

CENTRAL COAST FOOTBALL

REPORTS BY DIRECTORS



CHAIRMAN'S REPORT

After the drama and turmoil that Central Coast Football was facing at this time last year, it is with an enormous amount of pride that we can look back on the positive achievements of 2007.

Through hard work, efficiency and a professional business-like approach to all matters we have navigated our way through what could have been a minefield to ensure that the Association is functioning effectively, profitably and in the best interests of all concerned.

Only through the combined and united efforts of the Board, staff and members have we managed to turn around last year's results and get the Association back on track. There is still a long way to go, but despite their still being some elements who find it easier to criticise than to contribute, we are in a far better position now than 12 months ago. The game will continue to grow and develop in all aspects as long as there are individuals who are prepared to work for the good of the game and not for their own self interest and agendas.

I wish to thank all of the Board members of the past year for the outstanding contribution they have made. All are seeking re-election and I sincerely hope that the members show the faith in the current Board that they deserve after their effort of the past year. The staff of Central Coast Football also deserves to be recognised for their dedication, contribution and the work they put in above and beyond what is required.

We face a challenge of being able to provide a quality environment for our players to enjoy the game, to provide adequate fields both in terms of numbers and conditions and to ensure that we continue to attract and retain players in all age groups and competitions.

We must all work together, the Association, the clubs, Football NSW and all levels of government to ensure that our code has the facilities that it needs and deserves, so that we can continue to prosper.

There are exciting times ahead for us all, both on and off the field. We must all ensure that the sport as a whole makes the most of all opportunities that are available.

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Finally, to all of the players, coaches, referees, administrators, parents, partners and volunteers – thank you for your efforts, enthusiasm and participation. I wish you all a safe and prosperous festive season and look forward to seeing you all back on the fields next year.

Geoff Johnson, Chairman

Director of Finance Report

Being on the Board of the CCF is a difficult task at the best of times. Being elected to the Board in the role of Finance Director following back to back years of substantial trading losses and accumulated debt in excess of 1 million dollars meant that it was always going to be an even greater challenge.

The eventually finalised 2006 Financial Statements and the Forensic Reports by Graham Schmidt adequately address the happenings of the prior year accordingly as stated by the Chairman and other Board members I will focus on the many things that have been achieved since the last AGM.

A financial plan was adopted which had two pinnacles as its cornerstone. The first being an unpopular increase in capitation fees of \$20 per registered player. The second was drastically curtailing expenditure, which mid way through the season was probably even more unpopular than the fee increase.

Tactically the immediate months after my election a lot of time was spent delaying and pacifying trading creditors. Special mention and thank you go to Simon from Sportscoast Trophies, without whose support there would have been a very different outcome. Of course all creditors from that time have now been paid in full. I note to the members that a lot of time is still spent with suppliers who wish to transact with the CCF on less than commercial terms.

Contemporaneously discussions with Football New South Wales were held with the ultimate aim of deferring last years outstanding capitation fees to a loan. This was

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achieved and an agreement signed in February 2007 whereby equal loan repayments are due in March 2008, 2009 and 2010 with interest being charged at 75% of the commercial bill rate.

The CBA with whom the CCF has a \$450,000 bill facility were also consulted. Whilst the CCF continues to service this facility and maintains its current ability to fund this facility then the CBA have no regard to call in the facility.

There has been much discussion about the controls and processes put in place to ensure accurate and prompt reporting of the fiscal position of CCF to the Directors and Members (via their Delegates). Much has been done starting with rectifying the dozen or so points identified by Bishop Collins. Other key controls include,

- Individual staff member's are answerable to one director as follows,
- Operations Manager → Director of Competitions
- High Performance Mgr → Director of Representative Football
- Community Football → Director of Marketing
- Food & Beverage → Director of Property
- Book-Keeper → Director of Pharmacy
- Staff can escalate grievances or improper conduct to the Chairman
- Expenditure authorisation requires prior approval and invoice to be signed off by both staff member and a director (usually finance) – recurring expenditure only requiring the initial authorisation
- Cheque signatories limited to four individuals being the Chairman and/or Directors of Finance, Properties and Marketing and approved supporting documentation is presented with the cheque
- Book keeping staff has been trained in MYOB and importance of keeping MYOB up to date for invoices received and monies received
- Staff have been instructed to issue receipts for all over the counter monies taken
- All canteen sales are to be rung up and a weekly reconciliation of cash to till readings provided to book keeper by Food & Beverage manager
- Presentation to the Directors and Delegates of the Monthly Report

This has culminated in a profitable 2008 though less than budgeted for. This shortfall resulted from,

- some expenditures relating to the prior year being under estimated (ex. coaching)
- some contracts continuing from prior year (ex. advertising)

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- some unanticipated one off expenditures (ex. contract termination and accounting services)

Going forward there are three key items that future Boards must address

- Alternative sources of revenue i.e. FNSW receive only 25% of their income from fees
- Availability and maintenance of grounds suitable to winter and summer competitions and suitable for day, evening and night games
- Maintaining the current fiscal austerity

In conclusion I thank all my fellow Directors whose dedication and commitment is beyond question. I also thank the CCF staff who are similarly dedicated and committed. And finally I thank you the member/delegates who take interest in the future of the game.

Bernard Carbone, Director Finance

Director of Competitions Report

Firstly, a special thanks Kevin Gibbs for putting up with me all year, his assistance has been invaluable, his work with draws, unmatched, all the extra jobs he takes on just to get you on the park, outstanding, a truly great effort. To Murray Nettheim, thank you for a really great year, I am sure that most people do not realize just how much work you do at the office and around Pluim Park in general. You have been an invaluable font of knowledge and help to me during this season. To all the Central Coast Football staff a huge 'thank you' for your help during the year.

Very early in the year a large amount of work was put into our regulations and six weeks later our regulations were brought into the 21st century. This was something that was in need of being done for a long, long time. Whilst the finished product was not perfect, we now have a more upto date set of regulations to work with. During the year I have asked clubs to send through their opinions, rules they wished reviewed and queries etc. Some clubs did this and their questions/ideas were saved in a file and last month all the rules

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were again raked with a fine tooth comb and updated. You should have already seen the new version.

Dual registration was introduced into the rules officially this season.

The start of the season and our Grade 10 round robin competition was introduced to fine tune the grading at the coal face as best as we can. Overall this was a huge success. Using the first round of the year in this grade set players off into their competition careers on a more even keel allowing kids to play at a level more appropriate to their skill.

The Grade 17's competition finally began with two strong grades in the A and B competition, this coupled with the already strong G18 competition made Friday night football a great night out the coast.

The G16 and G18 Women's competition was stronger this year and the W18's grew substantially, once again I am hoping for another growth spurt in this very popular section of our sport. Overall I am striving to create a much stronger Women's Premier League competition and introduce Women's Premier League Reserve Grade.

The Men's All Age competition extended itself to include 8 grades of 10 teams for the 2007 season. Another sign that football is still in a growth stage.

Early April saw the Central Coast Mariners take on Central Coast Lightning at Pluim Park in front of a 1000 strong very appreciate crowd. The Mariners won two nil in a brilliant game to watch.

On the 22nd May Central Coast Football hosted the Mariners/Malaysia game in a landmark appearance of a national team on the Central Coast. With less than seven days notice Murray put a truly a spectacular effort in organizing the event. The night was electric with about 2000 people in the crowd at Pluim Park and a three nil win to the Mariners.

'The Challenge Cup' and our 'G10' curtain raiser which takes one player from each club to form northern and southern teams unfortunately got washed out this season (a couple of times), we will try again next year. Speaking of rain, the big June wet dropped almost a meter of water onto the Central Coast and over Pluim Park over a 2 day period.

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The depth of the water covered the seats in the dugouts on the rear field – obviously games were cancelled/moved etc.

Ourimbah won the Jack Atkin Trophy which for junior competition and Terrigal won the Bill Pluim Cup for the second year in a row, a truly great effort for both clubs.

	Grand Final Winners	League Champions	Club Champions *
Premier League	Wyoming	Wyoming	Wyoming
Division 1	Kincumber	Doyalson	Kanwal
Women's Premier League	Ourimbah	Ourimbah	Kanwal

* Combined 18's, MAA1, Reserves and First Grade

The Women's Premier League Champions and Grand Final winners were a very strong Ourimbah team, although the lasses from Terrigal did keep them honest. The WPL Club Champions were Kanwal, a great effort.

Men's Premier League and the Wyoming team went from bridesmaids last year to bride this year and were victorious during all of the competition winning League Champions, the Grand Finals and Club Championship. This team was unbeaten for the entire season, a truly incredible result. Wyoming then continued their campaign by taking out the grand final in the Champion of Champions. Also showing an outstanding result, winning their Champion of Champions competitions were East Gosford 15's and the Kincumber W12 teams. This would be the first time in the 40 year history of this event that CCF had three teams not only make the Final but take home the Trophy as well!

Well done to all teams that competed in the Champion of Champions for 2007 and a special congratulation to Kincumber Roos FC, East Gosford FC and Wyoming SC for their victory in the HBA Champion of Champions Grand Final.

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The growth in this sport over the last 2 years does show some interesting trends,

Teams	2006	2007		
G5	66	70	+4	
G6	96	100	+4	
G7	104	109	+5	
G8	79	74	-5	
G9	75	72	-3	
G10	56	60	+4	
G11	56	51	-5	
G12	43	56	+13	Huge increase
G13	35	34	-1	
G14	36	33	-3	
G15	24	27	+3	
G16	24	26	+2	
G17	NIL	16		With the introduction of G17s the combined G17 & G18
G18	27	17	+6	Increased by 6 teams overall.
G35	52	56	+4	
MAA	65	80	+15	A huge increase in Men's All Age
MPL	20	20		
DIV1	16	16		
W12	14	13	-1	
W14	23	29	+5	
W16	22	22		
W18	7	12	+5	Great increase
WAA	41	39	-2	
WPL	7	7		Need to increase WPL and introduce Reserve Grade

The overall increase of football on the coast can be put down to a number of events and opportunities;

- Natural growth in the sport
- Our Community Football Program, Newcastle Permanent Schools Program and the Telstra Football Anytime Program brilliantly run by our CCF staff members, Justine Whipper and Daniel Barrett has introduced the fun aspect of playing this game to nearly 5,000 of younger players across the coast.

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- The continued increase and following of the Central Coast Mariners and the Hyundai A League in general. Australia's involvement in The World Cup

This year saw the introduction of 'summer sixes' at Plum Park which has been an outstanding success. Special thanks must go Justine Whipper, CCF staff for a great job creating organizing and overseeing this competition. Plum Park has competitions now on Tuesday, Wednesday and Friday evenings with about 60 teams. Also showing solid support in summer competition are the events held at the Kanwal with about 65 teams and Killarney District clubs with 58 teams and Budgewoi with 20 teams. This 'summer season of soccer' is becoming very serious with almost 200 teams playing every week.

Central Coast Football hosted the Iraq team training in November just prior to their big game against the Ollyroos. We will be advertising this type of event in the future as this was a great night just to sit back, watch and enjoy. (Except when the captain broke his toe on PP1 and had to be carried off) And no, we know absolutely nothing about their three players and their coach who have defected?

Late in November we hosted the Senior Team Coach's Forum at Plum Park, discussing mainly Premier League direction and development. A great turn-up from the movers and shakers of the senior leagues with lots of interesting ideas. The object of this meeting was to develop an agenda for the main meeting which is being held at Central Coast Leagues Club in January, 2008.

Last point and for the record, to ensure cost saving this year, NO security guards were employed by the CCF and all of these jobs were done by directors. Not an enviable job but it alone saved us over \$15,000.

Finally and on behalf of Kevin Gibbs and myself, I would like to thank all club fixtures officers for a great season, once again the close team effort from fixtures officers shone through, great job well done. Look forward to you all putting your head in the noose next season.

Looking into the 2008/9 seasons:

Small sided games;

New style player sign-on system using swipe cards;

The senior coach's teams forum in January, 2008, Central Coast Leagues Club;

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The Women's Football Forum, date and location to be set;

I wish everyone a safe and merry Christmas and New Year and see you all again in 2008.

Greg "Swampy" Marsh, Director of Competitions

Director Registrations and Qualifications Report

I would like to say a special thank you to all Club Registrars for their help and assistance with the implementation of the New Registration system for 2007 season.

After just a few problems at the start and many a late night entering all the data in, the registration system has been a great success with Marcus Green (Program Designer) being so flexible and accommodating with many changes we have requested.

I would like to thank my fellow Directors for their support and direction throughout the year after a very shaky and uncertain start to the season. It has been my pleasure to work with them because of their dedication to football and working to make it better for all members.

This year has been a big learning curve for me and I would like to thank the CCF staff, club officials, players and members for their assistance, patience and understanding.

I wish all the football members a very Merry Christmas and a happy safe New Year.

Kay Peachey, Director Registrations and Qualifications

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Director Judiciary (P & D) Report

The 2007 Season started with a meeting with Football NSW on implementing Changes for 2007 and beyond. These changes included automatic suspensions for red cards.

This year I Introduced the 4 yellow card system which I feel proved itself and was widely accepted by the majority of the members. I also revamped an automatic suspension - offer system that was fair to all parties which was widely accepted, proved by the small number of hearings that were held this season and I feel with a little bit fine tuning these formats will run a lot smoother for future directors of judiciary and those involved with judiciary.

The lists below indicate the major problems in the sport at the moment which is Dissent by Word (Y16) 686 cards and Offensive, insulting or abusive language (R12) 41 cards, followed by the way players are tackling in the game, Late Tackle (Y01) and Dangerous tackle (Y09) for a total of 806 cards. I feel that all involved in the sport should address these issues through education and improved training methods, particularly the Dissent and Abuse, the sport worldwide is becoming less tolerant of this form of behaviour.

CODE	DESCRIPTION	TOTAL
R12	Offensive, insulting or abusive language	41
R01B	Striking – Punching/Fighting	32
R02	Kicking	9
R05	Sabotaging an obvious goal scoring opportunity (tripping)	8
R08	Sabotaging an obvious goal scoring opportunity (handball)	8
R14	Send off offence not previously Specified	6
R01A	Striking – Head Butting	4
R07	Sabotaging an obvious goal scoring opportunity (impeding)	4
R09	Violent tackle from behind	2
R03B	Elbowing – To the Body	1
R06	Sabotaging an obvious goal scoring opportunity (holding)	1
R10A	Serious Foul Play – Over the ball Tackle	1
R10B	Serious Foul Play – Reckless Tackle	1
	TOTAL	118

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R13	Second caution (R13)	108
	TOTAL NUMBER OF RED CARDS INCLUDING R13	226

CODE	DESCRIPTION	TOTAL
Y16	Dissent by word	686
Y01	Late Tackle	596
Y09	Dangerous tackle	210
Y10	Pushing an opponent	140
Y25	Retaliation	137
Y07	Heavy body charge	97
Y04	Foul tackle from behind	94
Y02	Deliberate Tripping	88
Y05	Holding an opponent to break up an attack	64
Y26	Making unsporting remarks	56
Y36	Conduct warrant a caution but not previously specified	56
Y23	Kicking the ball away to delay the restart of play	54
Y03	Deliberate handball to break up an attack	48
Y17	Dissent by kicking the ball away	47
Y21	Persistently infringing the laws of the game	42
Y06	Deliberate impeding an opponent to break up an attack	39
Y14	Failing to retire 10 yards	24
Y19	Dissent by gesture	16
Y18	Dissent throwing the ball away	15
Y13	Blatant diving	11
Y24	Holding the ball to delay the restart of play	11
Y27	Making unsporting gestures	11
Y11	Elbowing an opponent	10
Y22	Standing on the ball to delay the restart of play	9
Y08	Jumping at an opponent	8
Y12	Lateral sliding tackle (i.e. not taking the ball first and causing the opponent to fall heavily)	7
Y15	Breaking from the "wall"	6
Y28	Shouting to distract an opponent	6
Y33	Leaving the field without the referee's permission	6
Y 32	Entering the field without the referee's permission	4

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Y29	Jumping to prevent the taking of a throw in	2
Y30	Standing on an opponents foot	1
	TOTAL NUMBER OF YELLOW CARDS	2,591

To sum up I hope that all members of Central Coast Football Association enjoy what little break they get at this time of year and enjoy the festive season.

Also I must say I have enjoyed being a member of the 2007 Board of Directors, we all worked well together for the greater good of all football on the Central Coast. Even with the rocky start to 2007 we all pulled in the same direction which sadly through my own observation as a former delegate I can't say the same for the previous two years, but with that behind us I see a bright future ahead for football on the Central Coast.

Garry Peterson, Director of Judiciary

Director of Sponsorship & Marketing

Upon my election to the Board in 2007, I, like most, was alarmed to discover the true depth of the financial problems that had beset CCF in the previous 12 months.

Creditors, including sponsors, needed assurance that their investments were secure and this task required input from all members of the Board. Meetings were convened with the major creditors and strategies planned to secure income, commence repayments and re-establish stability so that CCF could regain some of our credibility as a viable, ongoing business.

In this sort of environment it is always going to be difficult to secure sponsorship, particularly in the limited market of the Central Coast and the competition from other codes, other clubs and of course the Mariners. Fortunately we had two major sponsors with options due for renewal, the ETU and Newcastle Permanent.

Initial meetings with Newcastle Permanent raised numerous queries from the sponsor however progress was encouraging and this has since led to a significant expansion of

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the sponsorship arrangements, mostly based upon their interest the School Development Program as part of our Community Football strategy. The first agreement was for \$15,000 per year for two years however this has now been expanded to \$40,000 for the year 2008. They also made a substantial donation of "Player of the Match" for 2007. Each recipient was able to open an account with NC Perm with the \$5 voucher. We see them as valued partners for many years to come.

Negotiations with the ETU proved a lot more difficult, this was understandable however given the previous undertakings that were made in 2006 by former CCF management some of which directly contravened FIFA policies and could not be implemented. Added to this, wet weather caused the cancellation of the ETU Charity Plate game against the Mariners and the failure to publish a CCF player's handbook also contributed to their concerns regarding the value received for their investment of \$50,000 in 2007. Subsequent discussions however were fruitful and the ETU has provided a cash instalment of \$25,000 in 2007.

REBEL SPORTS became a new sponsor of CCF for an initial period of twelve months with an option for another twelve months. This relationship has seen benefits continuing to improve as time progresses. They have directly supported our Association through a cash contribution of \$5,000 as well as additional benefits. Their MVP discount programme is one of the most popular among clubs, as properly utilised, it is of benefit to both the card holders as well as the clubs they belong to. We see a great future with them.

Numerous discussions have been held with prospective sponsors over the past 12 months. Some dropped off after initial meetings whilst others are taking their time to discuss and consider the benefits of a partnership with CCF. A considerable number of proposals have been for "In Kind" arrangements or reciprocal obligations from CCF. Unfortunately many of these are detrimental in that the cost of servicing them is left to CCF and there is no resultant advantage. The feeling of the Board in this regards is to spend only when needed.

An informal meeting was also held with a small group with the view to create a standard representative strip for all codes identifying the Central Coast as a region. With the support of Local Government, the Tourist Bureau, the Chamber of Commerce, and the private business sector, this concept has the potential to offer all sporting codes a significant cost saving.

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CCF has seen a vast increase in registrations over the years and the need to advertise and seek new members should not be a concern. Ground shortages and reluctance of Councils to develop new fields means that football is already bursting at the seams with over 13,000 members. CCF and all member clubs need to get political as well securing interest from business and related concerns to invest in the infrastructure and facilities such as improved lighting. Being able to offer more to both members and sponsors makes the marketing of the code a lot more lucrative.

Our current financial difficulties should not preclude us from having a social conscience. During 2007 we established a relationship with Aboriginal groups from the Redfern and Chippendale areas. There are large numbers of underprivileged children there who are talented athletes but do not have the means to purchase the equipment to participate in organised sport. We promoted our game by collecting used team strips, boots, shin pads and water bottles from sponsor Newcastle Permanent to donate to them to assist them playing football in 2008.

I would like to take this opportunity to sincerely thank ALL CCF CLUBS for giving me the opportunity to serve the community in the best way I know. It would also like to acknowledge the kind support from the STAFF, my fellow BOARD MEMBERS for their patience and understanding.

The distance to travel is still far but the objectives can be reached and CCF can show Australia the dedicated people it has in its folds to achieve those goals. The Central Coast Business Community is always very supportive. They just need the assurance that their investments will be wisely used and the return favourable.

Once again, special thanks to NEWCASTLE PERMANENT, ETU, REBEL SPORTS and COCA-COLA AMATIL.

Matt Raj Mal, Director of Sponsorship & Marketing

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Director of Properties Report

It has been an every interesting year as we expecting drought and we end up with flooding. At the start of the season we lost our maintenance person and I would like to thank Murray Nettheim for all the extra work he has had to do in addition to his normal duties to keep Pluim Park in good condition. I would also like to thank all the staff for the huge effort they all put in this year with working on a shoe string budget

The Board has been very happy with the maintenance program Outdoor Living Solutions has implemented. The Fields were coping with the high demand from scheduled games, wash out games, training and Friday night games all through the season until the flood and then a week of frost. We have been fortunate with the rainfall in November and now December combined with hot days, this is making the fields recover quicker.

I would like to thank the Board Members for making it more enjoyable this year compared to last year.

Stephen Peachey, Director of Properties

Director of Representative Football

The year 2007 saw the implementation of significant change in the governance, structure and financial well being of Lightning.

The Lightning season commenced with great uncertainty, bringing forward a debt of some \$262k, no structure and limited human resource.

Central Coast Lightning Pty Ltd was incorporated on the 5th April 2007 as a wholly owned subsidiary of the Central Coast Football Ltd. Since then, the Club has put in place governance structure comprising four executive members who hold the office of President, Vice President, Treasurer and Secretary.

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Football operations are coordinated by Mark Boyd, supported by a number of volunteers who are responsible for such operational functions as registration, gear, MPO and player representatives.

The Club put in place stringent financial management processes resulting in reducing the loss from the initial \$262K to \$51K whilst clearing all creditors.

During the season, Lightning facilitated participation in the four League competitions, including:

- The Metro League U11 U12 - which is an association competition;
- Super Youth League – that is U13 to U18;
- Women's Arrive Alive premier league U12, U14, U16, U20 and Senior, and
- the Senior Super League U20 and Senior Men's
- Lightning also managed and facilitated some 10 teams to participate in the NSW State Titles that took place between 8th & 12th October at various locations.

Key football successes for the year include:

- Lightning teams playing in the Youth Super League won the title of 2007 Club Champions – beating Bonnyrigg White Eagle by two points;
- U13 became league champions and Grand Final Winners;
- U16 missed league champions by one point and became Grand Final Runners Up;
- U20's came 5th on the points table and made it to the Grand Final;
- Daniel Barrett was named Women's Premier League Coach of the year;
- Alison Lounge was awarded Women's Premier League Goal Keeper of the year.

I would like to take this opportunity to thank committee members, team coaches and managers and staff, all of whom have contributed well beyond the call for duty to make the year the success it has been.

In particular, I wish to thank my fellow CCF Board Members, for without their commitment and support to Lightning, we would not have made the achievements we did.

I look forward to even greater achievements in 2008.

Dennis Silvers, Director Representative Football
