



Annual Report – Season 2023



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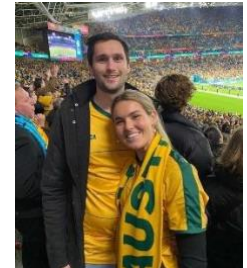
Welcome to Epping Football Club

Epping Football Club is based in Epping, NSW, Australia.

The club is one of the largest in the local area with over 90 teams and more than 1100 playing members in teams from U6 to O55's and Masters. The club fields teams in mens, boys and mixed teams who play on Saturdays with more than 750 players and teams in all girls & womens teams who play on Sundays with more than 350 players. All teams play in the newly created North West Sydney Football Association which was fomed when the Gladesville Hornsby Football Association and the North West Sydney Women's Football Association merged in 2019.



President's Report – Malcolm Arnold



It's the end of another wonderful season for Epping Football Club both on and off the field.

It was a special season with the Women's World Cup hosted in Australia and the Matildas success in reaching the semi-finals saw football, particularly women's football, take centre stage in the crowded Australian sporting arena. The girls made us all proud and showcased what the wonderful game can do to unite a community, and a country. We witnessed scenes of huge crowds of happy people at Homebush Olympic Park that we haven't seen since the Sydney Olympics, which many of our junior players reminded me they weren't around for.

The club's decision to commemorate the women's world cup with the decision late last year to design and supply all players with replica Matildas jerseys for training and playing was a huge success. We were all proud wearing our Matildas jerseys out and about or even to work and took great delight in running into fellow Epping FC players who we could easily recognise amongst thousands of fans at the many world cup games held in Sydney.

Our player numbers grew again this season with close to 1300 registered members. Epping FC had two teams competing in many of the top grades – with 30/1 women, AA2 women, 55/1 men, 45/1 men, SL men, 18/1 boys and 14/1 boys all having two Epping FC teams. Although this can sometimes be challenging to manage it's an indication of a growing and successful club and is a good problem to have.

Our competitive teams enjoyed another successful season with 28 teams making the semi-finals, with 14 teams in the Grand Final. We ended the season 6 teams winning premierships and 4 teams winning grand finals.

Thank you to all our volunteers but in particular our hard-working 2023 committee who do all the hard work behind the scenes to make things happen. Please ensure you thank our committee for the work they do as the success of the club and the wonderful community we have developed is a direct result of the efforts and energy they all put in as volunteers to run the club.

Malcolm Arnold
Club President





Tribute to Scott Mangan

Scott Mangan, member of EFC from Juniors unexpectedly passed early this year. Please join EFC Committee members in remembering his contribution to the club from junior player to seniors and administration of the club.

It is with great sadness that we acknowledge the passing of Scott Mangan. He was a wonderful and hard-working member of our committee and community and a personal friend to many of us. He will be dearly missed.



Scotty "Sniper" Mangan.

Our beloved friend and Committee Member who left us too soon. First and foremost a great father, family man and leader in our community. Scott was always there, no matter the occasion, done with a smile and a cheeky grin, he always showed a passion for his people.

Your memory will always live on with the Scott Mangan Memorial Cup for the Best and Fairest Player for our EFC team. Fly and soar high our friend, you are in our hearts forever with memories we will cherish.

Written with respect by Reza Gihwala





Treasurer's Report

2023 has been a great year for Epping Football Club.

We have made a profit of approximately \$25,000 (\$18K less than 2022), however it must be noted that we had an extraordinary expense of \$37,000 purchasing Matilda's shirts for all players.

As at 31/08/22 we had \$339,760 in bank deposits. This will reduce by around \$21,000 after payment of final season end expenses including presentation expenses.

I note the following:

- Registration fees increased by \$34,000 (after NWSF fees).
- West Epping Summer Football was again a huge success and contributed \$35,000 (2022 \$30000) to EFC.
- Canteen/clothing sales turnover increased by approx. 20% to \$37,400 this year (2022 \$30,300).
- Sponsorship fees contributed \$17,700
- Expenses were approximately \$57,000 higher than last year.
 - \$37,000 of which was Matilda's shirts
 - \$5,000 on promotion re the Women's World Cup and website expenses
 - \$10,000 on our Women's Football Week event and Women's World Cup watch parties.
- We purchased some new assets including a new defibrillator and 3 new marquees. Total \$8,000.
- Presentation expenses are estimated at approx. \$24,500 for both junior and senior. These numbers will be finalised after the fact when all costs such as food & drinks etc are known.

Kim Ross

Treasurer



Annexure – Financial Statements

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Epping Football Club

Balance Sheet

PO Box 414

Epping NSW 1710

As of August 2023

ABN: 91 711 263 070

Assets		
Current Assets		
Cash On Hand		
Bendigo - Main	\$24,201.41	
Bendigo - Website	\$782.27	
Bendigo - Canteen	\$300.75	
Bendigo - Interest	\$212,964.19	
Bendigo - Term Deposit	\$101,511.01	
Total Cash On Hand		\$339,759.63
Trade Debtors		\$5,050.00
Floats		\$250.00
Refundable Deposits		
EBHS Toilet Key - 02/04/2023	\$300.00	
Parra Council - 2 keys 15/06/2023	\$236.50	
Total Refundable Deposits		\$536.50
Total Current Assets		\$345,596.13
Other Assets		
BBQ	\$2,526.79	
Defibrillators	\$10,528.00	
Marquees (x3)	\$5,867.21	
Projector	\$100.00	
Total Other Assets		\$19,022.00
Total Assets		\$364,618.13
Liabilities		
Current Liabilities		
Expense Accruals	\$20,801.15	
Total Current Liabilities		\$20,801.15
Total Liabilities		\$20,801.15
Net Assets		\$343,816.98
Equity		
Retained Earnings	\$318,610.01	
Current Year Earnings	\$25,206.97	
Total Equity		\$343,816.98

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Epping Football Club

Profit & Loss Statement

PO Box 414

Epping NSW 1710

September 2022 To August 2023

ABN: 91 711 263 070

Income		
Registration Fees		
Registration Fees	\$314,185.99	
Less: NWSF Fees	-\$207,144.65	
Total Registration Fees		\$107,041.34
West Epping Summer Football	\$35,000.00	
Canteen	\$37,408.76	
Sponsorship	\$17,720.00	
Miscellaneous Income	\$1,611.50	
Total Income		\$198,781.60
Cost of Sales		
Clothing for Sale	\$19,301.00	
Total Cost of Sales		\$19,301.00
Gross Profit		\$179,480.60
Expenses		
Advertising, email, promotion	\$6,442.84	
Bank & Merchant Fees	\$926.57	
Canteen Expenses	\$19,050.71	
Cleaning	\$1,694.00	
Club Clothing	\$44,110.31	
Coaching & Ref Courses	\$3,662.50	
Computer Expenses	\$572.00	
Coop & Minirooms	\$8,214.09	
Equipment	\$3,407.51	
Filing Fees	\$50.00	
Fines	\$555.00	
Goalkeeper Coaching	\$550.00	
Ground Hire & Expenses	\$29,421.23	
Fundraising, Functions & Special Events	\$9,816.32	
Insurance	\$175.00	
Meeting Expenses	\$619.18	
Miscellaneous	\$150.00	
Postage	\$229.00	
Presentation - Junior	\$15,388.90	
Presentation - Senior/AGM	\$9,120.75	
Referee Fees	\$737.50	
Sponsor Expenses	\$968.00	
Storeroom Expenses	\$807.50	
Total Expenses		\$156,668.91
Operating Profit		\$22,811.69
Other Income		
Interest Income	\$2,395.28	
Total Other Income		\$2,395.28
Total Other Expenses		\$0.00
Net Profit/(Loss)		\$25,206.97

Our Sponsors

As the Sponsorship Manager for 2023, I thought that it was pertinent to let all members know how important our partners and sponsors are to Epping Football Club, we are fortunate to have some excellent local businesses that support the club, many have been with us for some time, others are new partners.

Sports sponsorship works in two ways, business owners and corporate entities choose to give back to the community and usually choose to support a club or sport that they are passionate about. As club members, we need to support their businesses by making the effort to visit their establishments or engage in their services, this could possibly be as simple as making an enquiry, obtaining a quote, or grabbing some snags for the barbie or a quick takeaway coffee.

We urge all club members to support our current club sponsors, which include:

McGrath

Betty Ockerlander

0408 505 080

Betty Ockerlander - McGrath Real Estate

Betty Ockerlander has been our major sponsor for the past three years and has only recently committed to extending her sponsorship to the club for the next three years. We are very proud and appreciative to partner with such a like-minded community focused business professional. It is with Betty Ockerlander's support we're able to provide the club members with new and fresh shirts every few years. With Betty Ockerlander's name and phone number boldly appearing on our playing shirts, you should consider giving her a call to discuss your next dream home or selling your current abode.

<https://www.mcgrath.com.au/agent/3319-betty-ockerlander>

0408 505 080



ROSSI'S

FRESH GROCER

Rossi's Fresh Grocer

As a purveyor of quality & healthy fresh foods at North Carlingford shops, Rossi's Fresh Grocer has an outstanding variety of quality fruit & vegetables, deli specialities along with great coffee. Owners Steve & Amanda have been a supporter of the club for many years. Before your next game why don't you swing by and grab a coffee and tell Steve you're from the club.

<https://shop.rossisfresh.com.au/>



Webster's Gourmet Meat Kitchen

If you've enjoyed a sausage roll or snag after the game at Epping West, it came from Webster's Gourmet Meat Kitchen at North Carlingford shops. Websters are all about whole animal butchery and artisan produce. They are passionate about quality, sustainability and good old-fashioned customer service.

You must try their whole range of gourmet sausages, they are simply divine, they have so many different cuts of meats and are more than happy to cut & trim as required. As a long term sponsor we urge you to try out their quality. Duncan is the owner.. so be sure to drop in and say hello.

<http://webstersmeats.com.au/>

— THE — EPPING — HOTEL —

The Epping Hotel

A long term sponsor of the club, The Epping Hotel on Beecroft Road has hosted many a club function in the past and we can assure you many more to come in the future. The Epping Hotel's award winning bistro has a fantastic selection of mouth-watering meals available and is open for lunch and dinner every day. With a great range of beers on tap and a great bottle shop, be sure to spend some time with family & friends at The Epping Hotel. Also be aware that the Epping Hotel often has a special deal for a dinner promotion for club members who choose to celebrate their end of year team dinners there. Say G'day to Stuart next time you are there.

<https://www.eppinghotel.com.au/>

A promotional graphic for Carlingford Gourmet Pizza. It features a red banner at the top with white text: "ORDER ONLINE & USE PROMO CODE EFC2019 IN THE CHECKOUT TO GET 10% OFF". Below this is a black rectangular area. On the left is a red circular logo with "CARLINGFORD" at the top, "GOURMET" in the middle, and "PIZZA" at the bottom. To the right of the logo, the text "CARLINGFORD GOURMET PIZZA" and the phone number "9871 1277" are displayed in white. At the bottom of the black area is a red banner with white text: "285 Pennant Hills Road Carlingford" and "www.carlingfordgourmetpizza.com.au".

ORDER ONLINE & USE PROMO CODE EFC2019 IN THE CHECKOUT TO GET 10% OFF

CARLINGFORD GOURMET PIZZA
9871 1277

285 Pennant Hills Road Carlingford
www.carlingfordgourmetpizza.com.au

Carlingford Gourmet Pizza

I'm sure you would have tasted the wonderful pizzas from Carlingford Gourmet Pizza, we have been partnering with Ben for many years now and whenever we put on free pizza it comes from Ben. He and his team make and deliver the best pizzas in town, your traditional range and some truly unique toppings too, he also offers all club members a discount if they order the pizzas online. Write the code down and keep it on your fridge! Ben is a very community minded individual and has come up with some pretty cool charitable & supportive ideas in the past and we are proud to partner with him.

<https://carlingfordgourmetpizza.com.au/>



**carlingford
active health**

Keeping you ACTIVE for life

02 9873 2770

MUSCULOSKELETAL PHYSIOTHERAPY – SPORTS PHYSIOTHERAPY – PILATES

**GAP
FREE**

Initial Consultation*

* Terms & Conditions Apply:

- Valid for NEW patients to Carlingford Active Health
- Only one per patient
- Must be a member of the Epping Football Club
- Must mention this offer at time of booking/payment
- GAP FREE available for those who have private health insurance physiotherapy cover, or pay \$60 (np. \$90)

Follow us on
f i

733 Pennant Hills Road,
Carlingford NSW 2118

Carlingford Active Health

That ice pack you've pulled out of your kit bag, those bandages that you've used to strap one of your players .. These entire first aid kits have been wonderfully donated and restocked every year by Kathleen & Lauren from Carlingford Active Health – Located at 733 Pennant Hills Road Carlingford.

Carlingford Active Health is a team of highly skilled healthcare professionals who provide quality, comprehensive and up-to-date personalised services to individuals of all ages. They are dedicated to meet the needs of all their clients, utilising clinically proven and innovative interventions and a holistic approach in an unbiased manner. They focus on prevention and education, empowering and enabling their clients to manage their health and keep active for life. To maintain excellence within their practice, all their physiotherapists have master's qualifications, excelling in their specialist fields, and are actively involved in continued professional development.

As a club member your first consultation is free!

<http://www.carlingfordactivehealth.com.au/>





Kumon Epping Langston Place Education Centre

As an organisation, Kumon Epping provides supplementary, after-school learning programmes for children. Spread over 60 countries, their learning method aims to foster sound, capable individuals who are able to independently carve out a path for themselves in life.

At Kumon they are dedicated to fully pursuing the potential of each individual student. Jarrod Dong from Epping Kumon located at Langston Place provides just enough guidance for his students to be able to do the exercises on their own. Their programmes aim to furnish students with the ability to advance to high school level material through self-learning as early as possible in life. Kumon students study independently from an early age and develop both a high level of academic ability and the ability to learn independently, or what they refer to as 'self-learning' ability. As a result, their students build self-esteem, learn that they can do anything if they try, and develop the ability to take on new challenges for themselves.

<https://www.kumonsearch.com.au/Centre/Kumon-Epping-Langston-Place-NSW>

So be proactive – Consider the above businesses first and be sure to introduce yourself and tell 'em you're an Epping Football Club family member.

Epping Football Club is keen to partner with new sponsors, we have many different sponsorship packages available and are open to new ideas and custom arrangements. If you are a business owner, represent an organisation that may be interested in sponsorship or simply would like to know more, please contact the Sponsorship Manager, Lex Strauss at publicity@eppingfootballclub.com.au

Lex Strauss

Sponsorship Manager





EFC Media Matters

The Club currently operates under the NWSF Social Media policy.



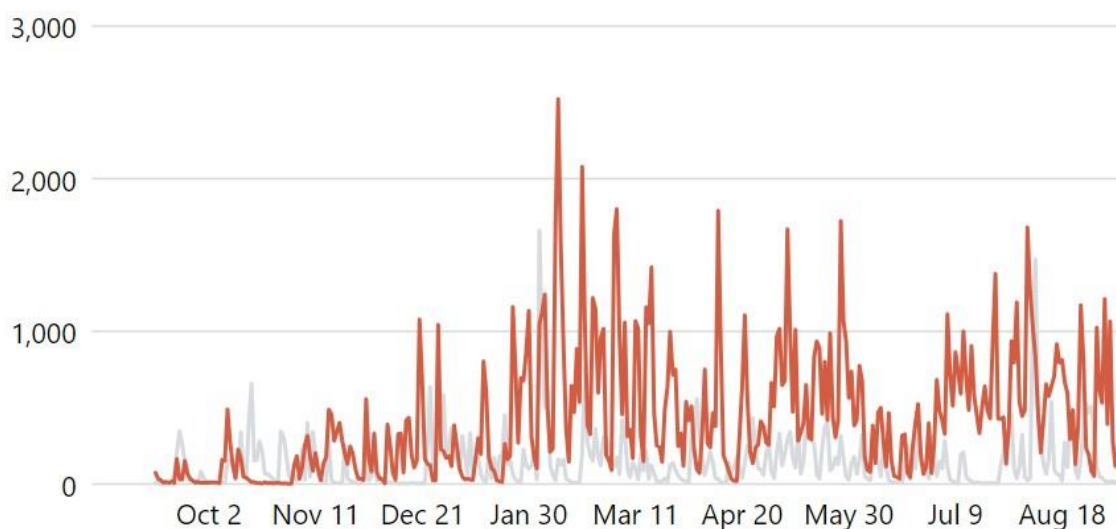
Over the last year (period being 9th September 2022 – 11th September 2023) Epping Football Media Social Media presence on both Instagram and Facebook has increased by on overall 94.4%. The FIFA Women's World Cup attributed to the vast increase however an increase was seen across many football platforms during this prior to and during this event.

The diagram below is an overview of post engagement or reach over the last year.



Daily

Cumulative



In terms of Social Media Users visiting our pages, we had **18,270** Facebook page visits and **5692** Instagram Page visits. Of these, we gained **100** new Facebook followers and **212** new Instagram followers. This trend aligns with our expectations in that community based social media Pages reach more people of the appropriate age groups via Facebook whereas Instagram is accessed by younger Social Media users and this age group or demographic only makes up a small part of our EFC Community.



Our total following on both platforms is visible in the diagram below:

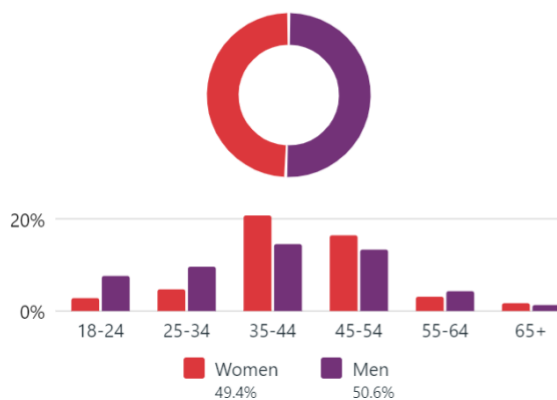
Facebook followers ⓘ

1,145

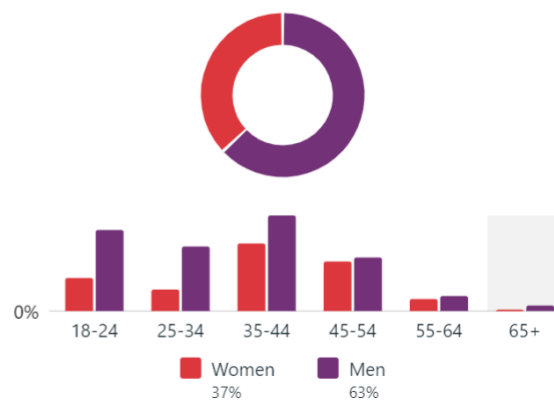
Instagram followers ⓘ

519

Age & gender ⓘ



Age & gender ⓘ



We created and posted over 270 posts throughout the last period and, in comparison to other clubs in our association, we are performing either at the top or just below in terms of posts and engagement, for example, NWSF Spirit Is very close to us in terms of performance.

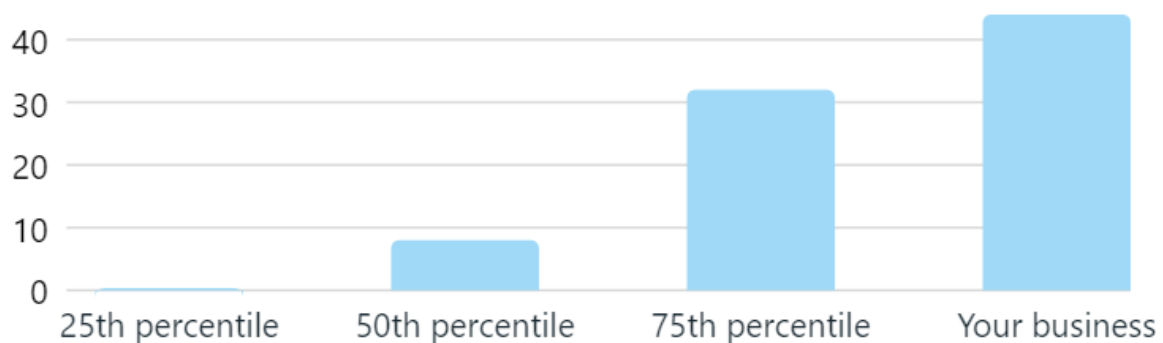
The graph below is for the last month (15th August to 11th September).

Published content ⓘ

44

Higher than others

How often your business published versus others in this category



Goals for our social media platforms moving forward should be to attempt to attract more of our community to engage with our posts through likes and comments so that we can achieve further reach within the Football space.

Alison Lloyd

Director of Coaching, Newsletter and Social Media Coordinator



