2009
YEAR IN REVIEW
The Incorporation

Founding Committee
2009

Vanessa Lake — President
Angus Collins — Vice President
Melissa Nankervis — Secretary
Vanessa Britton — Treasurer
Carol Holland — Canteen Manager
The team that inspired the foundation of the club. Bairnsdale youth community members with NO LOCAL CLUB – NO LOCAL HOME.

EGUFC’s first Unofficial junior team – 15 Players

Pictured – The Bairnsdale based under 14B team crowned “GSL League & Cup Champions 2008”. The team that was administrated, coached & managed by the founders of EGUFC but who officially represented the Sale Soccer Club as Bairnsdale had NO CLUB – NO HOME

The Research

The 2008 Bairnsdale Test Event “Summer Sevens Soccer” the event that proved Outdoor Soccer required Permanent Facilitation in Bairnsdale.

EGUFC’s first Unofficial competition - 382 Players

Pictured – Some “Summer Sevens Soccer” test event participants. The event that was initiated, administrated & managed by the Founders of EGUFC.
The Vision

East Gippsland United Football Club

State of the Art Football Facility for all East Gippsland Community Members

Location – Bairnsdale “Gateway to East Gippsland”

The Board of EGUFC envision a state-of-the-art football facility in Bairnsdale for all East Gippsland community members to facilitate the world game on a local, regional, state, interstate and international level. Football will be regarded as the number one sport of choice in East Gippsland, the sport that provides quality experiences and opportunities, the sport that inspires all East Gippsland Community members.

Bairnsdale & East Gippsland will be represented on the Australian and World “Football” Map
The Mission – the plan

Initiate & facilitate a range of Quality outdoor Football Competitions, Events & Programs that will give all East Gippsland Community Members the opportunity to participate regardless of their ability, experience, race, gender or age.

Provide a Football Facility in Bairnsdale adequate to deliver the Key Mission until the Vision is reached.
Bringing the plan to life

Achievements for 2009

1. Governance Development
   Affiliations

2. Game Development
   Squad Teams
   Regional Competition
   Grass-Roots
   Summer League
   Special Events
   Participation

3. Member Development
   Player
   Coach
   Referee
   Volunteers

4. Marketing Development
   Corporate Image
   Media
   Newsletters
   Welcome Kit
   Website

5. Financial Development
   Fundraising
   Sponsorship
   Grants

6. Operations Development
   Grounds & Facilities
   Uniforms & Equipment
   Policies & Procedures
   Annual General Meeting
   Goals for 2010
1
Governance Development
EGUFC affiliated with Australia’s Premium Football Governing Bodies – Football Federation Victoria, Football Federation Australia and their Gippsland Region Association - the Gippsland Soccer League.

2
GAME Development

395 Players

EAST GIPPSLAND UNITED FOOTBALL CLUB
About the “SQUAD TEAMS”

“East Gippsland Strikers” – EGUFC Representative Teams – FOUR Teams

EGUFC made history when for the first time Bairnsdale was represented with Junior Boys/Girls and Senior Women's teams competing in the Gippsland Soccer League – Central Division. All league games were played on a home & away basis.

Squad Team – Under 13’s Mixed

EGUFC’s first official “Under 13’s Mixed” representative team

Pictured - The under 13’s mixed team that made history as founding member players of the club competing in the Gippsland Soccer League - Central Division.

Coach - Leah Newey and Assistant – Andrew McArthur.
Squad Team – Under 16’s Mixed

EGUFC’s first official “Under 16’s Mixed” representative team

Pictured - The under 16’s mixed team that made history as founding member players of the club competing in the Gippsland Soccer League - Central Division.


Coach – Angus Collins and Team Manager – Melissa Nankervis.
Squad Team – Under 16’s Girls

EGUFC’s first official “Under 16’s Girls” representative team

Pictured - The under 16’s girls team that made history as founding member players of the club competing in the Football Federation of Victoria - Inaugural “Girls Challenger Series”.

Squad Team – Senior Women

EGUFC’s **first official “Senior Women's”** representative team

Pictured - The Women that made history as founding member players of the club competing in the Gippsland Soccer League - Central Division.


Coach – John Fletcher, Assistant Coach – Frank Grando and Team Manager – Vanessa Britton.
About the “Regional Competition”

“Gippsland Soccer League – East Division”

Initiated & Hosted by EGUFC

The Benefits

“The GSL – East Division provides East Gippsland United Men the opportunity to enjoy a Modified version of Football on a local level. The Division also provides a platform for the future in which other East Gippsland Towns will be able to launch their own teams.

“The GSL – East Division aims to achieve a Safe, Family Friendly Environment with a Competitive Edge” and for those adults who may be running out of steam for the 11-a-side, a modified version so that you can continue to enjoy your game, the world game for years to come.

Vanessa Lake
President – East Gippsland United Football Club

The Format

6-a-side & 7-a-side, 2 x 25 Minute Half’s, Pitch Size 60M x 40M, Penalty Area 5m x 12m, Goal Size 5m x 2m, Size 5 Ball, Goal Keeper, Team Roster Referee, Official Recording of Results & Ladders. Finals – Champion Team receives the “EGUFC Cup” or “EGUFC Perpetual” and individual Trophies. No off-side, No slide tackles, Only indirect FREE kicks apply.
Gippsland Soccer League– “East Division” – FOUR Teams

To facilitate Local Men on a Local Level EGUFCC initiated and hosted an “EAST DIVISION” of the Gippsland Soccer League.

All league games were played at EGUFCC home ground, Howitt Park, Bairnsdale.

Pictured - The Men that made history as founding member players of the club competing in the Gippsland Soccer League - East Division

GRASS ROOTS

“SSF”
About the “SSF” Program

“East Gippsland United - Mini Roos”
Administered, Managed & Hosted by EGUFC
Supported extensively by FFV and FFA Framework

The Format

**Under 6 & 7**
4 -a-side, 2 x 15 Minute Half’s, Pitch Size 30m x 20m, No Penalty Area, Goal Size 2.0m x 1.0m, Size 3 Ball, No Goal Keeper, No Referee, No Official Recording of Results or Ladders, SSF Coach as Game Leader. All Players Receive a EGUFC Participation Award.

**Under 8 & 9**
7 -a-side, 2 x 20 Minutes Half’s, Pitch Size 40m x 30m, Penalty Area 5m x 12m, Goal Size 3.0m x 2.0m, Size 3 Ball, Goal Keeper, Instructing Referee, No Official Recording of Results or Ladders, SSF Coach as Instructing Referee. All Players Receive a EGUFC Participation Award.

**Under 10 & 11**
9-a-side, 2 x 25 Minute Half’s, Pitch Size 60M x 40M, Penalty Area 5m x 12m, Goal Size 5m x 2m, Size 4 Ball, Goal Keeper, Instructing Referee, No Official Recording of Results or Ladders. SSF Coach as Instructing Referee, All Players Receive a Participation Award.

To promote “Healthy Habits” from a young age EGUFC served the “Mini Roos” with Fruit & Water every week at the half time break.

The Benefits

“Optus Small Sided Football will accelerate the technical development of children who start to play football and provide a more logical pathway leading up to playing 11 v 11”.

“Optus Small Sided Football is implemented for the development and enjoyment of the children. It’s their game, we as adults only need to create a stimulating and entertaining environment for them”.

Han Berger
National Technical Director, Football Federation Australia
GRASSROOTS – Our Future

“East Gippsland United Mini Roos” – EGUFC Small Sided Football Program

EGUFC laid excellent Foundations for the Future of LOCAL Grassroots & Female Football in East Gippsland

Pictured - EGUFC’s youngest “SSF” (Small-Sided Football) participants 3-year-old “Perry” twin girls with EGUFC’s youngest “SSF” junior coach 13-year-old female “Jenna Kramme”
“SSF” Program – U6/7’s

“East Gippsland Mini Roos” - THREE Teams

Pictured - Program Participants with EGUFC “SSF” Junior Coaches
CONGRATULATIONS “SSF” Junior Coaches - Bethany Campbell, Tegan Henry, Jenna Kramme.
“SSF” Program – U8/9’s

“East Gippsland Mini Roos” – FOUR Teams

Pictured - Program Participants with EGUFC “SSF” Junior Coaches
“SSF” Program – U10/11’s

“East Gippsland Mini Roos” – FOUR Teams

Pictured - Program Participants with EGUFC “SSF” Junior Coaches
About the “Summer League”

“East Gippsland United FC Summer League”
Initiated, Administered, Managed & Hosted by EGUFC
Supported by FFV & GSL

The Benefits

“EGUFC Summer League provides East Gippsland Community Members the opportunity to play Football in the official off season thus not competing with other Football codes such as AFL. The League also provides a platform in which EGUFC Squad teams are formed, an excellent pathway into the “World Game” of 11-a-side Football.

“EGUFC Local Summer League aims to achieve a Safe, Family Friendly Environment with a Competitive Edge” and for those adults who may be running out of steam for the 11-a-side, a modified version so that you can continue to enjoy your game, the world game for years to come.

Vanessa Lake
President – East Gippsland United Football Club
SUMMER LEAGUE – Our Future

EGUFC laid Excellent Foundations for the Future of LOCAL Junior & Senior Football in East Gippsland

“East Gippsland United FC Summer League”
Initiated & Managed by EGUFC
Supported by Football Federation Victoria & the Gippsland Soccer League

Pictured - EGUFC’s Summer League Grand Finals for Mixed Boys/Girls Under 12’s, 14’s & 18’s and Senior Men & Women.
Summer League – U12’s

“East Gippsland United FC Summer League” – U12’s x SIX Teams
Summer League – U14’s

“East Gippsland United FC Summer League” – U14’s x SIX Teams
Summer League – U16’s

Youth’s Soccer Grandfinal 2009

“East Gippsland United FC Summer League” – U16’s x FOUR Teams
Summer League – WOMEN

Women’s Soccer Grandfinal 2009

“East Gippsland United FC Summer League” – Women x NINE Teams
Summer League – MEN

Men’s soccer Grandfinal 2009

“East Gippsland United FC Summer League” – Men x EIGHT Teams
“Battle of Trafalgar”

EGUFC Fielded a Youth, Men’s & Women’s Team

5-A-Side Tournament
Trafalgar Victory FC
Sunday 18th October

Enjoyable day for all, great way for EGUFC Youth, Men & Women to Unite and Show Support for other Gippsland Clubs
Melbourne Victory & Matilda’s

EGUFC Girls enjoyed a “Road Trip to Traralgon” to meet Melbourne Victory’s team player – Sarah Groenewald & Former Matilda Star – Jane Oakley

Presentations from former “Matilda”, Jane Oakley, and current Melbourne Victory W-League player, Sarah Groenewald, gave the EGUFC girls the chance to ask questions about their careers and to explore their own future possibilities in Women’s Elite Football.

Two Melbourne Victory signed footballs were raffled, with EGUFC’s Jamie Britton coming home a winner.
SQUAD TEAMS – The under 13’s & 16’s Junior Squad teams & their families were treated to an afternoon at the Bairnsdale Archery, Mini Golf & Games Park where all the Parks activities and a BBQ lunch were enjoyed by all – complimentary from the owners & manager of the park. Squad members & coaches were all awarded with a special Founding Member Trophy. SQUAD TEAMS & REGIONAL COMPETITION - The women’s squad team joined the East Division Men for an exciting evening at the Bairnsdale RSL where some humorous trophy presentations, buffet style meal, a few drinks and even some dancing were on the agenda. SSF PROGRAM – All the Mini-Roos were treated to an early evening BBQ for a gold coin donation and awarded with Participation Medallions and a Football Federation Ball. “A lot of Very Happy Faces”. SUMMER LEAGUE – All participants were welcomed to a BBQ at the club rooms with the runner-up and winning teams from each division being awarded Trophies. COMMITTEE AWARDS - A surprise presentation was arranged by Leah Newey – EGUFC under 13’s Coach and Women’s Squad Player – An appreciation award on behalf of all the members was presented to Vanessa Lake – Founding President & Melissa Nankervis – Founding Secretary.
EGUFC became the Number ONE Club out of the 22 Clubs in the Gippsland Region by Player Participation

395

Registered Players = Mission = Vision = LIFE LONG FOOTBALL FANS

Note: High SSF Our Future
MEMBER Development
EGUFC awarded for supporting Football Federation of Victoria in their “Talented Player & Development Pathway”

FIVE out of SIX Junior players put forward by EGUFC were selected by the “Gippsland Knights” to represent the Gippsland Zone in the “Victorian Champions League”

CONGRATULATIONS - Josh Perry, Ben Gibbs, Ryan Holland, Joyce Webb and Carrie Jones
Excellent Foundations Laid for the Future of Quality “SSF” Coaches

THREE “SSF” Senior Club Coaches & THIRTEEN “SSF” Junior Club Coaches Qualified to “SSF” Standard by Football Federation Australia.

Excellent Foundations Laid for the Future of Quality Referees

**FIVE** Senior Club Referees & **TEN** Junior Club Referees Qualified to Level 5 Standard by Football Federation Australia.

Many Parents stepped up to Voluntary Roles with the Squad Teams such as; Coaches, Team Managers, Linesman, Marshals & Canteen Duties. Junior Players took on Voluntary Administrative roles for the East Gippsland Mini Roos – “SSF” Program – Ash Calabro & Paul Lake signed in over 100 participants weekly in for the nine week program and served all the teams with their Fruit & Water. Junior Players that took on Coaching & Referee roles for the Summer League are to be congratulated for their commitment – the league could not have run without them.

A great way to get the club’s juniors involved at the operational & game development level. JUNIORS are the clubs future volunteers and committee!
4 MARKETING Development
It was recognised that a permanent Corporate Image needed to be established, the Clubs Stamp – Visual Identity – Logo & Colour.

The logical pathway to this process was (1) Research Colour Meanings – this was where Navy & Yellow was decided and (2) Explore East Gippsland Shire Council Logo & Colours, (3) Football Federation of Victoria Logo & Colours & (4) Football Federation Australia Logo & Colours. This was where it was confirmed that Navy and Yellow were the right choice being common factors between the organisations.

Green was incorporated into the Logo in representation of East Gippsland and Grass-Roots Football. Grass = Green. It was recognised that the name of the club needed to be represented in the design of the Logo - East Gippsland United Football Club = Map of East Gippsland, Balls to represent towns of East Gippsland with the main ball, “EGUFC”, located in Bairnsdale, being the gateway to East Gippsland and the largest town in East Gippsland. In the case of the surrounding shield, unity is represented.
Throughout the winter, EGUFC submitted weekly media reports on the progress of the squad & regional teams that helped lift the profile of Football in East Gippsland.

“East Gippsland News” “East Gippsland’s premier free newspaper. Home delivered in Bairnsdale, Paynesville, Eagle Point and available from Stratford to the border. Available weekly and convenient for locals to keep up-to-date with community news and events. The East Gippsland News is distributed free to every home and business in Bairnsdale, Paynesville and Eagle Point and is inserted in the Lakes Post and distributed to Orbost”.

“Bairnsdale Advertiser” “Bairnsdale and district’s truly local newspaper available twice weekly. Delivering an informative blend of news, community features, rural, sport and real estate. Locals rely on the Bairnsdale Advertiser to keep them up-to-date with local news”.

Excellent Partnership Established with the local Sports Editors of East Gippsland Newspapers.

Extensive News Coverage
Newsletters

Format for Club Newsletter
Established & First Edition
Broadcasted to all Members

EGUFC Newsletter
Edition 1 June 23, 2009

7 Pages Full Colour
Welcome Kit

Format Designed and Kit Distributed to all Summer Members

- Summer League Program Guide
- Check List
- Code of Conducts
- Registration & Medical Form
- Sportsco VIP Discount Card
- David Lucke’s Fresh Food Market – Key Tag
Website

Entry Level Website
Established with the Leaders in Sports Websites
FINANCIAL Development
Fundraising

Cadbury Chocolate Drive, Luckes Loyalty Program, Covo Shorts Drive, Sportsco Raffle & Public BBQ

Raised over $2500 profit for club room & equipment enhancements – New Fridge, Chairs, Cupboards, Notice Board, Portable Goals and helped pay towards club presentation BBQ’s.
EGUFC laid Solid Foundations for the Future of Club Sponsorship Growth

Pictured – Founding Member Sponsors of the club, Local East Gippsland Community Business that supported the club with a combination of in-kind support of Product, Services & Labour.
Grants

Applications made for two grants (1) GFFF – Grass Roots Facilities Fund, (2) Our Club, Our Future – Sporting Uniform Grant

PLUS – “Strengthening the World Game Grant” investigated for 2010.

About the “GFFF” Grant
“Grassroots football clubs have an important role in helping to build and nurture communities and young people. Clubs are often the key users of football parks and fields that are community assets which provide opportunities for recreation, education and relaxation that contribute to quality of life and healthy lifestyles. The Grassroots Football Facilities Fund (GFFF) gives grants for projects that improve the quality, safety, reliability and accessibility of facilities for football (and other sport) in local communities. The GFFF helps grassroots clubs to play a key role in maintaining and preserving important community assets.” FFA

About the “Our Club, Our Future Sporting Uniform Grant”
“The program provides the ideal opportunity for hundreds of Victorian clubs, organisations and community groups to inject a new spirit into their local sporting teams. The funding provides for new team uniforms, which can cover anything from team tops and shorts, to socks and football boots. Local sporting teams are vital to their communities and initiatives such as this continue to assist clubs, particularly those from disadvantaged areas, bring people of all abilities together and help shape a positive identity for our towns and communities. By reinvesting in Victorian grassroots sport we can all work together to continue Victoria’s proud sporting traditions and create more liveable and active communities.” James Merlino MP

Grants 1 & 2 were denied. This however did not daunt the club and plans for applications to be re submitted in 2010 were made. An introduction to the East Gippsland Shire was made to establish a working partnership and to prepare for the “Strengthening the World Game Grant”
OPERATIONS Development
EGUFC purchased quality equipment & uniforms out of registration fee profits – setting excellent foundations for quality member aids.
EGUFC obtained the use of the “Howitt Park Sports Complex” as it’s home ground & club rooms conveniently located on the Princes Hwy in Bairnsdale, adjacent to the picturesque Mitchell River and opposite the Howitt Park playground with it’s well known hillside slippery dip and flying fox. Initially the club rooms & grounds were adequate with male & female toilets which includes showers, and changing rooms. The building has a common area & kitchen. The pitches are marked in accordance with season requirements.

**Location = Excellent Exposure**

EGUFC achieved Football facilitation and development beyond expectation. Membership grew rapidly. It was recognised that to be able to maintain the current levels of participation facility upgrades would be essential – thus a facility plan to upgrade Howitt Park was drafted.

EGUFC enhanced the clubrooms with new chairs, cupboards & a notice board using the profit from fundraising efforts and applied for the GFFF Grant to help upgrade the grounds.
EGUFC drafted & implemented various Policies, Procedures, Manuals & Business Plans to ensure Quality Operations = Quality Football Experiences

EGUFC registered for the “ACE” program with Football Federation Victoria and is well under way to receive the First Star – the Group stage of the program.
Annual General Meeting

Committee Grew to Seven Members

The Elective Committee
2009-2011

Vanessa Lake — President
Angus Collins — Vice President
Melissa Nankervis — Secretary/Treasurer
Carol Holland — Canteen Manager
Vanessa Britton — Women’s Coordinator
Simon Alleaume — Men’s Coordinator
David Claridge — Men’s Development Officer
1. Governance Development
Maintain & Grow Relations

2. Game Development
Increase Squad Teams by Two
Increase Regional Competition Participants
Maintain Grass-Roots Levels
Maintain Summer League Levels
Increase overall Participation by 5%
Maintain & Increase Special Events
Host a FFV Schools Cottee’s 5-a-side Event
Host a Community Cup Event
Host a Joint Member Social Event – (Juniors, Seniors & their families)

3. Member Development
Identify more player’s to go through FFV Talented Player Pathway.
Qualify Senior Coaches to FFA Youth Level
Qualify Junior & Senior Referees to FFA Level 4
Recruit more Volunteers
Adopt a “EGUFC Volunteer Recognition Program”

4. Marketing Development
Review Logo
Maintain & Grow Media Relations
Appoint an Official Club Photographer
Broadcast Newsletters via Email
Improve Welcome Kit
Improve Website

5. Financial Development
Increase Fundraising by 100%
Formalise Sponsorship Packages
Increase Sponsorship Levels
Formalise Budgets
Explore Professional Help for Grant Writing

6. Operations Development
Improve Grounds & Facilities
Maintain Uniforms & Improve Equipment
New Uniforms for Squad Coaches, Team Mangers & SSF Participants
Review Policies, Procedures & Plans
Adopt Committee Email Communications
Adopt Member Email Communications
Join our Football Journey

“The Future of the World Game in East Gippsland”

Various Sponsorship Packages Available

Become a EGUFC Sponsor
A special thank you to the EGUFC founding committee for sharing the vision & mission, together through trust in each other and passion for Football & People we achieved above & beyond in our first year of official operations. Thank you to all our founding member player’s, their families & volunteers you embraced the platform we provided you with. Thank you to our founding sponsors for taking the leap of faith and joining our journey. Thank you to our governing bodies; Football Federation Victoria, Football Federation Australia & their regional association the Gippsland Soccer League, you have supported us and we have supported you – again a shared vision. It is amazing to see what can be achieved when people & organisations have Faith, Passion and Unity.

Vanessa Lake – President EGUFC