needed, therefore our Squad coordinators set about contacting local associations to determine interest in this idea. Traditionally, FDNA Squad teams only competed in tournaments. The result was very positive, and the Monday Premier Competition was created to complement our tournament schedule.

Originally, teams from Mornington, Nepean, the new Peninsula Academy, and some individual clubs entered. As the year went on, Chelsea and Springvale also joined to make a very competitive competition. The atmosphere on a Monday night was electric, and we definitely saw our player's skills benefit from playing weekly. We loved seeing them develop and grow over the season.

Playing other representative Squads regularly and implementing our training sessions against quality opposition was a huge factor in the growth in skill for season 2023.





# MONDAY JUNIOR PREMIER RESULTS



## TOURNAMENTS

Each team competed in four tournaments for the year. We decreased our tournament participation this year as we were competing weekly at FDNA on a Monday night. We competed at:

- Chelsea & District NA
- FDNA
- CE Zone
- Kingston & District NA
- and Peninsula Waves Tournaments

We didn't participate in the Mildura Tournament this year due to the lack of interest but hope to be back there in 2024!



# OUR PATHWAY - SQUAD

## COACHES

Thank you to all our squad coaches that have given up so much of their time to develop our squad players at FDNA. The introduction of the Monday Night Premier League meant our coaches have committed more of their time to work with our players than ever before.

We greatly appreciate the dedication and knowledge each of our coaches imparted on our young athletes:

MICHELLE  
SMITH

JESS  
JONES

ALEXIS  
DOBLE

KELLY  
DAVIES

ANDREA  
GRANCOURT

JACQUI  
CARRIE

DEB  
HEALY

RENEE  
DE JONG

LORNA  
YAKAPO

JACQUI  
COY

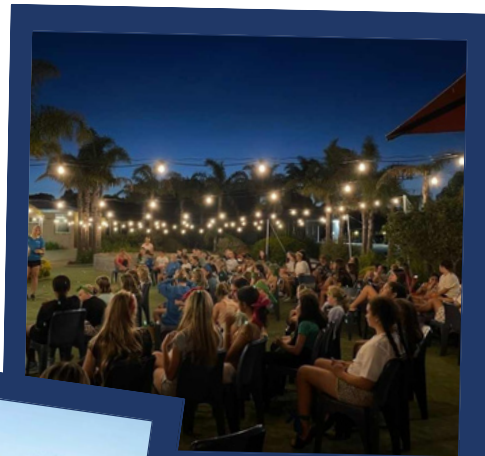
CHARLOTTE  
BELLSMITH

PENNY  
WILLIAMS

# OUR PATHWAY - SQUAD

## HIGHLIGHTS FOR 2022-23

- ★ Alex Healy (Fairway) was talent identified by Netball Victoria at the Central East Zone Tournament, and invited to trial for the Netball Victoria Talent Academy
- ★ We hosted a very successful overnight camp at Phillip Island Adventure Resort that included fitness sessions, beach activities, flying fox fun, great games, and opportunities for team bonding
- ★ The 17&U team participated in a mini tournament against MPNA, Casey, Casey Boys and Peninsula Elite Netball in preparation for the Central East Zone tournament
- ★ Our 11&U teams participated in a friendly round robin match with MPNA
- ★ We had a spread of talent from FDNA with 13 Clubs represented amongst the Squad teams



# PENINSULA WAVES

2023 was a year of growth and development for our young Peninsula Waves teams. We welcomed lots of new and talented athletes to our playing group. Welcoming Sue Hawkins as Head Coach of our VNL program brought a wealth of knowledge and professionalism to our elite program.

We would like to thank our 2023 coaches:

## Peninsula Waves Coaches

VNL Championship Team – Coach Keira Cenin and Assistant Coach Brie De Jong

VNL Division 1 – Coach Kelly Haynes and Assistant Coach Yvonne Porter

VNL 19&U – Coach Chris Vickery and Assistant Coach Jessica Cox



## Peninsula Elite Netball Coaches

Wave Hunters – Fance Morrell

17&U Haynes – Kirsten O'Callaghan

17&U Warriors – Jane Piotrowski

15&U Vickery – Kerrie Mussert

15&U Wauchope – Elizabeth Carrie

Strength and Conditioning – Nathan Bonney and Sara Howie

Head of Elite Program – Sue Hawkins



Our young and exciting Championship team finished the season strong with 2 second half season wins. Vast improvement was shown the second time we played all the top sides resulting in Champ finishing 9th on the ladder and showing a lot of promise for years to come.

Our Division 1 team was a new look team which showcased talent in a number of first year athletes. Finishing the season in 9th place with 2 wins and several close games.

Our 19&U team finished the season in 8th place with 4 wins and a strong second half of the season beating some of the top 4 teams in the competition. We have some exciting talent that was displayed by all players throughout all areas of the court.



# PENINSULA WAVES

## PENINSULA ELITE NETBALL - PENS

We had five teams in our PENS program competing at Waverley Netball Centre or FDNA as part of our VNL development program including two 15&U teams, two 17&U teams, and an Open team.

15&U Vickery were Premiership winners in the 15/U section one at WDNA.

17&U Warriors were runners-up in the FDNA Premier competition.

17&U Haynes made it through to the semi-finals in their 17/U section at WDNA.

Both 15&U Wauchope (5th in Section 15/U at WDNA) and Wave Hunters (Open Division at WDNA) grew over the year and displayed quality netball in all games.

## PATHWAY ACHIEVEMENTS

- 19&U Victorian Representatives: Olivia Wilkinson
- 15&U Victorian Representatives: Abbie Rixon, Sienna De La Sota, Issy Covey
- 19&U Australian Squads: Olivia Wilkinson
- Australian Netball Championships Vic Fury Team: Sussu Liai
- Australian Netball Championships Championship Collingwood Team: Olivia Wilkinson (Grand Final MVP)
- SSN Collingwood Netball Club training partner: Olivia Wilkinson
- VNL League Awards: Charlize Gabel-Joseph - 19&U Hot Shot Award, 19&U Team of the Year.
- Peninsula Waves Life Membership: Kelly Haynes



# PENINSULA WAVES

Our Division 1 Mixed team is midway through their M-League season, and we are proud to be building our pathways to include men's netball.

Peninsula Waves School Holiday clinics continue to grow in participation with 725 attendees over the year, a 30% increase from the year before. This shows the demand and interest in these programs.

We also continue to offer clubs and schools the opportunity to have Peninsula Waves coaches with players coming to their training sessions. This grew rapidly over the year with coaches booked most days at different schools, clubs, and private sessions.

Our Annual Peninsula Waves Tournament was another successful day with the beautiful sunny spring weather. This was another event which grew significantly to approximately 75 team entries, meaning we were able to fill a second section in all divisions.

We are very excited that Peninsula Waves was one of only 12 successful clubs in securing a VNL license for the period of 2024 – 2028.

We are now busy preparing for the up-and-coming changes to Netball Victoria's structure for VNL 2024 and beyond, saying goodbye to the Division 1 and 19/U sections, and restructuring for a Championship and 23/U division. Waves will also field two VNL development teams – Open 1 & Under 19's.

Waves will also continue to offer a Peninsula Elite Netball program for 2 Under 17 teams and one Under 19 team.

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



Gen - VNL Administrator





# PENINSULA ACADEMY

This year we offered a program called the Peninsula Academy, targeting players that had missed out on making representative teams and those who wanted extra coaching. This program offered training and game opportunities.

It was led by Peninsula Waves coaches Sue Hawkins, Kelly Haynes and Jess Cox, the program offered monthly trainings and weekly games in the Monday Night Junior Premier Competition. We designed a new uniform and logo and had several Peninsula Waves players assist in coaching at training and game day.

We participated in the Peninsula Waves tournament with some teams making it into finals which showed the growth in development over the season.

We had our 15&U A academy team compete in the 15&U Section 3 Grand Final of the Monday night premier competition, going down to Chelsea after a slow start.

In our inaugural year we had 1 x 11&U, 2 x 13&U and 2 x 15&U teams and we look forward to offering the program again in 2024.

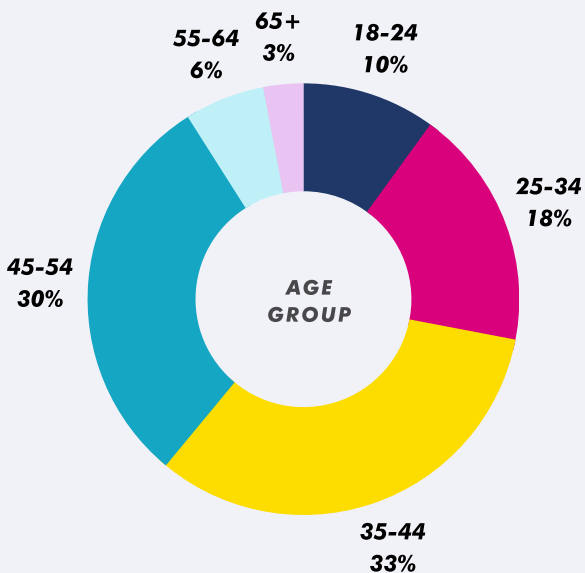
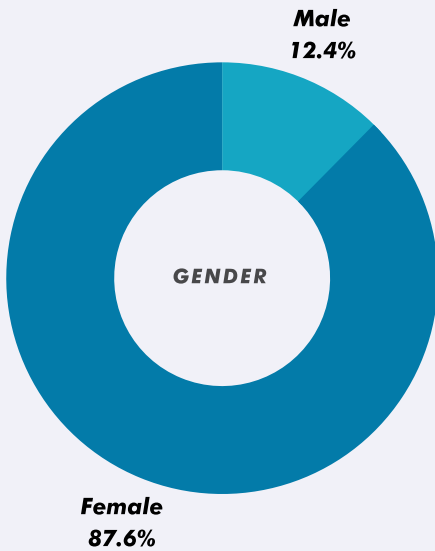


Kelly - Coaching & Development Coordinator

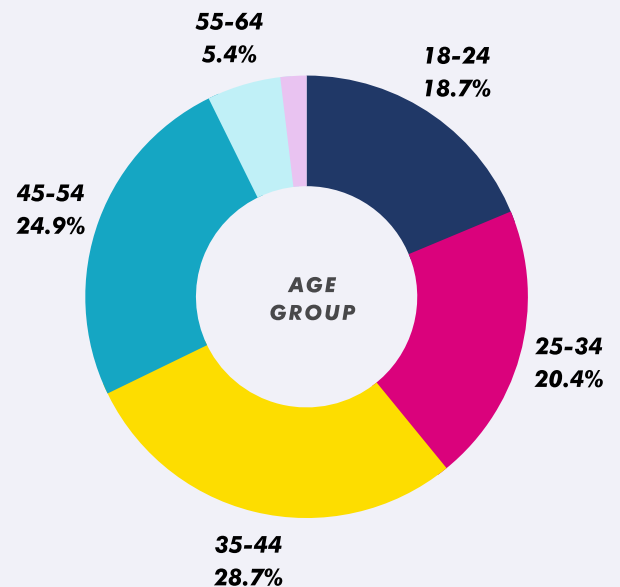
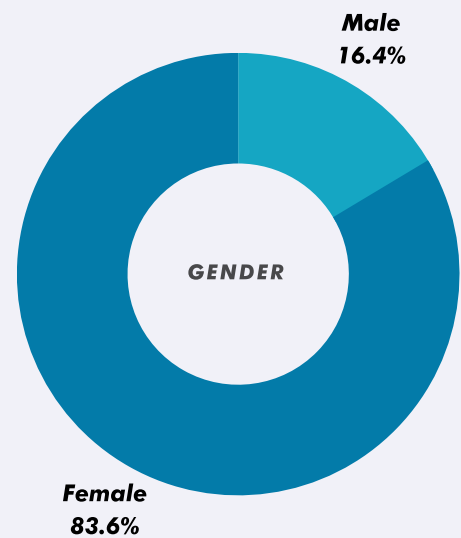
# MARKETING

## AUDIENCE METRICS - FDNA

### FACEBOOK



### INSTAGRAM

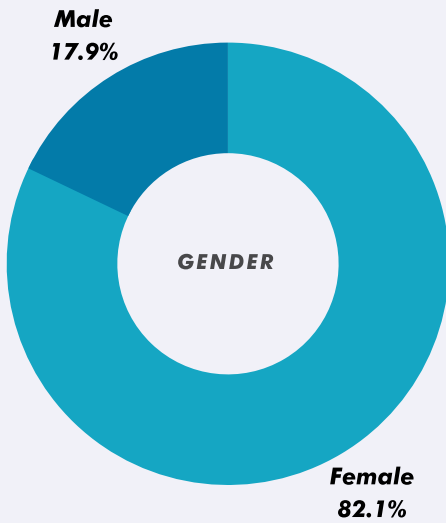


The demographic composition of our FDNA Facebook audience reveals that a significant 87% are female, with a substantial 63% falling within the age range of 35 to 54 years. In contrast, our FDNA Instagram audience exhibits a slightly lower female representation at 83%, with 66.4% falling within the age bracket of 18 to 44 years.

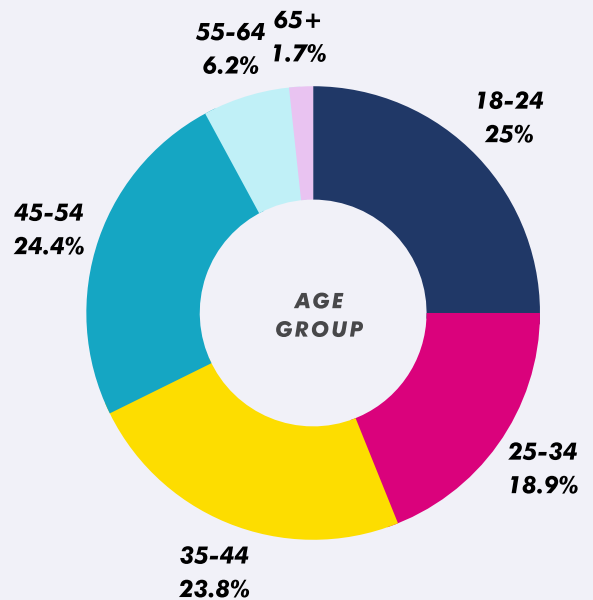
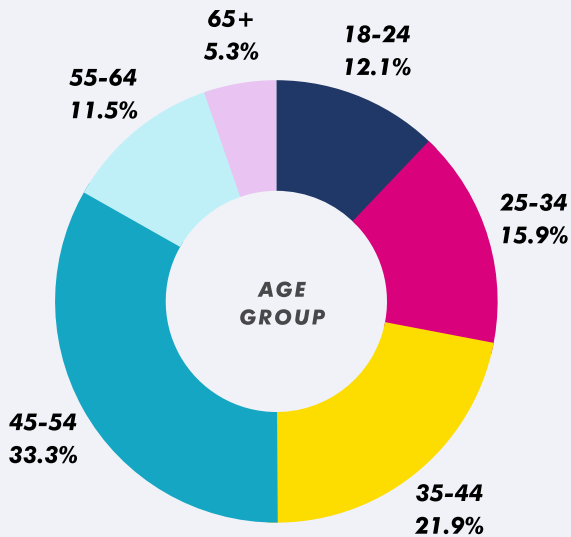
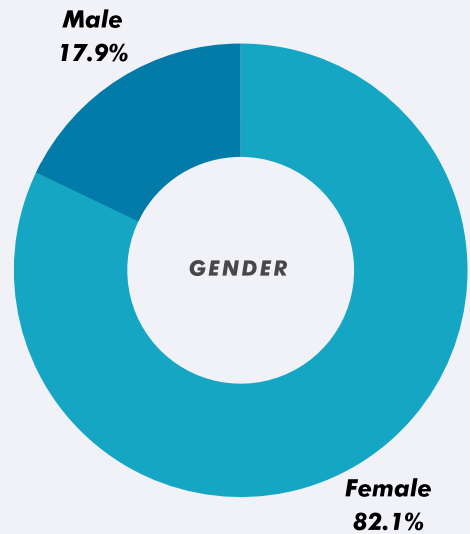
# MARKETING

## AUDIENCE METRICS - PENINSULA WAVES

### FACEBOOK



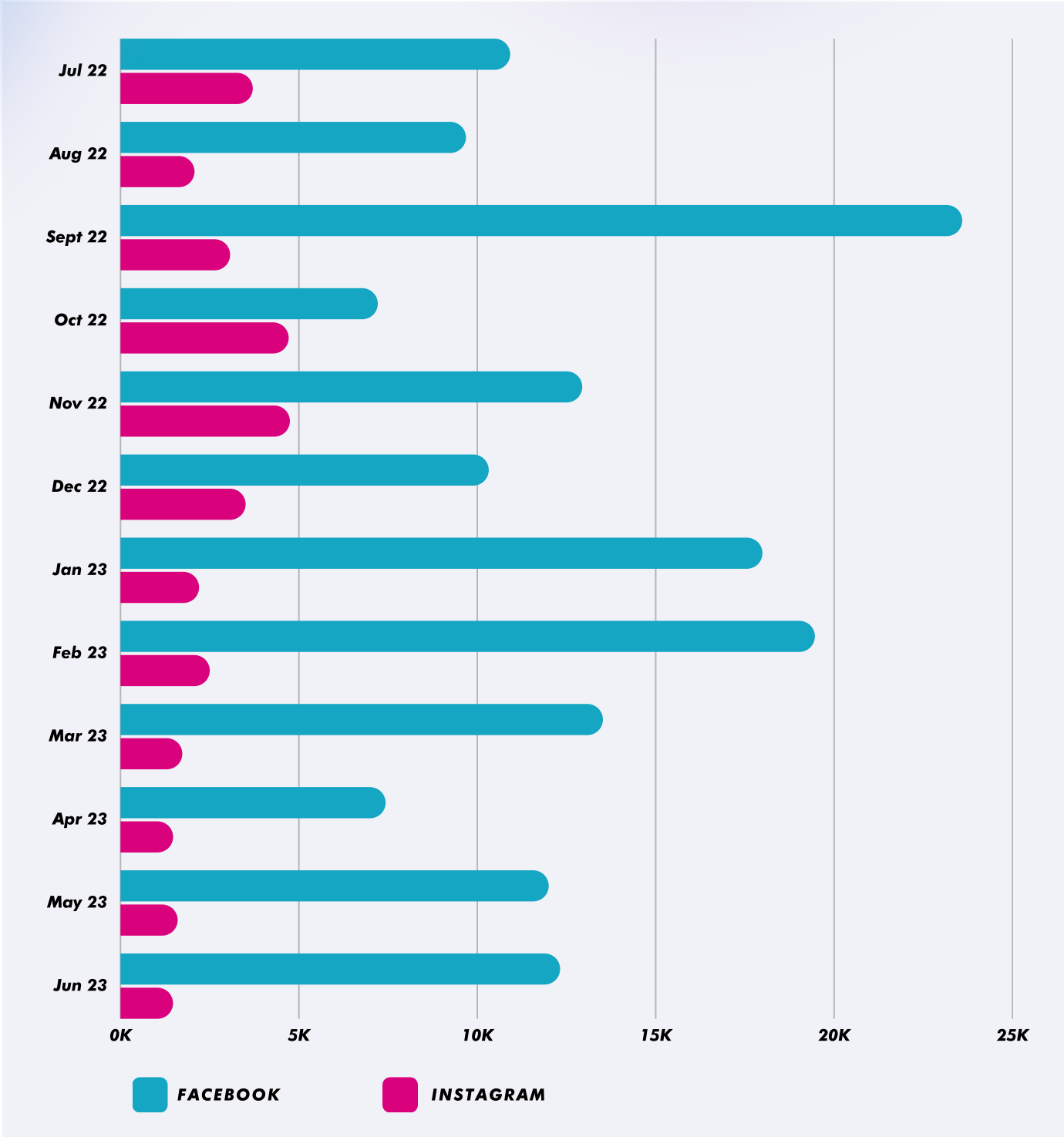
### INSTAGRAM



For Peninsula Waves, our Facebook and Instagram audiences are similarly dominated by females, with an 82% representation. Within the Facebook demographic, 55.2% of our audience falls within the 35 to 54-year age range, while on Instagram, a notable 67.7% of our followers are aged between 18 and 44 years.

# MARKETING

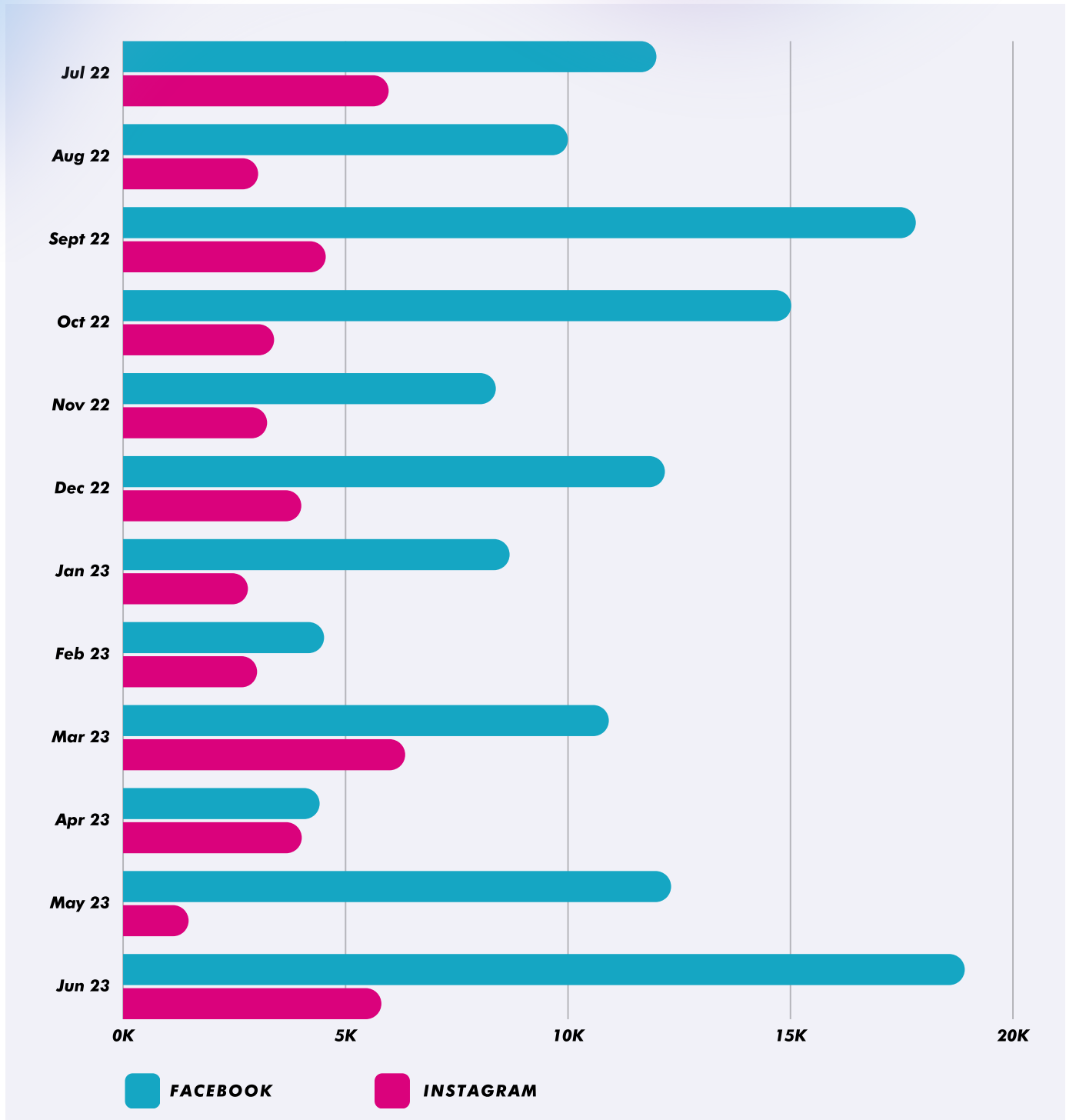
## ENGAGEMENT METRICS - FDNA



For FDNA, the Facebook page reached its peak account reaches of 23.57K in September 2022, while the Instagram account achieved its highest account reach of 4.7K in October 2022.

# MARKETING

## ENGAGEMENT METRICS - PENINSULA WAVES



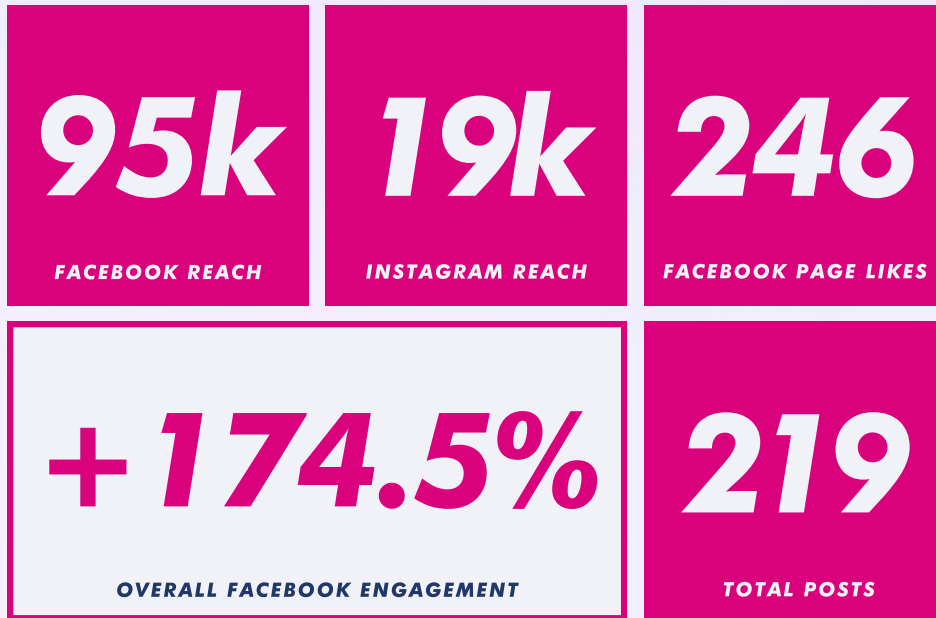
For Peninsula Waves, the data for Facebook and Instagram indicates notable variations in account reaches over the year, with the highest counts occurring in specific periods. For Facebook, the peak follower count was 18.9K in June 2023, while Instagram achieved its highest reach of 6.33K in March 2023. These months saw a significant surge in followers, suggesting potential engagement or content successes during those periods.



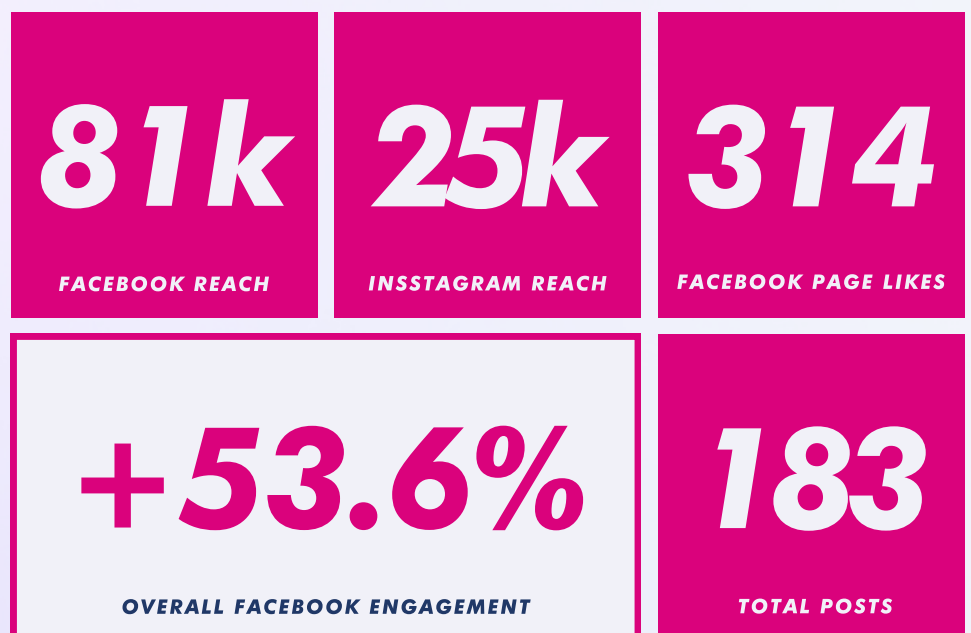
# MARKETING

## BRAND GROWTH

### FDNA



### PENINSULA WAVES



For FDNA, the Facebook page has a reach of 95K and 246 page likes, with an impressive overall Facebook engagement increase of +174.5%. The Instagram reach stands at 19K, with a total of 219 posts.

For Peninsula Waves, the Facebook page has a reach of 81K and 314 page likes, with a respectable overall Facebook engagement increase of +53.6%. On Instagram, the reach has increased to 25K, and there have been a total of 183 posts.

# MARKETING

## CONTENT PERFORMANCE

### FDNA Top-Performing Post from Facebook and Instagram



4.8K

3.1K



### Peninsula Waves Top-Performing Post from Facebook and Instagram



10.4K

3.2K



# MARKETING

## UPDATES

We continue to maintain and update websites for FDNA and Peninsula Waves. Both websites have gone through significant template upgrades, as they have not been updated since their conception.

The FDNA and Peninsula Waves websites serve as vital communication tools for our netball club and association. In 2023, we focused on improving user experience, accessibility, and engagement. We have revamped the website with a modern design and have undergone significant improvements such as enhancing the 'Latest News' section. We remain committed to enhancing our digital presence.

The website for the new Jubilee Park Stadium is in the making! This website will serve as a pivotal platform to enhance our online presence and engagement with our audience. With a sleek design, user-friendly interface, and innovative features, we aim to provide an enriched online experience for our users. Stay tuned for updates on this exciting project, as we look forward to unveiling it in the near future as a key milestone in our growth journey.

In a strategic move, we have decided to leverage the power of TikTok as our preferred platform for visual content sharing, departing from our previous use of Vimeo. TikTok's rapidly growing user base and dynamic, short-form video format align seamlessly with our goals of expanding our reach and engaging with a younger, more diverse audience. This shift allows us to tap into the trends and virality that TikTok offers, fostering greater brand visibility and connection.





# MARKETING

## NEXT STEPS

***In the coming months, we will focus on creating more video content, testing new ad formats, and optimising posting times.***

**01 Prioritise video content**

*Create different types of videos, such as product demos, behind-the-scenes footage, and customer testimonials.*

---

**02 Experiment with ad formats**

*Test new ad formats to see which ones generate the best results. This could include carousel ads, video ads, or sponsored content.*

---

**03 Optimise posting times**

*Continue to monitor engagement rates and experiment with different posting times to identify the optimal schedule.*

---

**04 Stay on top of industry trends**

*Keep an eye on trends in our industry, including emerging social media platforms and changes in consumer behaviour.*

---

**05 Monitor competitor activity**

*This can provide valuable insights for optimising your own strategy and staying ahead of the curve.*

---

**Follow us on our socials:**

 [peninsulawaves](#)

 [Peninsula Waves](#)

 [peninsula\\_waves](#)

 [fdna\\_netball](#)

 [Frankston & District Netball Association](#)



Abby - Marketing Assistant



Rebecca - Marketing & Communications Manager



# COMMUNITY PARTNERSHIPS

Throughout the 2022-23 financial year, the focus for sponsorship was to sell the naming rights to our 12 outdoor courts that have pavilions, with the understanding that all court sponsors will be given first right-of-refusal to opportunities in the new stadium once it was built, as well as the naming rights for tournaments and competitions.

We were very selective with the companies that we approached, ensuring they had a product/service/message that would resonate with our netball audience, and the value of the sponsorship was based on the location of the court.

## The 2023 Court Sponsors are:

Court 1 - Bendigo Bank, Court 2 – Peninsula Grammar, Court 3 – Toorak College, Court 4 – Tyrepower Frankston, Court 5 – Orthodontic Specialists of Melbourne, Court 6 – Woodleigh, Court 7 – Frankston YCW FNC Stonekittens, Court 8 – Frankston RSL, Court 9 – RT Edgar Mornington Peninsula, Court 10 – Bay City Auto Group, Court 11 – Peninsula Sports Medicine Group, Court 13 – VACCA: Victorian Aboriginal Child Care Agency

# COMMUNITY PARTNERSHIPS

Our team agreed that it was important to recognise our neighbours, the Frankston YCW Footy Netball Club, so Court 7 is not a sponsor, but a precinct partner. It is the court they play on for their competitions, and therefore, "Home of the YCW Stonekittens".

We also believed it was important to respect our long-term sponsors, Bendigo Bank, Tyrepower Frankston, Frankston RSL and Peninsula Sports Medicine Group, therefore they had the first opportunity to select a court.

All agreements were created for the 2023 calendar year, to be renegotiated for multiple years once the stadium was built and indoor opportunities could be determined and sold. The voluntary administration of Lloyd Group and the consequent delay of moving into the stadium has meant that stage two offers will have to be planned and implemented in the 2023-24 financial year.

The 2022-23 financial year also saw the addition of our sponsored Comet netballs. One of FDNA's main strategic priorities is to grow our game and support our clubs. With this in mind, we sought out a ball sponsor so that our clubs could purchase elite Comet netballs at an affordable price. Orthodontic Specialists of Melbourne came on board not only as a court sponsor, but as our ball sponsor, and nine clubs took up the offer to purchase game day, training and netta balls. If a club ordered a minimum of 30 balls in any given ball range, they also added their logo at no extra cost. It was wonderful to see FDNA OSM Comet Netballs on the courts throughout the winter season, and this is an initiative we plan to continue moving forward.

Sponsors that have been wonderful partners to FDNA that do not have a court sponsorship include Kukri who provide our squad, academy, Waves and umpire uniforms, as well as Core 24 who provide gym memberships for our Peninsula Waves, and of course, The Man In the Stands who takes all of our amazing photos.

We would like to take this opportunity to thank all of the sponsors that have continued to support netball over the years, and we welcome all new sponsors to our community.

If you are shopping for new tyres, a new or used vehicle, schools, health clubs, an orthodontist, a new home loan, a real estate agent, a place to go for dinner, or if you've ever been interested in becoming a foster carer, be sure to choose from FDNA sponsors and support those who support netball.



Christie - Community Partnerships Manager

# Thank You

Community Bank  
Carrum Downs and Marriott Waters

**B** Bendigo Bank

**Tyrepower**

**Frankston**

**Frankston  
RSL**



**PENINSULA  
GRAMMAR**  
INSPIRING PERFORMANCE



**TOORAK COLLEGE**  
Mount Eliza



**WOODLEIGH school**  
A SCHOOL of INDEPENDENT THOUGHT



**PENINSULA  
SPORTS MEDICINE  
GROUP**



orthodontic specialists  
of melbourne

**RT Edgar**



THE MAN  
IN THE  
STANDS

**KUKRI**

**core24**  
fitness any time you like



**Support those who  
support our sport!**

[frankstonnetball.com.au/current-partners](http://frankstonnetball.com.au/current-partners)





**FDNA**

FRANKSTON DISTRICT NETBALL ASSOCIATION



**FDNA**

Frankston District Netball Association

