



Winnaleah Recreation Reserve
Business Plan
As proposed by the Winnaleah Football Club

Winnaleah Football Club

“Home of the Magpies”

Charter

- **To promote and encourage participation in the game of Australian Rules Football throughout the Winnaleah and surrounding districts. To encourage support of the rules and all forms of governance deemed as being in the best interests of the Winnaleah Football Club.**

Background

The Winnaleah Football Club was founded circa 1905 and to date has had only two homes. The first site was located at the corner of Racecourse and Banca Roads and then in the early 40's to its current home off Recreation Road. This site has undergone many changes in the last three decades, from the building of new kiosk and change room facilities in the 70's, to the recent development of the community facility located in the south western corner. This latest facility has also attached a much-needed public toilet facility to this complex thus complimenting enough public facilities to encompass large crowds without the need of temporary hired facilities.

The colours of this fine club have also changed twice with some minor alterations to the Guernsey and logos. Initially the colours were light blue with a yellow V on the front. These jumpers were changed in the 40's. The current colours are the mighty black and white with a magpie emblem to allow differentiation from other clubs that have crept closer to the black and white vertical stripes that were exclusive to us a North East Football Union “original club”.

The Winnaleah Football Club is affiliated with the North East Football Union, which was founded in 1937 with clubs participating from the neighbouring towns of Ringarooma (Alberton), Legerwood, Branxholm, Derby and Pioneer. The

NEFU of today also includes participants from Bridport, Lilydale, Scottsdale and St Helens. Alas the Union has lost the participation from the towns of Derby, Legerwood and Pioneer. The loss of this participation has been to the benefit of the Winnaleah, Branhholm and Ringarooma clubs.

History shows that the Winnaleah Football Club has achieved its share of success with senior premierships in 1930,1938,1940, 1945 with a long spell until 1965, then again in 1972and 1974. Success came again in 1985, 2003, 2004 and 2005. These last three years are arguably the most successful period in the clubs history. The reserves and thirds have also won many premierships along the way and the club in total has possibly gained more 'runner up' positions than the ultimate success. However, history has revolved around being competitive and being able to sustain both viability and longevity in this changing climate.

Fundraising

Through the consistent, sustained efforts of the committee and the members of the public there are many and varied types of fundraising ventures. Fundraising is the largest source of income for the club. Home games provide income from the admission charges, kiosk sales and with the "community facility" completion this has allowed another source of income that was previously unable to be secured with any consistency. This facility runs a "public bar" trading 15 hours per week. Others fund raisers include an auction of goods on and most Saturday evenings, home games provide some form of entertainment for the benefit of the whole socio-community and club members. The image and social benefits of these events are unmeasurable in our community.

Governance

As stated the Winnaleah football club is affiliated with the North East Football Union, a relationship of mutual benefit to all since 1937. The clubs governance is guided by its constitution (attachment 1). The constitution has had amendments completed over the time and this is encouraged as issues come forward. The process of change can only occur once per annum and this is at the Annual General Meeting where written notification needs to be forwarded to the Secretary 14 days prior to the A.G.M for advertising of the proposed changes. Objections may be heard at The A.G.M prior to the submission being voted upon.

The committee is currently nominated and elected at the AGM and this committee totals 13 and includes a Chairperson, Treasurer and Secretary along with Patron and two vice chairpersons. The other elected members make up the general committee (attachment 2 are the names and positions of all elected committee members). The committee is compelled by constitution to advertise for coaches for all positions of office held within the club. These positions are then elected by due process.

The Winnaleah Football Club acknowledges members by granting “life membership” to any male or female who has given exemplary service to the club either on the field or off. The process is to put forward a club member nomination. This nomination is then forwarded to a rotational committee of five (rotational meaning that a new committee member is selected for five years annually and at the end of the year the member rotates one position until they become chairperson for their last year). Currently, there are 16 life members dating back to the 50’s.

Development plans

The Winnaleah Football has always encouraged an “early childhood and youth development programme. Since the 60’s an Under 15 team was involved in the N.E.F.U. Today the club has teams participating in under 10’s, Under 13”s, Under 16’s, Reserves and Seniors. The club in 2006 had 90, registered participants, this is testament to the clubs strength considering there are only 220 residents in total within the town boundaries. A valued partnership has developed between the W.F.C and the Winnaleah District High School over the years with training for the Under 10’s and 13’s occurring in the School grounds since the mid 90’s. The Winnaleah Football Club has always encouraged juniors to accept development challenges and has on many occasions assisted this financially.

Financial Objectives

The committee has an unchartered objective to leave the club as financially healthy as when they started. The maturity and business like approach has the Club in a very healthy position at this point of time. Indeed the envy of a lot of other sporting bodies. The balance sheet is audited annually and the financial statement presented at the A.G.M for all members to observe and question. The clubs main funding allocation is for payment of coaches and players and in 2003 the clubs annual turnover was approximately \$105 000. In comparison an audited balance sheet from 1974 shows the clubs turnover at approximately \$4500.

Benefits of Football at Winnaleah

As noted in the charter the WFC encourages participation. The club offers a truly “family day out”. Due to our relatively isolated nature in the Winnaleah area, particularly with extended travel to major centres, football and netball have co-existed strengthening the social and recreational pursuits of many within the Winnaleah area. This co-existence has allowed the whole family unit to participate in one area on any given day.

The Future

The Club has been actively upgrading both club and recreational facilities. A constructive relationship has been developed with the Dorset council over the last decade.

A positive, working relationship with the netball and cricket clubs is also important for not only the development of projects but for the implementation of a development plan which will be completed to ascertain an “as needed basis” with capital works planned and costs estimated for submissions options as they occur. The encouragement from the Winnaleah District High School with participation, will further develop a support network to assist the consolidation of assets in the one area.

Development of the Winnaleah Recreational Reserve

Ground and facility development of the entire reserve has been a team effort by all user parties. The major stakeholders include the Winnaleah Football, Netball and Cricket clubs who have all involved themselves, either individually or through the advisory committee, to co-ordinate projects with the Dorset Council. Most of the completed projects have been funded by the Council with the clubs supplying the labour. Planned projects for the past 5 years are outlined over with estimated costs and relative club inputs.

Development plans for the Winnaleah Recreational Reserve

Project	Time frame	Costs/ Estimates	Paid by	Stakeholders	Status
External perimeter trees	March 2004	\$560	\$560	Winnaleah Football Club	Completed
Public toilets	January 2005	\$71 000	\$5000 \$46000 \$20000	Dept Sport Dorset council Winnaleah Football Club	Completed
Community Building	January 2005	\$45000	\$20000 \$25000	State Government Winnaleah Football Club	Completed
Netball Change room/ Kiosk	February 2006	\$19000	\$13000 \$6000	Dorset council Winnaleah Netball Club	Completed
Football Change room doors	November 2006	\$5700	\$5700	Dorset Council	W.I.P.
WFC Change room Power upgrade	October 2006	\$7500	\$7500	Dorset council	W.I.P.
Football ground re alignment	November 2007	\$3000	\$1500 \$1500	Winnaleah Football Club Winnaleah Netball Club	
Training Light poles	November 2008	\$20000			TBA
Floor coverings in community	November 2007	\$10000		WFC, WNC, WCC and Dorset	TBA

Facility

Tables and chairs in Facility	November 2007	\$500	WFC, WNC, WCC and Dorset	TBA
Scoreboard relocation	November 2008	\$1000		TBA
Verandah at facility	November 2009	\$5000		TBA
Store-room and Kiosk Stage 2	November 2012	\$50000		TBA
Change room toilet and Shower flooring and Re alignment	November 2009	\$15000		TBA