



Melbourne Dynamo & Wildcats Football Club



Annual General Meeting **Thursday 09th June 2022**

Note: *The slides presented at the AGM are attached to the end of this pack.*

Agenda

1. Welcome & Apologies
2. Chairman's Notes
3. Club Structure
4. Player Registration
5. Club Finances
6. Sponsorship
7. Fundraising
8. Club Development
9. Volunteers/Committee Structure
10. Q&A

1. Welcome and Apologies

No apologies were received prior to the AGM. In total, we had approximately 40 people attend the AGM in person, with another 10 joining virtually online. A good turn-out and one of the best we've had in recent years.

2. Chairman's Notes

Over the last 12 months the club has experienced some real highs and devastating lows, both on and off the pitch.

Last summer, a much-loved member of our club, Thando Ndlovu, sadly lost his life in a tragic accident. Thando was a valued member of Don Miller's team, who always had a smile on his face and the people around him only ever had positive things to say about him.

More recently, another former member of our club – and a close friend to many associated with Melbourne Dynamo – Kev Earp, sadly lost his life. Kev was a former player for Melbourne United over many years and more recently became coach of his son's junior team at AFC Chellaston. A passionate Liverpool fan and loving family man, Kev was a big part of our community.

During these devastating times, the local community came together, and Melbourne Dynamo & Wildcats Football Club were at the heart of this. In September 2021, our fundraising team put on a



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memorial day to celebrate the life of Thando Ndlovu. A football match between his close friend and former teammates was the main event of the day, with other fun activities also happening. This raised £2,200 which will be put towards a memorial for Thando at the MSP in the coming months. We will also arrange something to remember Kev Earp by in the near future.

On the pitch, we had more reasons to smile. The 2021/2022 season was the first in three years to be uninterrupted due to COVID. This has been reflected in both the performances on the pitch, and the feedback received from parents and managers on how the club was progressing. Here are some of our highlights from this seasons football:

Melbourne Dynamo

- **Juniors**
 - U8s Rockets – Cup Finalists
 - U11 Magic – Winter League Champions
 - U14 – League Champions
- **Adults**
 - Reserves – 4th in League, Challenge Cup & Junior Cup Quarter Finalists
 - Firsts – 3rd in League, Div 1 Cup Quarter Finalists, Presidents Cup Finalists

Melbourne Wildcats

- U9 – Plate Finalists
- U10 – Cup Winners
- U11 – Cup Finalists
- U15 – Shield Winners

A special thank you goes to all our coaches, who have worked tirelessly over the last season to make this a successful one.

3. Club Structure

- The club is growing in size, with an increase in numbers of teams and numbers of players in each team.
- This growth has to be managed sustainably, due to the number of pitches we have for matches, as well as the number of AGP slots available for training – an issue we have each year.
- Next season (2022/2023) we expect to have 35 teams wanting to use the AGP (including Soccer Schools). Last season we had only 16 full-AGP slots available.



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- We have purchased foldable lightweight 7v7 & 9v9 nets, which can be used for grass training, as well as portable floodlights to help us in the winter months. This grass training has to be monitored closely to avoid damage to our pitches. We have asked the MSP to mow the area at the back of the AGP to produce a “half-AGP” sized grass area for additional training.
- We ask for full co-operation and patience from both parents and managers while we try to sort the training schedule for next season.

4. Player Registration

- This season was the first using Pitchero as a way to register players. Overall it has been successful in allowing us to chase payments, however it is not gone smoothly all of the time.
- Both the boys and girls players have to be registered on Pitchero **AND** Whole Game System (WGS). Girls also have to be registered on GotFootball, but not until they are registered on WGS.
- The issues we’ve experienced with Pitchero are due to managers/parents not filling out the details correctly and making secretaries aware of new players.
- Earlier in the season, a “How To” guide was circulated to all managers on how to register a player. This guide will be circulated to all managers and parents again as a step-by-step instruction on registering players.
- A lot of parents are not filling out **ALL** sections on Pitchero when registering a player. These details are important to link players with their parents accounts. We do not share your details with anyone externally and it is all managed securely.
- Some parents are checking the box which opts out of receiving emails. It is advised that you uncheck this box, as you will miss out on important emails relating to the club.
- A list of Do’s and Don’t’s was shared (see AGM pack for more details):

Parents

- **DO** Fill out **ALL** sections on Pitchero
- **DO NOT** leave any sections blank on Pitchero
- **DO** let your manager know when you have registered on Pitchero
- **DO** tick the box saying you want to receive emails

Managers

- **DO** let your secretary know when a player is registered on Pitchero
- **DO** send your secretary the player/parent details along with the player passport photo



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- **DO NOT** assume the secretary knows when a player is registered on Pitchero
- **DO NOT** contact the league secretary directly

5. Club Finances

- Treasurer, Chris Archer, provided an overview of the club finances:

		Season 2020/2021	Season 2021/2022
Income	Subscriptions	32,337	64,598
	Sponsorship/Fundraising	4,163	13,350
	Donations/Sales	6,068	11,775
	Total Income	42,542	89,723
Expenditure	League/Pitch Fees	3,864	7,136
	Referee Fees	529	3,946
	MSP Membership	2,962	9,850
	AGP & Training Facilities	6,591	14,065
	Coaching & Course Fees	2222	4,782
	Pitchero/Website	330	1,510
	Insurance	72	504
	Trophies/Presentations	0	2,708
	Kit/Merchandise	1,963	30,772
	Total Expenditure	18,714	82,594
	Accruals		12,000
	Surplus/Defecit	23,827	- 4,871

- In summary:
 - The club is in a financially comfortable position, with £35k in the bank. £20k is planned to be transferred to a separate account to be used as a back-up float.
 - There is a need to push sponsorship and advertising space a lot more. This is easy money for the club to make, but requires the support of parents to help find the sponsors
 - There has been a lack of participation at fundraising events. A club of our size should be raising in the region of £5-7k per year, but we need a culture change where the club is more integrated.
 - The number of fines has risen from £25 to £650. Fines for players are to be paid by the player (or their parent). Fines occurred by managers for not filling out match reports are to be paid by the manager.



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6. Sponsorship

- Previously, the club has had one shirt sponsor for all age groups. This was not bringing in sufficient funds to cover the cost of all kits. A change of strategy this season meant that each team would find their own shirt sponsor to cover the cost of kits.
- So far, we have received over £10k in shirt sponsors, with more still to come.
- On Pitch 1, we have sold approximately 50% of the advertising space. The cost is £300 for the first season (including the cost of the board) and £100 optional renewal every season after.
- A challenge was set to all teams to sell sponsorship boards, with a prize to all children from the team who sold the most. Only one team managed to sell a board so far. We all have to pull together to make this work.
- If we sell all boards, the club will make £3-4k each year, which is a lot of money for minimal effort.

7. Fundraising

- We have had some successful Fundraising events in the last couple of years, raising quite a significant amount of money for the club.
- The latest fundraiser, the Race Night, did not receive the support that was expected from club members. Around 30 people attended, raising £800. A good amount, which would have reached £3-4k if we had sold out our allocation of 100 people.
- It is clear that a culture change needs to happen within the club, to get our members more involved.
- The next few fundraisers were discussed:
 - Melbourne Carnival – Saturday 9th July
 - Boys – We Will Rock You theme
 - Girls – CATS
 - Me & Dee Sponsored Penalty Shootout
 - Spring Lakes Water Park
- A target will be set for fundraising in the 2022-2023 season. If this target is not met, we may have to look at alternatives of raising the money – with increasing subs an option.
- We want to avoid increasing subs, so we need all members to get more involved with fundraising events.
- The fundraising committee has a strong core of people, but we are in desperate need of more volunteers to support.



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8. Club Development

- A 5-year plan has been submitted to the MSP by our Development Committee member, Stuart Uprichard (see slide pack for more information).
- Recently, we have started to use the Football Foundation grants to support the development of the club.
- In the last few months, we have purchased the following:
 - 8x Portable Floodlights (for winter grass training)
 - Portable 7v7 nets (for grass training and matches)
- In the future, we will look to develop the club through the following:
 - Portable 9v9 nets (for grass training and matches)
 - New 11v11 nets on Pitch 1 & Pitch 2
 - Ball Retention Netting around Pitch 1 & Pitch 2
 - Shipping Container (to store training aids)
 - Veo2 Camera (to film & livestream matches)
 - Electronic Scoreboard on Pitch 1 (for advertising)
 - Dugouts for Pitch 2
 - 50-seater Terrace for Pitch 1
 - Permanent Floodlights (for grass pitches)
 - Full-Size AGP
- These plans will need to be funded through sponsorship/fundraising and grant applications.

9. Volunteers / Committee Structure

- A new committee structure was proposed and agreed, which introduced a second Vice-Chair position. The two Vice-Chairs will cover two areas of the club:
 - Business (inc. Fundraising/Sponsorship/Marketing)
 - Football (inc. Secretarial/Welfare/Managers)
- A few new roles were also created, which remain vacant.
- After doing a fantastic job of kitman over the last few years, Andy Bell has decided to step down from his role. Thanks were given to Andy for his hard work and commitment to the club, despite the challenges that COVID-19 placed on kit orders.
- A list of occupied and vacant roles are below:

<u>Role</u>	<u>Nominee</u>	<u>Proposed/Seconded</u>
Chairman	Conor Raynor	GC/CA
Co-Vice Chair (Business)	Gerard Cantwell	JM/RD
Co-Vice Chair (Football)	Julie McLean	CR/RD



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Treasurer	Chris Archer	GC/JM
MSP Operations	Gav Salisbury	CA/GC
Head of Procurement	Matt Smart	CR/RD
Head of Development	Stu Uprichard	SI/GC
Head of Fundraising	Emily Brooks	CR/RD
Head of Sponsorship	-	-
Head of Marketing	Jen Leigh	CR/LS
MSP Board	Gerard Cantwell / Chris Archer	CR/SU
Boys Secretary	Julie McLean	CR/JL
Girls Secretary	Jamie O'Toole	NM/SI
Adults Secretary	Alex Slater	CR/JM
Welfare Officer	Su Archer	CR/GC
Pitchero Management	Andy Ryley	CR/GC
Coaching Development	Jess Stevenson	CR/JM
Head of Football – DJFL	Rich Docherty	CR/LS
Head of Football – DCFL	Conor Raynor	GC/JM
Head of Football - Girls	Nelly Mardon	SI/JM
Head of Football – Adults	Greg Salisbury	CR/GS
Head of Football – Walking	Pete Haas	CR/GC

- To get the club where we want to be, we need to have all roles filled.
- If you would like to occupy one of these roles, please get in touch.

10. Q&A

- **Q: Has next season's training schedule been created (proposed) – if not, do we know when this will be so we can communicate in advance to parents?**
- A: The schedule has been proposed to the MSP. We are currently working with them to resolve some minor issues. We ask for full co-operation from all managers regarding the AGP schedule. We have limited slots due to external bookings that the MSP take, so we cannot please everyone.
- **Q: Are there any plans to host tournaments and use this as a fundraising event?**
- A: Yes, we could not do this in the summer as the pitches are out of action for maintenance. If the pitches are in good health during the winter, we can look to run a tournament. If grass pitches are not an option, a smaller tournament may be held on the AGP across a whole weekend. We need volunteers to help run this, as it is a big job. If we do not get the volunteers, we cannot run the tournament.
- **Q: Why are we prioritising a 50-seater terrace over a full-size AGP?**
- A: We are not prioritising the 50-seater terrace over the full-size AGP. The 50-seater terrace costs approximately £10k, whereas the full-size AGP will cost upwards of £500k+. The council have already given us money to build the current AGP, so may be reluctant to



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provide any more funding. This means we need to source alternative methods of funding (fundraising, corporate sponsorship etc). This is going to take years to do, hence why it is at the end of the 5-year plan. The stand can be financed through sponsorship (e.g. naming rights of the stand), therefore wouldn't be a large expense to the club.



Annual General Meeting

2021-2022

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Agenda

Boys

U8 Rockets: Cup Finalists

U11 Magic: Winter League Champions

U14: League Champions

Girls

U9: Plate Finalists

U10: Cup Winners

U11: Cup Finalists

U15: Shield Winners

Mens Reserves

4th in Midlands Regional Alliance Div 1

Challenge Cup Quarter Finalists

Junior Cup Quarter Finalists

Mens First Team

3rd in Central Midlands Div 1

Presidents Cup Finalists

Div 1 Cup Quarter Finalists



Chairman's Report



Chairman's Report

Boys

Age Group	No. Teams
Soccer Schools	2
U7	2
U8	3
U9	2
U10	2
U11	2
U12	2
U13	2
U14	2
U15	1
U18	1
Total	21

Girls

Age Group	No. Teams
Soccer Schools	3
U8	1
U9	1
U10	1
U11	1
U12	1
U13	1
U16	1
Total	11

Seniors

Age Group	No. Teams
Men	2
Walking	1
Total	3



Total Teams 2022-2023	Total AGP Slots (Full Pitch) 2021-2022
35	16

Club Structure (2022-2023)

DO's & DO NOT's



Boys

- Whole Game System (WGS)
- Pitchero

Girls

- GotFootball
- Whole Game System (WGS)
- Pitchero

Parents

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Player Registration

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Summary

- The club is in a financially comfortable position
- Currently have **£35,501** in the bank
- Need to push sponsorship and advertising space as a club
- More participation required at fundraising events
- Need to reduce the number of fines!

	Season 2020/2021	Season 2021/2022
Fines	25	630 !!!

Club Finances



Kits

- Previously one sponsor across all junior teams
- Change of strategy – each team has their own individual sponsor which covers the cost of kits (~£500 for two seasons)
- We have collected approximately £10,000 in kit sponsorship funds already, with more still to come.

Advertising Boards

- ~50% boards filled so far
- £300 for first season (includes cost of board), £100 renewal every year after
- If full, at least £3,000 will be brought into the club each season – EASY money!

Sponsorship

Previous Events

- Litter pick (September 2020) - £1,800
- Thando Memorial Day (September 2021) - £2,200
- Christmas Markets (December 2021) - £1,200
- Race Night (March 2022) - £800

Future Events

- Spring Lakes Water Park
- Carnival (We Will Rock You & Cats)
- 100 Club
- Club Shop
- Me & Dee Sponsored Penalty Shootout



We need **MORE** volunteers!

We need **MORE** participation!

Fundraising



MELBOURNE WILDCATS *does*



Come and join us on our float at Melbourne Carnival on Saturday 9th July

- All wildcats children welcome
- Please wear full Melbourne Wildcats kit, soccer school tops or blue t-shirt with cat ears/tails, face paint
- Parade starts from Castle Square - arrive from 10.30am, judging 11.15-11.30am followed by procession around Melbourne
- Decoration help needed! - we will provide materials so you can prepare your own cat silhouette



MELBOURNE DYNAMOS

does

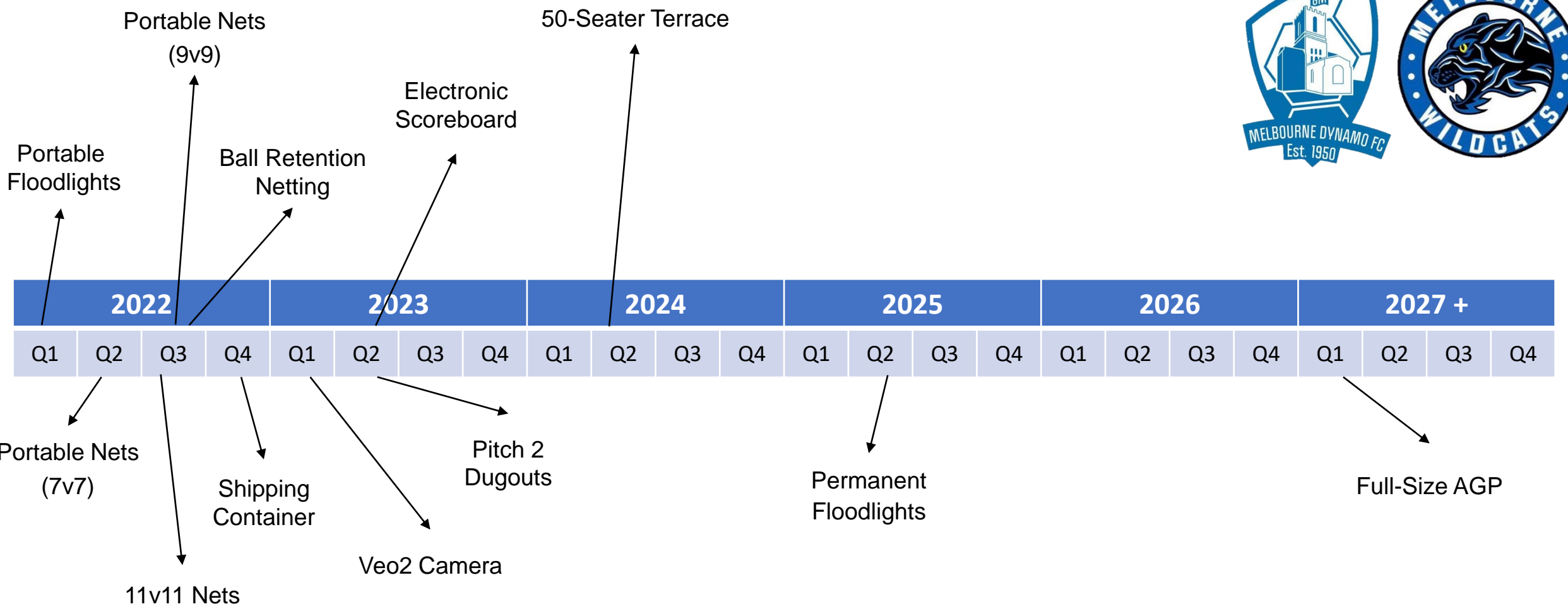


MELBOURNE CARNIVAL on Saturday 9th July
Come and join us on our float

- All Dynamos children welcome
- Parade starts from Castle Square: please arrive at 10.30 for judging 11.15-11.30, followed by the parade around Melbourne
- Please come dressed as a Rock Star!
- Decoration help welcomed – please ask your coaches to contact the fundraising team

SEE YOU THERE

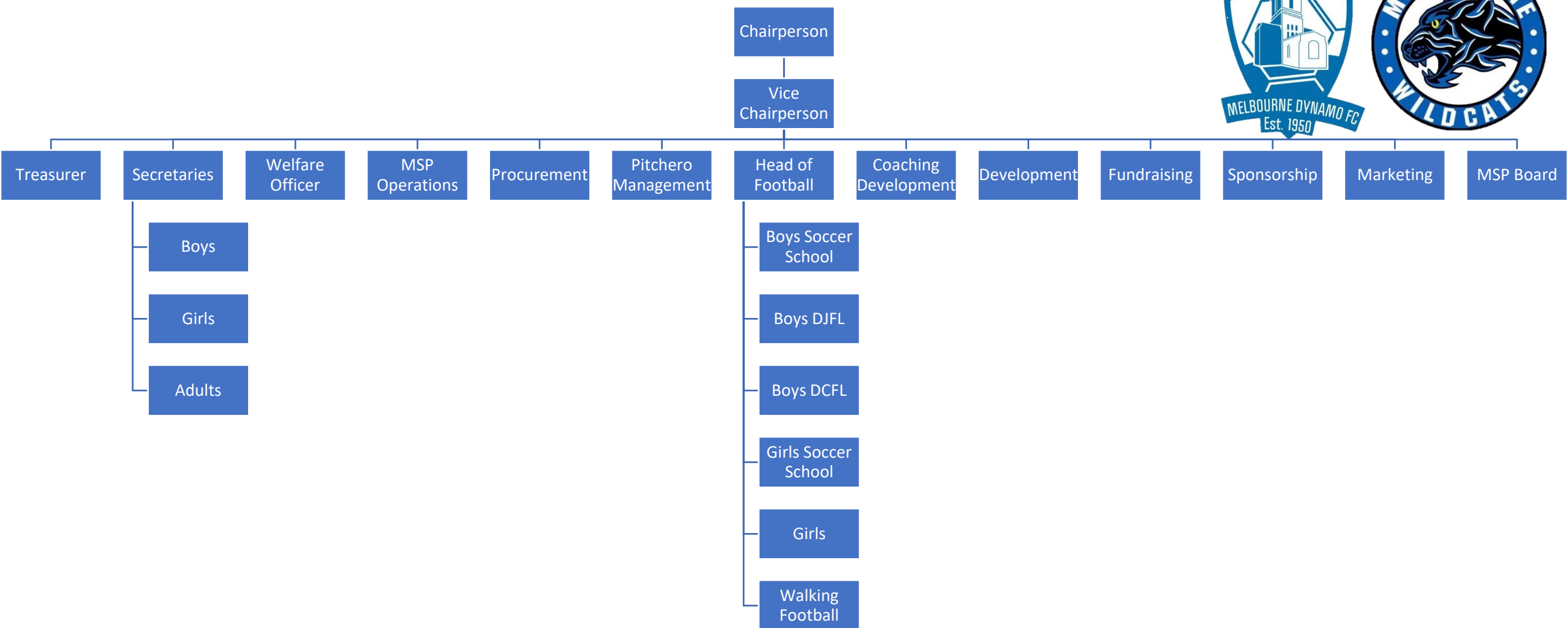
Fundraising – Carnival 2022



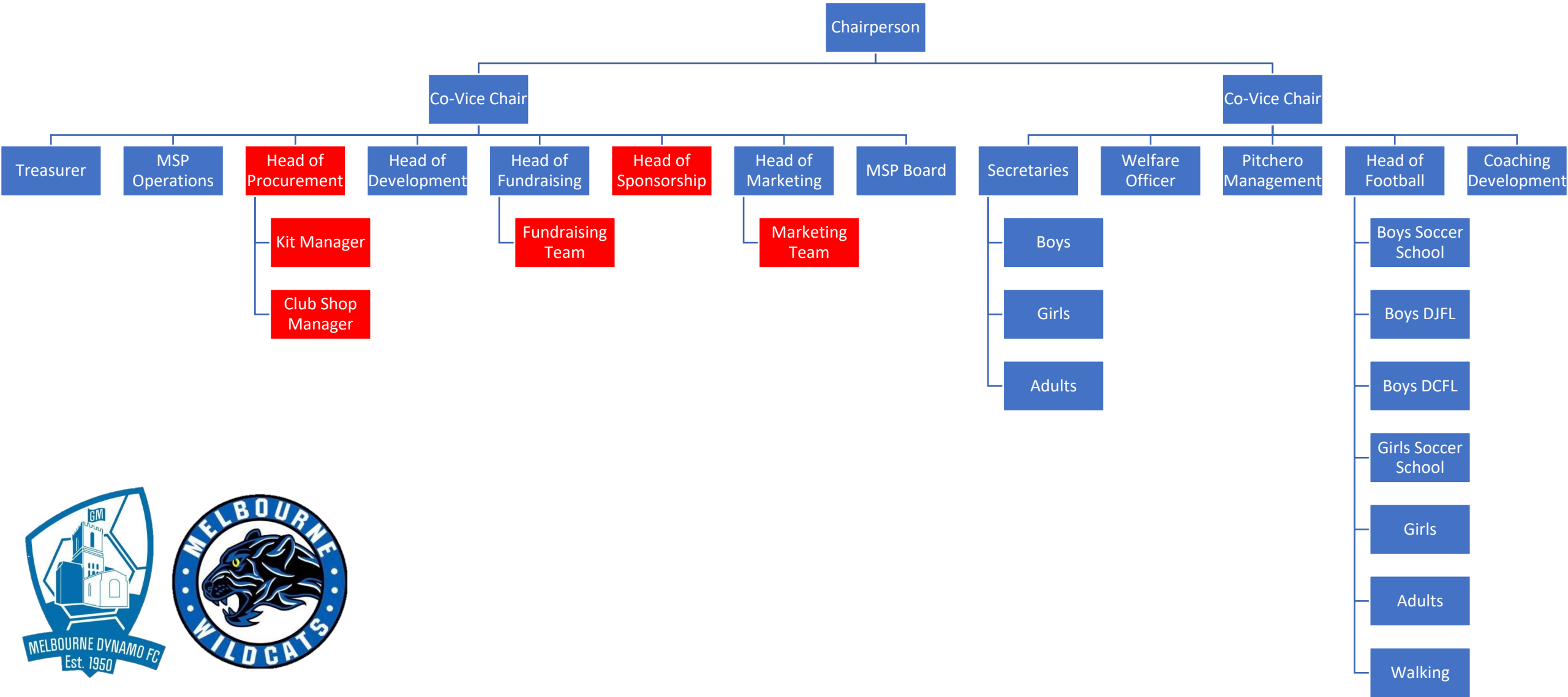
Club Development



Club Development



Committee Structure (Current)



Committee Structure (New)



- The club is progressing in the right direction
- We have celebrated some great successes this season
- The club is growing in numbers of players and teams
- We have limited AGP slots, so please bear with us when sorting the AGP schedule
- Parents/Managers use the “How To” guide when registering players
- We are now financially stable – but we want to “thrive”, not “survive”
- We need more participation from parents and managers at fundraising events
- We have a 5-year plan in place, but need funds to finance this
- The club is in desperate need of volunteers to reach its potential as one of the best clubs in the whole of Derbyshire

Summary



Thank you for your time.

Any questions?



Q&A