



# Melbourne Dynamo Football Club

Founded 1950



CHARTER STANDARD CLUB

## Communications on Agreements / Actions from latest Melbourne Dynamo Committee Meeting

Committee Meeting Date 10 May 2021 (MSP)

Agenda item / Action	Owner	Target Due date
<p><b>Welfare report:</b> DBS checks are ongoing for new volunteers / renewals. To assist with administration any forms that require review and signature please return to Steph Salisbury (Welfare Officer) home address, 10 Cartwright Close, Melbourne. Safeguarding courses are now being run online – there are several managers where invitations were issued 24<sup>th</sup> April to complete the online course with registration action outstanding – this is now urgent.</p> <p><b>Note:</b> it is a mandatory FA charter requirement that all volunteers have a valid DBS certificate and complete the Children Safeguarding course. <b>Any volunteer that fails to comply with this requirement will have to cease all club activity until certification is in place.</b></p> <p>Any outstanding certification requirements to be escalated to the Chairman for appropriate action.</p>	Steph S	End May
<p><b>Finance report:</b> Club finances are now back in a positive position with a cash balance of £28k. The recovery from last year's loss of more than £18k and a cash position of £5k was made on the back of Covid support grants being received and significant reduction in kit procurement as major kit investment was undertaken last season.</p> <p>The club requires a minimum of £20k surplus cash to cover for unexpected events and emergency provisions – it is expected that we will reach this position by the end of the season. Continued club development and investment in proposed facilities will require substantial investment in future years – a structured budget for season 2021/22 will be produced once team numbers are confirmed.</p>	Chris A	June
<p><b>Subscriptions:</b> It was proposed and agreed to freeze subscriptions at the standard price of £200 for next season. Second child discount of £20 and third child discount of £40 to continue.</p> <p>It was also agreed that no discount on this season's subscriptions will be made on the basis that the leagues will be completed, training facilities will be made available and provided for all teams where required throughout the summer period (note normal club football terms covers the months of August through to April). It was the overall view that subscription fees continue to represent excellent value when you take into consideration the provision of kit, training, coaching, league fees, match time and MSP facilities on offer. The intention of the club is to try and maintain subscription fees as low as possible but to ensure the club remains financially viable, can meet its financial obligations to MSP and support future investments.</p> <p>To support this objective, it was agreed to implement individual team kit sponsorship in the future to keep subscription fees to a minimum. Proposals on team kit costs, structure of sponsorship options to be developed and presented for agreement.</p>	Andy B	End June
<p><b>Pitchero (website management solutions):</b> For the past few seasons, the club's website has been developed using the Pitchero club website solutions. Pitchero is a UK online business that has developed standard solutions for club management, team management, communications, club marketing and automated linkages to regional leagues.</p>		



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Unfortunately, due to lockdown restrictions over the past two seasons, we have not been able to make the targeted progress on the club's website management and communications. It is now planned to recommence development activities with Pitchero and build a revised club website and use Pitchero capabilities to the maximum for communications, team news and marketing.

Pitchero also offers a club subscriptions management solution that automates and assists the registration of players, payment collection, reporting and management of subscription payments in conjunction with a card payment company (Gocardless). This solution comes at a cost but will bring enhanced capability regarding payment options, transparency for parents, status reports for team managers and club officials and reduce the administration burden greatly for all involved. It was agreed to proceed with the payment solution in preparation for commencement of next seasons player registration and subscription management. Development of final solution regarding player registration and payment options using Pitchero now to be undertaken (sign off required by AR/GC/CA/JM).

It is also recommended that each team nominates a person with responsibility for inputting and updating team news via Pitchero. All team will have their own website page that can be used to cover general activities, match reports, etc. with linkage to league results and tables.

Andy R/  
Gerard C

Early  
June

Team  
Managers

July

**Club development needs and investment:**

The following investment requirements were discussed:

**Immediate requirements** - Pitch ongoing maintenance/artificial grass in technical area, dugout refurbishment and boarding replacement. Anticipated costs are £4k, with £3k of costs being covered by Adults team through board advertising and sponsorship and £1k through the junior section. This investment request was approved.

**Midterm (2 years) requirements** - Ball retention solution, Continued pitch maintenance, transition to new club kit (blue and black)

**Long term (>2 years)** – Full size 4G pitch, fencing and floodlights, sprinkler solution (water borehole?)

Stuart Uprichard will continue to head up the football club's development requirements. A meeting is to be arranged with MSP to discuss in more detail mid/long term development ideas and agree feasibility study process, supplier options and grant potential.

Greg S

ASAP

Stu U /  
Gerard C

ASAP

**Training, pitch and AGP allocation:** Planning work is ongoing with the MSP to finalise the training slot and pitch allocations for next season. It is hoped to be able to use the new 9-a-side pitch 3 from the end of September (once drainage work is complete) and use the floodlit grass training area from the end of September once agreement on availability with Rugby and MSP is finalised. We continue to have significant constraints on pitch and training slot availability; therefore, flexibility is called to support the outcome as well as consideration of off-site solutions where necessary.

Cricket outfield may also be available over the summer period when cricket games not taking place.

Reminder that if any team needs to cancel their weekly training slot, they should inform Jane at the MSP no later than 24 hours in advance – otherwise full charges are applied to the club.

Agreed outcome on pitch and training slots to be communicated once agreed.

Andy R

ASAP



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<p><b>Coaching development:</b> Discussion held regarding how best to support coaching development and ongoing needs of coaches to ensure all are inducted fully in the requirements of the role and have the required toolkit and experience to deliver excellent training programs.</p> <p>It was proposed and agreed to run a coaching training workshop at the beginning of next season using external experts. Proposal and costs to be developed and agreed.</p>	<p>Don M / Gerard C</p>	<p>End June</p>
<p><b>Fundraising and sponsorship:</b> A BBQ will be held on Saturday 26<sup>th</sup> June where all are invited to participate. Further details of the event will be communicated by the fundraising committee.</p> <p>Now that Covid restrictions are being lifted, it is planned to develop new fundraising and corporate sponsorship opportunities. The identified club development requirements will require significant investment, once the development targets are agreed and approved, various fundraising and corporate sponsorship activities will be targeted to support the development funds.</p>	<p>Connor R</p>	<p>End May</p>
<p><b>Any Other Business</b></p> <p>Preference was expressed for end of season awards to be managed on an individual team basis. Please ensure that all team presentation awards are arranged and that trophy requirements are covered with Andy Bell.</p> <p><b>Date of next meeting:</b> to be agreed end June/early July</p>	<p>Team Managers</p> <p>Gerard C</p>	<p>End of season</p> <p>June</p>