

ANNUAL REPORT 2024

(2023 Calendar Year)

GRIDIRON VICTORIA

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1. 2023 Chairman's Report:

Affiliate Member Presidents, Members, Partners & Guests, I am grateful for the opportunity given here as Chairman and Director to deliver the Chairman's Report on behalf of Gridiron Victoria.

Season Summary:

The 2023/2024 season marked another triumphant chapter for Gridiron Victoria, featuring a full slate of contact football games statewide, two Junior state tournaments, and the launch of the Victoria Flag Football league. Despite facing significant challenges, our board remained steadfast in its commitment to fostering the sport, placing growth at the forefront of every decision. Throughout the season, we embraced new initiatives, experiencing both successes and setbacks. Nevertheless, I take pride in our collective achievements and eagerly anticipate another year of nurturing the sport we hold dear.

The Eagles state program launched with high hopes for a successful year, especially with the Gridiron Australia National Championship for both Men's and Junior competitions scheduled for April in Wollongong. This event promised valuable exposure to talent from across the nation for our Eagles teams. Unfortunately, due to unforeseen circumstances, Gridiron Australia had to cancel the event late in the planning stages, leaving GV with various unresolved matters, including financial losses and missed revenue opportunities. Significant funds were lost on equipment and merchandise intended for our players and coaches.

Despite this setback, there were bright spots. Thanks to the dedicated efforts of numerous volunteers, our junior Eagles team participated in two games against rival states. The first, held in Croydon against South Australia, that resulted in a victory for VIC. The second, held in Logan City against Queensland, which ended in defeat for us. Both games, however, highlighted the abundance of talent in Victoria and the promising future of our junior teams. We eagerly anticipate the opportunity to host Queensland in 2024 and strive to reverse the outcome.

The 2023/24 contact season was initially scheduled to commence in September, following the pattern of previous seasons, and conclude just before Christmas. However, a shift in Gridiron Australia's strategy and a member vote led us to explore a new split-season approach, beginning in October for the Men's competition and November for the Juniors. Further details on this change are provided later in the report.

In 2023, we prioritized addressing the concerns raised by our clubs, aiming to remove obstacles hindering the growth of both Gridiron and Flag football in Victoria.

We prioritised the concerns in the following order based on our season schedule, with more detail following.

1. Shortage and availability of match day equipment in Australia
2. Flag football and Gridiron programs
3. Marketing and Advertising

1.1 Access to Match Day equipment (Helmets & Pads)

At the outset of the year, our Presidents meetings highlighted a significant challenge faced by our clubs: the limited access to high-quality equipment, particularly helmets and pads. Clubs noted that traditional supply channels had diminished due to COVID-19, resulting in inflated prices and difficulty in obtaining quality gear.

To address this challenge, we negotiated a deal enabling Gridiron Victoria to acquire a substantial quantity of high-quality, NOSCAE-certified equipment through a consignment arrangement. This arrangement allowed GV to sell the equipment before any payments were due, effectively empowering Gridiron Victoria to support our clubs' growth without any financial impact on the overall GV profit and loss statement.

Almost every club reaped the rewards of this arrangement by acquiring high-quality equipment at prices significantly lower than any other available option. Many members praised this initiative as an excellent opportunity, and I hope that this is the type of initiative we can bring forward into future seasons.

The following is a detailed overview of the equipment provided, sold and what we have remaining available to purchase moving forward into the 2024 season.

Equipment Summary

Item	QTY	NEW Market Price	GV Cost Price	GV Sale Price	Sold as at 31/12/23		Remaining stock (Sell)	
					QTY	\$\$	QTY	\$\$
Helmets	122	\$ 82,970.00	\$ 36,541.00	\$ 40,600.00	81	\$ 26,866.00	41	\$ 13,734.00
Shoulder Pads	181	\$ 45,250.00	\$ 19,590.10	\$ 25,750.00	52	\$ 9,250.00	129	\$ 16,500.00
Rib Protectors	3	\$ 540.00	\$ 150.00	\$ 210.00	2	\$ 140.00	1	\$ 70.00
Thigh Pads	167			\$ 1,556.00	30	\$ 352.00	137	\$ 1,204.00
Knee Pads	114			\$ 1,109.00	33	\$ 352.00	81	\$ 757.00
Hip & Tailbone Pad sets	243			\$ 2,673.00	42	\$ 482.00	201	\$ 2,191.00
		\$ 128,760.00	\$ 56,281.10	\$ 71,898.00		\$37,442.00		\$34,456.00

1.2 Grants & GV Programs

Throughout the year, we successfully obtained a four-year grant totalling \$20,000 annually from SRV as part of their "Together More Active" program. This grant aims to support Gridiron Victoria in implementing programs in schools and enhancing the diversity of the sport, particularly targeting young people on the autism spectrum and individuals with larger physiques. Additionally, it has facilitated the expansion of our game's reach across both contact and flag formats. Over the past six months, these programs have been introduced to numerous schools, reaching a total of 2,265 individuals, and exposing them to our sport.

DATE	SCHOOL	PARTICIPANTS	PROGRAM
15 September 2023	Christ Church Grammar	350	Gridiron Outreach
6 October 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
13 October 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
20 October 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
27 October 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
3 November 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
10 November 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
17 November 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
24 November 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
25 November 2023	Tarniet P-9 College	1500	Gridiron Outreach
1 December 2023	Maribyrnong College	25	Gridiron Outreach & Flag development
8 February 2024	Maribyrnong College	24	Gridiron Outreach & Flag development
15 February 2024	Maribyrnong College	24	Gridiron Outreach & Flag development
22 February 2024	Maribyrnong College	24	Gridiron Outreach & Flag development
29 February 2024	Maribyrnong College	24	Gridiron Outreach & Flag development
7 March 2024	Maribyrnong College	24	Gridiron Outreach & Flag development
13 March 2024	Maribyrnong College	25	Gridiron Outreach
14 March 2024	Maribyrnong College	21	Gridiron Outreach
14 March 2024	Maribyrnong College	24	Gridiron Outreach & Flag development

1.3 Marketing & Advertising

Throughout the year, we experimented with various social media strategies, some successful and others less so. Nevertheless, we view marketing and advertising as critical investments for the growth of our game. I believe that next year holds potential for significant improvement in this area, provided we establish the right partnerships and create high-quality content that engages our current audience and attracts new fans.

Our social media presence needs to feature both short and long-form content that showcases the game in the best light. Additionally, increased funding should be allocated to recruiting efforts across the board to support clubs with a steady influx of new players.

Another key focus should be on attracting sponsors through advertising, as this will help offset many of the league's operational costs.

All results are based on 14/04/23 – 11/05/24.

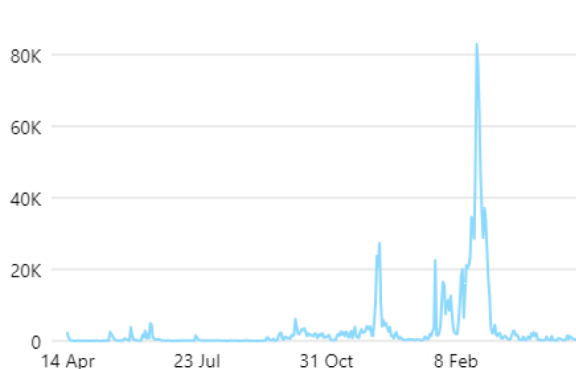
Reach:

- FB reach – 854.8K (1.9k increase on LY)
- IG reach – 433.4K (1.6k increase on LY)

Reach

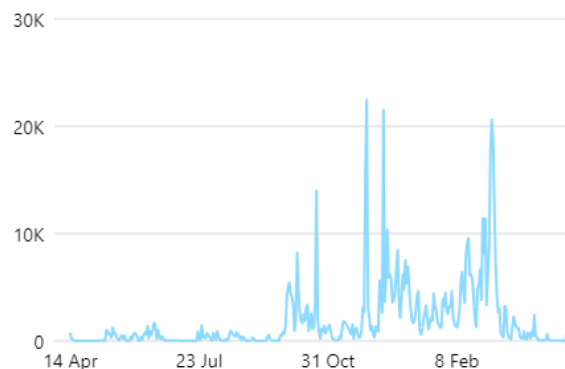
Facebook reach ⓘ

854.8K ↑ 1.9K%



Instagram ⓘ

433.4K ↑ 1.6K%



Reach: This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits. This number also includes reach from posts and stories that were boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

Visits:

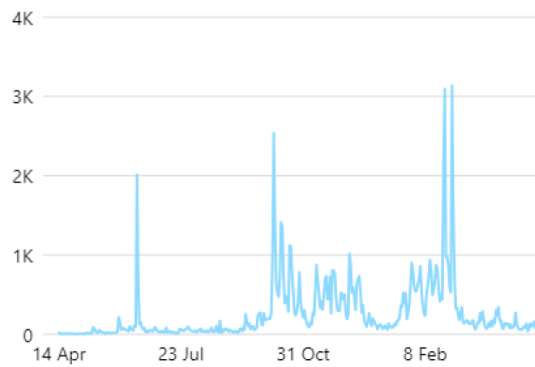
FB: 102K (357.6% increase on LY)

IG: 41.3K (348.8% increase on LY)

Visits

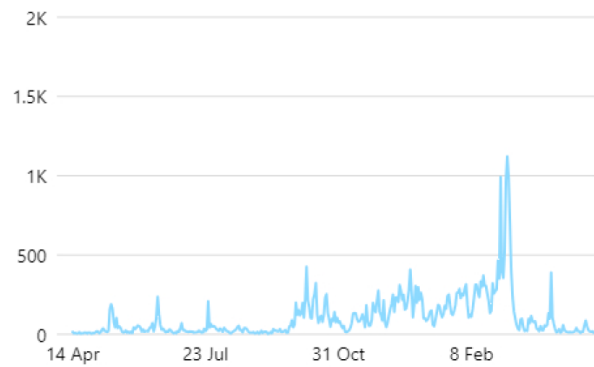
Facebook visits ⓘ

102K ↑ 357.6%



Instagram profile visits ⓘ

41.3K ↑ 348.8%



Visits: The number of times that your Page or profile was visited.

Follows:

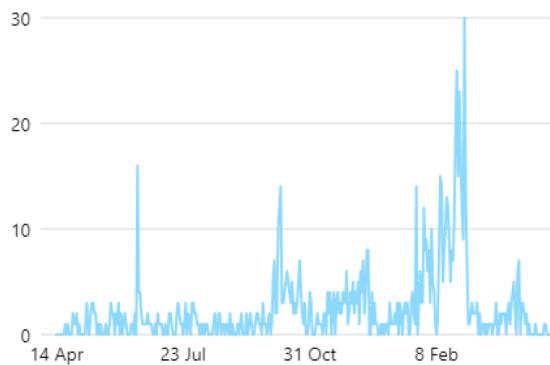
FB: 947 (42% increase on LY)

IG: 2.1K (comparative YOY)

Follows

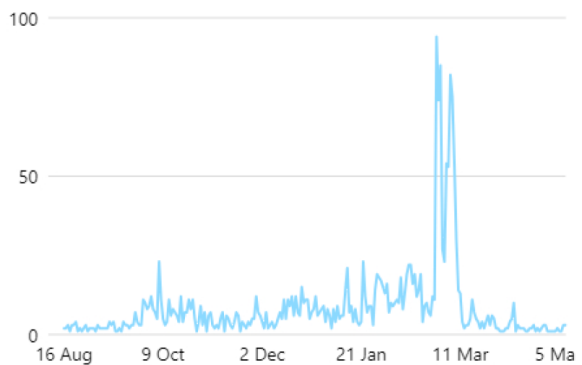
Facebook follows ⓘ

947 ↑ 42%



Instagram follows ⓘ

2.1K



Follows: The number of times that accounts followed you in the selected time period.

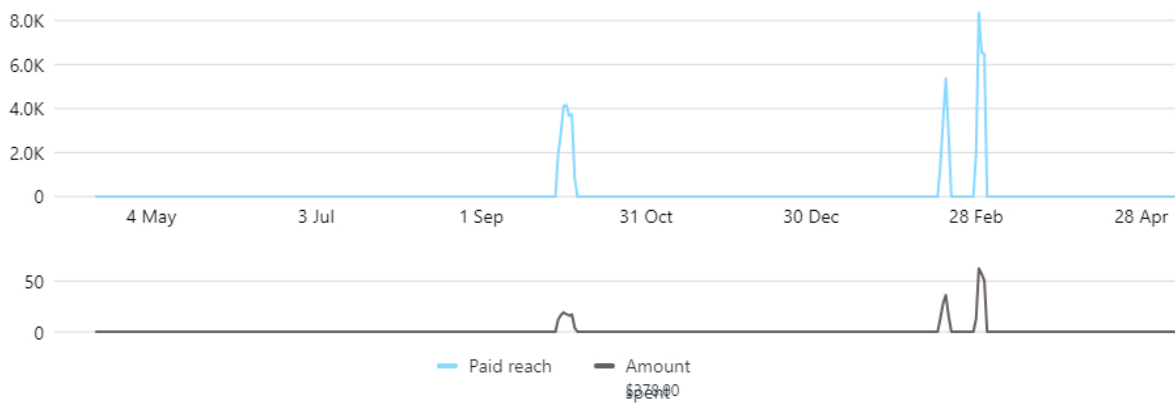
Ad trends:

Paid reach: 39,695 (100% increase YOY)

Paid impressions: 61,961 (100% increase YOY)

Total spend: \$378.00

Ad trends



Paid reach: The number of accounts ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same Accounts Centre accounts. This metric is estimated.

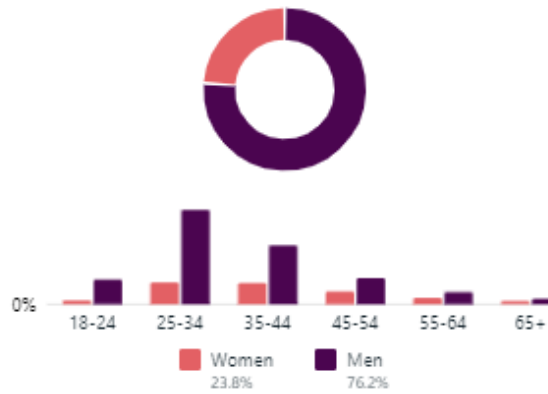
Paid impressions: The number of times that your adverts were on-screen.

Audience:

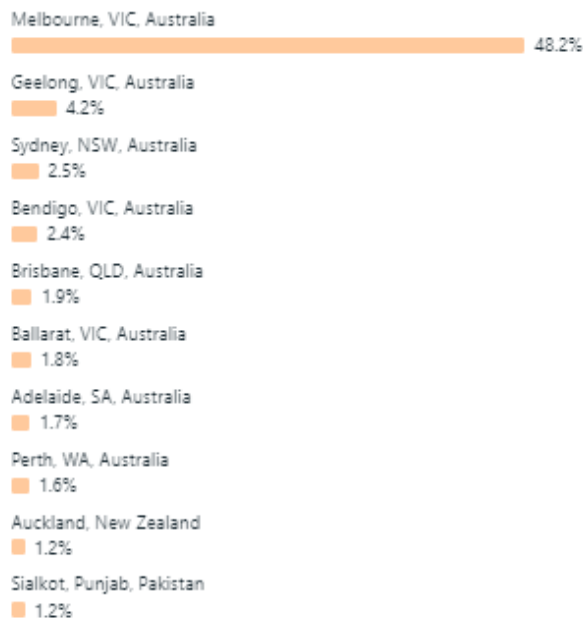
Facebook followers ⓘ

9,415

Age & gender ⓘ



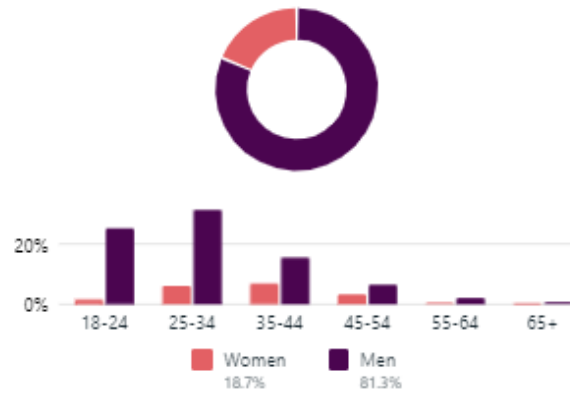
Top towns/cities



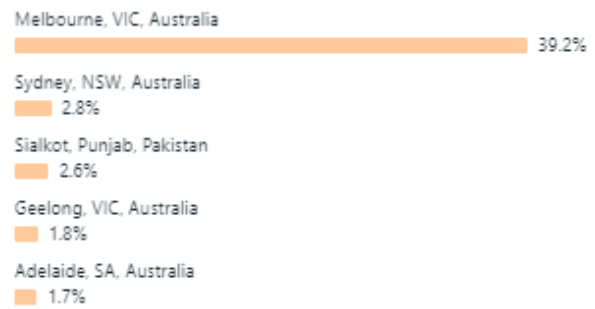
Instagram followers ⓘ

5,454

Age & gender ⓘ



Top towns/cities



Tiffany Krylov partnership:

GV's partnership with Tiffany was a new initiative for the season, something that GV hasn't ever done before so taking learnings into next year will be difficult as we don't have a benchmark.

Her content is mainly on Tik Tok, a channel that GV doesn't interact with, so it was a great opportunity to connect with a different audience than normal.

Her Tik Tok followers are upwards of 179.7K with 5.2M likes in comparison, her IG follows sit at 11.4K. She also has connections with NFL as an Australian ambassador.

Breakdown below of the delivered and additional content.

Content Deliverables		Additional Content		Total Views
Cotent	Views	Content	Views	Views
My First Gridiron Victoria Game		Fourth & Short		126566
TikTok	16900	TikTok	2785	
Reel	8142	Reel	7449	
Playing In The Rain		Tyler Interview		
TikTok	32500	Reel	3252	
Reel	11453			
O Line or D Line		Crusaders V Rangers		
TikTok	5481	Reel	12224	
Reel	10608			
TOTAL DELIVERABLE VIEWS	85084	Vic Bowl		
		TikTok	2623	
		Stories	8439	
		Jacob & James Interview		
		Reel	2234	
		Predators V Bucs		
		Stories	2476	
		TOTAL ADDITIONAL VIEWS	41482	

New leads total from 01/01/2023 – 12/05/2024

New leads are new contact people interested in either flag, contact or officiating. These can come via a number of channels including:

- Social media
- Website
- Word of mouth

All new contacts are welcomed with an introductory email and are then directed to their nearest club. This process is monitored by the play@gridironvictoria.com email address. This year we've had a strong number of new contacts for both contact and flag football.

CONTACT: 380 new leads

FLAG: 131 new leads

1.4 GV Compliance with Consumer affairs

This year has presented us with numerous challenges and unresolved matters inherited from previous boards. One significant focus has been ensuring the league's compliance with consumer affairs regulations, as we discovered that no annual statements had been submitted to consumer affairs since 2011. Throughout the year, we dedicated considerable time and effort to locating and compiling the necessary information to address these longstanding issues. As of today, we have successfully resolved the years 2018 to 2023 with Consumer Affairs, utilizing information found within the Xero accounts package.

Moving forward, the new board will need to prioritize resolving the years 2011 to 2017 once the relevant information is obtained.

1.5 2023/2024 Split Season Review

Based on early club team nominations provided, it brought forth considerable excitement for the potential of the upcoming season, with each club's nomination indicating a potential growth of 15% over 2022 levels. This was going to present us with a fantastic opportunity to support our clubs and make the game more affordable while preparing season budgets aimed at keeping registration costs low by distributing expenses across a greater number of teams.

Initially, club nominations resulted in 28 teams.

- 11 x Men's teams (6 for D1, and 5 for D2)
- 6 x U19 teams
- 6 x U16 teams
- 5 x U13 Teams
- 0 x Women's Teams

By September, we began to receive team cancellations across all competitions, mainly due to clubs realizing that fees were due, and their aspirations of filling teams were unattainable. This significant date also marked the formal notification from both the Melbourne University Royals and Casey Spartans that they would not be entering any teams for the 2023 season, and that their clubs were undergoing dissolution. By the board meeting on September 6th, we were faced with some challenging decisions for our junior competitions, with 2 Men's Teams withdrawing, and 7 Junior teams withdrawing.

- Men's were reduced to 9 teams
- U19's was reduced to 2 teams
- U16's was reduced to 3 teams
- U13's was reduced to 3 teams

The board found it necessary to alter the age groups for the Junior competitions in an effort to salvage our junior competitions and minimize player losses. The decision was made to maximize participation, resulting in a revised format featuring Under 17 and Under 14 competitions.

This change to the junior competitions initiated numerous adjustments and challenges for this year's board and triggered some undesirable behaviour from certain clubs and individuals.

It's my hope that everyone present recognizes that no year will be flawless, and as a collective, we must adapt to changes with respect. I eagerly anticipate another successful year for our contact game and hope we can all enjoy more of the sport we cherish.

While the split season posed several challenges across all our competitions, it was the Men's competition that experienced the most significant impact with numerous forfeits following the Christmas break. This prompted us to reassess the finals format for the men's competition. After deliberation, we opted for a revised finals format in line with other sporting codes featuring a final 4 competition. Recognizing that the planned final 6 structure wouldn't yield games of the desired quality for a final series, this change resulted in one of the closest final series we've witnessed in Victoria for quite some time, particularly among the team's ranked 2nd, 3rd, and 4th. With just 2 points separating teams in the elimination final and 8 points in the Preliminary final, with the revised format considered a success.

The U17's competition proved to be the closest and most evenly contested in Victoria, with every team securing victories against each other, setting the stage for an exciting final series. Similarly, the U14's competition saw fierce competition among the team's ranked 2nd, 3rd, and 4th. However, the dominance of the Western Crusaders, with their size advantage, raised questions about the optimal management of players in this age group moving forward. This will undoubtedly be a priority for the next board to address for the 2024 season and beyond, especially considering it resulted in the first forfeit by a team in the VicBowl match.

Congratulations are in order for the Western Crusaders for securing their 6th consecutive Men's VicBowl title, the South Eastern Predators for clinching the U17's VicBowl, and the Western Crusaders for emerging as the U14's VicBowl Champions.

Appreciation and Thanks

Finally, my thanks go to my fellow Board members for their time and dedication to the advancement of the sport of gridiron in Victoria. All board members are volunteers and particularly in this challenging year I would like to thank them for their commitment and efforts.

To our departing Board members and associates, I thank you for all your efforts over the past 12 months.

I wish all members a positive & productive 2024.

Kind regards

A handwritten signature in black ink, appearing to be "Troy Haynes", written in a cursive style.

Troy Haynes
Chairperson

2. Gridiron Victoria Board

Troy Haynes	Director since January 2020, Chairperson 2021 after mid-term exit from previous Chairperson	Elected Director 2023
Kelly Lawlor	Appointed Director in July 2022, Elected in May 2023	Elected Director 2023
Hannah Larter	Appointed Director in July 2022, Elected in May 2023	Elected Director 2023
Daniel Speed	Appointed Director in July 2022, Elected in May 2023 (Resigned March 2023)	Elected Director 2022
Dylan Potter	Appointed Director in July 2022, Elected in May 2023 (Resigned March 2023)	Elected Director 2022
Travis McKenzie	Elected Director since May 2023	Elected Director 2023
Jordan Di Mizio	Appointed Director since May 2023	Appointed Director 2023
Denise Onte	Appointed Director since May 2023	Appointed Director 2023
Scott Ditcham	Appointed Director since May 2023	Appointed Director 2023

3. Special Purpose Financial Statements for the year ended 31 December 2023

The directors of Gridiron Victoria Limited present their special purpose financial report for the year ended 31 December 2023.

Review of Operations

Revenue for the year ended 31 December 2023 was \$148,685.45 (2022: \$140,713.78). The net profit for Gridiron Victoria for 2023 is **\$1,782.15** a substantial improvement on the 2022 figures which had a loss **-\$37,885.48.51**

Significant Changes in State of Affairs

While in 2023 we managed to record a small profit of **\$1,782.15**, it was due to creating some additional revenue streams and making some essential cut backs to our expenses. Some major unexpected expenses arose early in the year which required us to constantly look for additional revenue streams and look for avenues to make cutbacks because of 3 primary issues.

Additional Revenue streams

1. Equipment sales, through the sales of Helmets and Pads generating income of **\$37,442.00** with associated expenses of **\$33,111.30**
2. Grants & additional Sponsorships providing GV with **\$28,000** of income to put towards the continued development of our sport.

Unexpected expenses

1. Cancellation of the GA Nationals planned for Wollongong.
 - With the cancellation of the Scheduled GA Nationals, we took a hit having purchased all the Polo Shirts, Training tops, T-Shirts, Back packs. The Loss incurred by GV for the GA Contact Nationals was **\$22,487.95**, this could have been worse if we were not able to games for our junior team.
 - Many of the items purchased are being issued to the players that are part of both the 2024 Gridiron & Flag state teams.
2. Funding the Flag football competition in NSW
 - In 2023 we also invested in our state Flag team and funded the tour of both our Men's and Women's Flag football teams to NSW for the Bring it on Flag championships for, this cost to GV was **\$6,183.06**.
3. Reduction of revenue through player and team registrations, reduction from 28 teams to 19.

Other major expenses in 2023

- We had to write off the bad debts left behind by both the Melbourne University Royals and Casey Spartans, debt totalling. **\$1,793**
- Investment into Advertising & Marketing, we spent **\$9,622.73** in 2023 which was up from \$4,000 in 2022.
- Investment into Livestream, we spent **\$7,276.00** in 2023 which was down from \$21,059.37 in 2022. This was one of our major cutbacks.
- First Aid (League appointed medics), we spent **\$14,000.74** in 2023 which was up from \$7,107.96 in 2022. This increase was due to additional rounds and increased costs from suppliers

Principal Activities

The principal activity of Gridiron Victoria during the 2023 calendar year was the growth, development, and encouragement of the sport of both Gridiron & Flag football in Victoria.

The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies.

The directors declare that:

- a) in the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.
- b) in the directors' opinion, the attached financial statements and notes thereto are in accordance with the Corporations Act 2001, including compliance with Australian Accounting Standards and giving a true and fair view of the financial position and performance of the company; and

This declaration is made in accordance with a resolution of the Board of Directors.



Troy Haynes
Chairperson

Dated at Melbourne this day 14th May 2024.

3.1 Profit and Loss

Gridiron Victoria Inc.

For the 12 months ended 31 December 2023

Account	Jan-Dec 2023	Jan-Dec 2022
Trading Income		
Border Battle State Team Fees	0.00	16,081.83
Contact Football Online Registrations	77,323.10	121,191.04
Equipment Sales	37,442.00	0.00
GV Junior State Team - Registration	38,295.91	0.00
GV Men's State Team - Registration	84.44	0.00
Reimbursement Income	(4,460.00)	590.91
Sales Football 1001	0.00	2,850.00
Total Trading Income	148,685.45	140,713.78
Cost of Sales		
Equipment Purchases	1,965.89	0.00
First Aid & Medics	14,000.74	12,905.05
Football 1001	0.00	400.57
Import / Freight costs	13,485.98	0.00
Live Streaming	7,276.00	43,650.54
Venue Hire	3,313.64	6,385.46
VGOA Officials	14,500.00	51,206.86
Total Cost of Sales	54,542.25	114,548.48
Gross Profit	94,143.20	26,165.30
Other Income		
Grants & Sponsorships	28,000.00	17,000.00
Interest Income	897.50	359.12
Other Revenue	272.73	3,486.36
Total Other Income	29,170.23	20,845.48
Operating Expenses		
Accountancy Fees	0.00	392.73
Advertising - Digital	9,622.73	4,000.00
Annual Border Battle Expenses	0.00	27,476.64
Bad Debt	1,793.56	21,847.53
Bank Fees	20.00	10.00
Club Reimbursements	0.00	5,000.00
Coaching & Training Conferences	376.11	10,396.24
Coaching Tools (HUDL)	1,463.40	0.00
Donations	1,025.00	0.00
GV Contact State Team Expenses	59,404.90	0.00
GV Flag State Team Expenses	6,183.06	0.00
Honoraria	0.00	1,909.09
Legal Fees	0.00	1,050.00
Linemarking	3,300.00	0.00
Meeting Expenses	508.82	0.00
Memberships, Subscriptions & Professional services	2,559.26	1,325.39
Office Expenses	578.14	0.00
Sponsorship	500.00	0.00
Superannuation	3,281.30	0.00
Trophies	425.00	4,914.00
Vic Bowl	660.00	6,574.64
Wages & Salaries	29,830.00	0.00
Total Operating Expenses	121,531.28	84,896.26
Net Profit	1,782.15	(37,885.48)