



2020-2021

# FRANKSTON & DISTRICT NETBALL ASSOCIATION INC. ANNUAL REPORT

**TO ENRICH OUR COMMUNITY  
THROUGH THE SPORT OF NETBALL**

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<https://frankstonnetball.com.au/>  
<https://peninsulawaves.com.au/>

Established 1966

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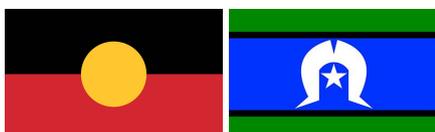
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We acknowledge and pay respect to Elders past and present, who are the traditional custodians of the land.

# 2021 POSITIONS

## BOARD OF MANAGEMENT

**President/Chairperson: Corinna Whitnell**

**Vice President: Dennis Prendergast**

**Treasurer: Melissa Kingston**

**Secretary: Matthew Haanappel OAM**

**General Committee: Melissa Walker**

**General Committee: Holly Simmons (resigned)**

**General Committee: Kaylene O'Dempsey (resigned)**

## ADMINISTRATION

**Operations Manager: Miranda Castles**

**Umpire Coordinator: Raeleen Darcy**

**Marketing Manager: Rebecca Graham**

**VNL Administrator: Kelly Haynes**

**Night Supervisors: Emily Myszka, Sharen Reygers, Jeanette**

**Eastland, Kelsey Weymouth & Katelyn VanLoo**

**Representative Teams Coordinators: One4All Performance**

**Auditors: Collins & Co.**

# LIFE MEMBERS

**Mrs. Joan Payne (deceased)**

**Mrs. Barbara Spark**

**Mrs. Shirley McMurray (deceased)**

**Mrs. Betty Harris (deceased)**

**Mrs. Margaret Osborne (deceased)**

**Mrs. Faye Muter**

**Mrs. Ailsa Kenney**

**Mrs. Margaret O'Kelly**

**Mrs. Joan Deverill**

**Mrs. Vivienne Sargant (deceased)**

**Mrs. Connie Castles**

**Mrs. Lynette Luca (deceased)**

**Mrs. Biddy Luehman (deceased)**

**Mrs. Barbara Bond**

**Mrs. Marie Pink**

**Mrs. Barbara Hamilton**

**Mrs. Shirley May (deceased)**

**Mrs. Margaret Page**

**Mrs. Lorraine Horton (deceased)**

**Mrs. Lesley Chaplin**

**Mrs. Joy Bolam (deceased)**

**Ms. Sharon Iacovou**

**Ms. Kristine Cockhead**

**Mrs. Jillian Hunter**

# FROM OUR PRESIDENT

Dear FDNA members,

What a year! This is my fifth year as President, and it has been a challenging time once again. I am thankful to all our dedicated Board Members for their support and efforts this year. We experienced some changes at Board level this year, as people have reflected on their time and commitments. Kaylene O'Dempsey joined the Board at the last AGM and unfortunately was unable to complete her term. We farewell Kaylene and Holly Simmons this year and I would like to thank both for their contribution.

I would also like to acknowledge each Board Member's dedication & time. Each person has something different to offer. Thank-you Dennis Prendergast, Melissa Kingston, Matt Haanappel and Melissa Walker.

The Board revised our Strategic Plan as 2020 should have been the final year. COVID lockdowns changed our focus in the short term. The Board will stay focused on achieving our long-term strategic goals, therefore ensuring a sustainable Association going forward into our new Stadium.

COVID-19 has again impacted this year. We're thankful that our Saturday teams played around half a season this year. We're excited to be planning for a Spring comp for November/December.

I want to thank our staff who have suffered another hard year. All staff are still with us, and we cannot wait to see them all busy again soon. The Admin team have moved into the Pavilion, in preparation for the Stadium demolition, which will start mid-November.

Our Association wouldn't exist without our Clubs. We know what a hard year it's been for Club volunteers, again. The second year of COVID has drained so many people and we thank-you for your resilience. Community netball simply wouldn't be the same without the opportunities you provide. Your dedication to netball is valued by the Board and Staff.

The Stadium redevelopment project is about to start. Plans are finalised & the Builder has been appointed. The new Lease almost signed. Works on the interim car park (the trotting track) have started and Council expect the new car park to be finished for the 2022 Winter season. We hope to open the new stadium in June 2023.

As we reflect on another tough year it can be easy to dwell on the hard parts and the things our members missed out on. It is important to keep looking forward, especially when we have such an exciting future ahead.

Our priorities for 2022 include:

- Focused marketing to return to pre COVID participation numbers, and beyond.
- A new strategic plan that will support us to establishing the new stadium
- Higher participation: boys, indigenous and gender diverse community members.
- Supporting all our valuable volunteers and members

Thank-you all for supporting netball in another difficult year.

Corinna Whitnell  
Board of Management  
President



# STRATEGIC PLAN REPORT

2020/21 is the final year of the Association's current strategic plan.

The Board undertook a review of the plan with LifeSportJourney early in 2021. This process allowed the team to reflect on our ability to meet the agreed targets, in an ongoing COVID period.

## **Increase participation across all forms of netball and for more sectors of the community.**

We engaged with local primary schools and kindergartens in the first half of the year. Plans were made to extend the programs offered into a range of schools and kinders in our region. COVID lockdowns restricted our ability to undertake that work and we look forward to picking this up again in 2022.

It was pleasing to see the Saturday Clubs rebound from 2020 strongly. Spring 2020 and Winter 2021 team numbers were in excess of 90% of the previous seasons.

We will continue to promote boys and men in netball and are confident that the Waves programs in this area will provide access to great role models and resources. We will continue to work with VMMNA and look to further develop the Boys and Men in Netball Participation Strategy in 2022.

Walking Netball continues to be a priority program, and had limited opportunities this year, as an indoor program. The members continued to utilize their online social group in order to stay connected. This program will move offsite in 2022, without an indoor facility.

Future marketing plans will aim to engage schools and promote junior netball as the sport of choice.

2021 saw the inaugural Youth Committee established. The 4 young leaders should be congratulated for taking this on. We're disappointed that COVID again restricted the opportunities for the Committee to find their footing, and we can't wait to see what they achieve in 2022.

## **Best practice governance**

The Board reviewed the tenure of each position to ensure any changeover is gradual and large skills gaps are avoided. Accordingly, 2 positions will vacate annually.

A new Auditor was appointed, we welcome Collins & Co this year. Best practice recommends changing Auditors from time to time.

The Board established a Finance and Risk Advisory group and we welcome external experts to this subcommittee. The scope of the group is to review current and future finances in detail and make recommendations to the Board. The focus is on budgeting for the construction period and new stadium. A HR Subcommittee will be established in January 2022 and will determine the organizational structure for the initial phase of the new stadium.

# STRATEGIC PLAN REPORT

The annual Policy audit is underway and policies are regularly reviewed, updated and published. We remind members that all policies are available on the FDNA website. Vic Sport are starting to communicate changes to the Child Safety framework. We are keeping abreast of the work and changes. New standards will come into effect mid-2022.

## **Strategic and consistent expression of the FDNA brand and culture across all platforms**

Marketing and branding were restricted this year. Lockdowns limited the programs we were able to host as well as the potential exposure for partners. Most Marketing and Sponsorship partnerships were further reduced in 2021.

The Marketing Manager's priorities for 2022 include reengaging sponsors and seeking new partnership opportunities. We may engage external industry experts to support the Association in this area.

The marketing strategy was again challenged in the second part of the year. We want to support Netball Victoria's #playforthe love campaign and hope to reenergize our netball community.

Thrive has been a welcome addition this year. Their positive psychology approach and resources will enable us to support netballers and their families as we continue to be impacted by COVID in various way.

## **Best practice business model**

We will continue to seek member input into policies and decision making wherever appropriate. The Board seek to design and implement member engagement programs in 2022.

The Association has long standing and positive relationships with our key partners: Frankston City Council, Netball Victoria, State and Federal Members of Parliament and other governing bodies. We continue to look for opportunities to support each other and work together.

We continue to engage industry experts to support business planning and budgets. Priorities include managing the stadium construction period in 2022 and then the completion and occupancy of the new stadium in the later part of 2023.

We intend to establish a new Strategic Plan in 2022, which will invite input and collaboration from all areas of our organization.

I congratulate your volunteer Board of Management for their continued commitment in another difficult year and I thank them for their support and guidance.

Miranda Castles  
Operations Manager



# TREASURER'S REPORT



Going into the 2021 year of netball we all held high hopes of a decent year of netball, catching up with friends and what we enjoy most – seeing some kids on court playing the game we love. Thanks to Covid that was not to be.

This in turn impacts our finances and income for the year. So once again we are faced with another year of shut downs, reduced income, and less netball.

We have to take into account that this year has not seen the same support as last year with Governments limiting the amount of financial help on offer to businesses - the biggest change being the absence of jobkeeper to help prop us up and help staff manage their finances. I would like to acknowledge that staff have had to utilise some of their leave in order to survive through this year where they were able to and I'm so sorry to say that this has not been an option for all of our staff. We are so fortunate to have the quality, loyal staff that we have and I would like to extend a heartfelt thankyou to each and every one of them.

I would also like to thank all of the clubs at our association for their support through what has been some of the more difficult years that we have seen. You have been terrific in your understanding and the partnership we have formed is greatly appreciated.

We have managed to significantly reduce our expenses wherever possible and continue to successfully apply for any grants on offer.

Despite the ongoing challenge of Covid our Association has recorded a profit which is impressive considering the circumstances that we faced.

Our bottom line for the financial year 2020-2021 is a profit of \$35,271. As the financial year closes at June 30 we will continue to see the impact of Covid into next year however, our accounts are in a healthy position and we are able to continue looking forward to the progress of the new stadium with confidence.

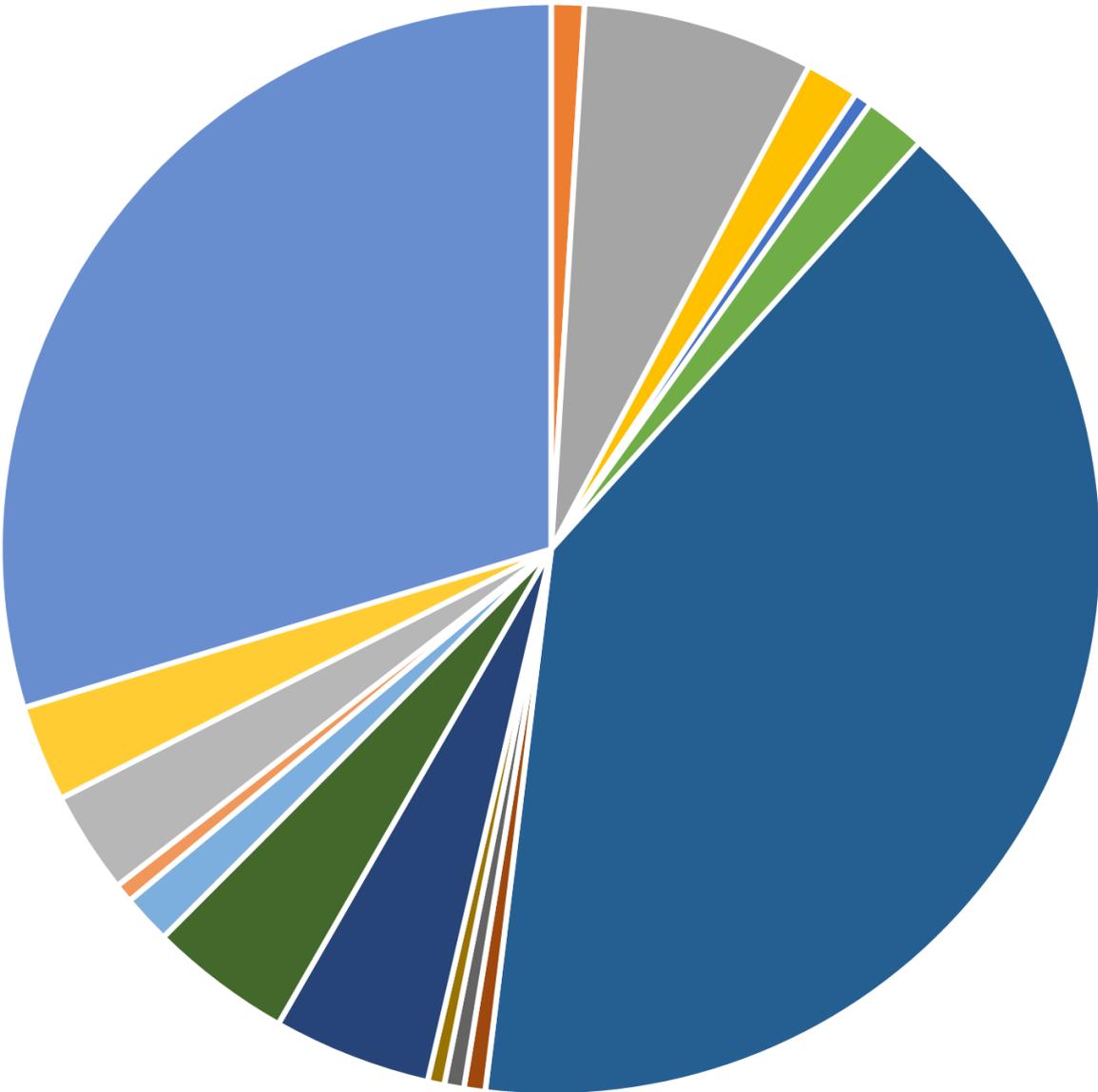
With the new stadium build growing closer it was timely that we develop a new finance and risk subcommittee. We have been very fortunate to secure the assistance of two accountants and a local business owner with extensive experience in dealing with the Frankston City Council to this committee.

I include below the financials for the year ending June 2021 for your perusal.

Melissa Kingston - Treasurer



# FDNA INCOME



- Income
- Events
- Grants
- Holiday Programs
- Interest Income
- Sales - Canteen
- Sales - Court Fees
- Sales - FDNA Tournaments
- Sales - Hire of Pavillion/Stadium
- Sales - NetSetGo
- Sales - Player Fees
- Sales - Team Registrations
- Sales - Umpires
- Sales - Uniforms
- School Clinics
- Sponsorship All
- Sundry Income



# BALANCE SHEET

## Frankston District Netball Association Inc As at 30 June 2021

30 Jun 2021

### Assets

|   |                |
|---|----------------|
| <b>Bank</b>   |                |
| Cheque Account  | 241,924        |
| Debit Card Account  | 860            |
| Term Deposit  | 226,432        |
| Term Deposit 2  | 135,897        |
| <b>Total Bank</b>   | <b>605,113</b> |
| <b>Current Assets</b>                                       |                |
| Accounts Receivable   | 92,428         |
| Less Provision for Doubtful Debts                           | (3,000)        |
| Float - Stadium Canteen                                     | 430            |
| Kounta Cash In Account                                      | 1,010          |
| Kounta POS Clearing Account                                 | 455            |
| Prepayments   | 3,145          |
| <b>Total Current Assets</b>                                 | <b>94,468</b>  |
| <b>Fixed Assets</b>   |                |
| Equipment at Cost   | 102,244        |
| Furniture & Fittings at Cost                                | 21,506         |
| Indoor Stadium Construction Costs                           | 655,866        |
| Leasehold Improvements                                      | 58,456         |
| Less Provision for Depreciation                             | (102,244)      |
| Less Provision for Depreciation - Furniture & Fittings      | (20,760)       |
| Less Provision for Depreciation - Indoor Stadium            | (634,002)      |
| Less Provision for Depreciation - Leasehold Improvements    | (58,456)       |
| Less Provision for Depreciation - Outdoor Court Resurfacing | (104,208)      |
| Outdoor Court Resurfacing                                   | 120,188        |
| <b>Total Fixed Assets</b>                                   | <b>38,590</b>  |
| <b>Total Assets</b>   | <b>738,170</b> |

### Liabilities

|                                  |                |
|----------------------------------|----------------|
| <b>Current Liabilities</b>       |                |
| Accounts Payable                 | 41,620         |
| GST                              | 3,849          |
| Income in Advance                | 42,930         |
| Other Creditors & Accruals       | 16,914         |
| Superannuation Payable           | 2,522          |
| Trust Fund Rep Players Program   | 315            |
| <b>Total Current Liabilities</b> | <b>108,149</b> |
| <b>Non-Current Liabilities</b>   |                |
| Provision for Annual Leave       | 15,665         |
| Provision for Long Service Leave | 24,249         |

# BALANCE SHEET

|                                      | 30 Jun 2021    |
|--------------------------------------|----------------|
| <b>Total Non-Current Liabilities</b> | <b>39,914</b>  |
| <b>Total Liabilities</b>             | <b>148,064</b> |
| <b>Net Assets</b>                    | <b>590,106</b> |
| <b>Equity</b>                        |                |
| Current Year Earnings                | 41,287         |
| Retained Earnings                    | 548,820        |
| <b>Total Equity</b>                  | <b>590,106</b> |

**FULL AUDITED REPORTS  
AVAILABLE ON REQUEST**

# COMPETITIONS REPORT

## Saturday Competition

After being unable to hold a Winter competition in 2020 due to Covid 19 lockdown, it was fantastic to welcome back all our Clubs and teams for Winter 2021. We had 171 teams register to compete across all the age groups offered from NSG through to Seniors. With our Covid-safe plan in place we were all very eager to get our season underway.

It was such a great atmosphere on Saturdays to see all the Clubs, Players, Coaches & Umpires back on court. We managed to successfully run half of our season even though we were once again interrupted by snap lockdowns in May & June.

Unfortunately, in July we were locked down again for the long haul and unable to finish our season, which was super disappointing for all involved. We are looking forward to once again welcoming back our Clubs and players for another late Spring season in November.



## Indoor Night Competition

With lockdowns impacting the second half of 2020 our usual Indoor Evening Competition couldn't go ahead. In November we commenced an Outdoor Competition. We managed to provide a 4 week competition with 40 teams participating across 4 nights.

In 2021 we had a good season 1 with restrictions easing. We were now allowed to play inside again and teams were racing to enter. 97 teams entered our competition. The 21 week season had some lockdown interruptions in February, May and June. We still finished the season with some minor adjustments. We want to thank all teams for their patience and support – especially in following the regulations each time we came out of lock down.



# COMPETITIONS REPORT



## Twilight Pre-Season Competition

2021 was the third year of running a Twilight Pre-season Outdoor Competition. The season runs for around 10 weeks, with no finals. This short season mainly caters for the Football Netball Teams, who have used it as a chance to facilitate grading and match play before their season starts. Longer games also provide a great opportunity for Umpire development.



## Boys In Netball

We continue to encourage boys and men of all ages and abilities to share our great game. We have a small number of players identifying as boys in our junior Saturday competitions and we provided special consideration for a couple to play in the 15&U girls competition.

We are hopeful that an uninterrupted season 2022 will allow a proper mixed competition to operate in the 15&U age group on Saturdays. It's great to see the number of coaches who identify as men continuing to grow, as well as Umpires and Committee members etc. We welcome boys and men into our game in whichever role they choose.

Our 2 evening Open Mixed Competitions continue to grow. We had to stop accepting teams on a Wednesday night in Season 1 as we couldn't accommodate more games. Sunday nights Mixed continues to be a relaxed and family friendly competition. Boys and Men aged 15 years and older can play.



## Spring Competition

Sadly we were unable to play Winter 2020 netball at all, so when we were able to resume playing we saw an increase in teams entered – it was great to see the young members so keen to play again! We received 106 team entries for Season 2020. We were able to host a very short season starting in November, for 4 weeks.



## Tournament 2021

We were able to host our annual tournament in May again this year. We just managed to scrape in before lockdown on 27th May. With strict Covid restrictions we had to cap the amount of teams entered. 56 Teams entered from as far as Sunbury and Bairnsdale: a fun and COVID safe day was had by all.

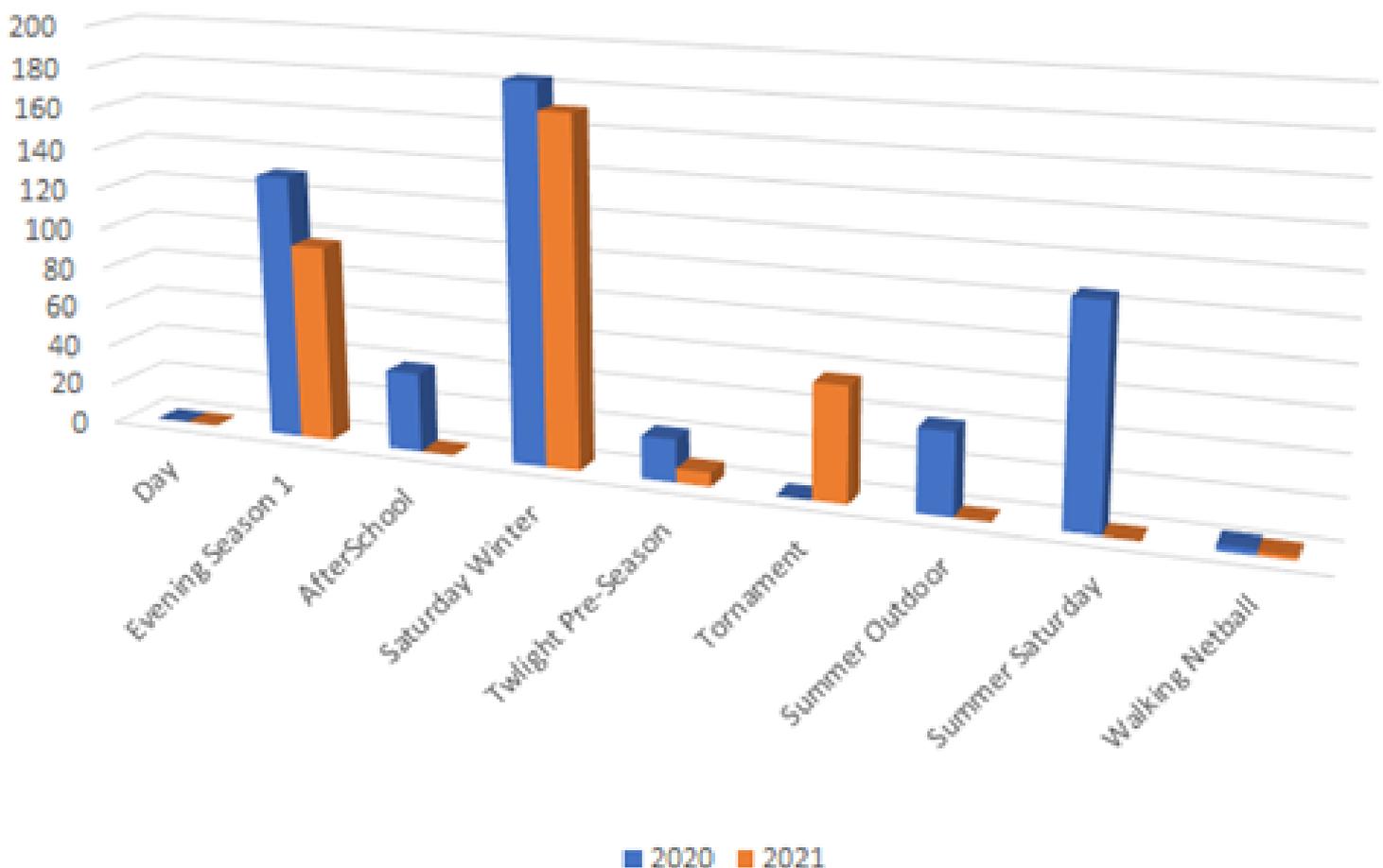
# COMPETITIONS REPORT

## Walking Netball

We have around 20 regular members. Additional participants come in and out as they recover from injuries, learn how to play and come back after years of not playing. They are enjoying the modified rules in a relaxed and fun atmosphere. The morning tea afterwards provides an important social connection for many of our members.

Unfortunately we were unable to participate in the Frankston Seniors festival and Mornington Peninsula Seniors week in 2020 and 2021.

Both events were cancelled due to Covid restrictions. During lockdowns we try and keep our members mental health in good spirits. We have an online group chat every week at game time, which anybody can join.



Sharen Reygers and Anne Westmore  
Competitions Administrators

# UMPIRE CORNER



## Umpire Report 2021

2021 saw Covid-19 impact again on our umpire training program. We were lucky enough to get in Season 1.

Due to lockdown during 2020/2021 seasons, we are experiencing a gap in trainee umpire development. However, we are in a desirable position with several new trainees in our program, as well as the numbers of trainees that are close to obtaining their badge.

Achievements made before last lockdown:

- 7 x "C" badges awarded
- "B" cadet tester now endorsed
- 110 Umpires sign up for Winter competition
- Hosted 3 Introduction to Umpiring workshops and rules review workshop
- Welcome baby Gracie and baby Huey



The Saturday program has proved that with consistent training and appropriate game allocation that the journey from taking the court for the first game to obtaining their badge has been reduced in time.

With the current plans to run a short Spring competition (pending restrictions) the trainee close to testing will have the opportunity to be tested.

Raeleen Darcy  
Umpire Coordinator



## TEAMS

This year our VNL teams played 11 games  
 Championship - 10th; Division One - 6th; 19&U - 1st  
 Our four PEN Teams played most of their season and we also changed the names of our teams to represent our three Life Members.  
 VNL Development Team - 8th; 17&U Haynes - 7th; 15&U Vickery - 3rd;  
 15&U Wauchope - 1st

## PATHWAY

**Coaches:** Congratulations to Yvonne Porter (Division One Assistant) who achieved her Advanced accreditation.

**Players:**

19&U Victorian Representatives: Abby Williams & Sussu Liai  
 19&U Victorian Development Player: Joanna Weitzryk  
 17&U Victorian Representatives: Olivia Wilkinson  
 15&U Victorian Representatives: Georgie O'Brien & Chelsea Giblett (FDNA)

**Staff:**

Emma Iacovou again assisted Melbourne Vixens as their Physio as they played all around the country.

## CLINICS

This year we offered 18 face to face clinics and one online clinic.  
 We had 266 participants in 2021.

## HIGHLIGHTS

**15&U Wauchope:** Made it to their Grand Final (yet to be played!) undefeated. We hope to see them take to the court in November

**19&U Team of the Year:** Congratulations to Abby Williams, Joanna Weitzryk, Tilly Cook and Olivia Wilkinson on their selection.

**Australian Squads:** In her third year in Australian Squads, Sussu Liai was selected into the 19&U Squad along with 25 of the best players in her age group.

Olivia Wilkinson made the 17&U Australian Team in her first year as a Victorian Representative.

## RSL ANZAC SPIRIT AWARD

Congratulations to Stacie Gardiner, Club stalwart and Championship Co-Captain, for being awarded the inaugural RSL ANZAC Spirit Award. Stacie was voted by her peers as showing qualities of comradery, courage and putting others before self during the pre-season phase.

Kelly Haynes  
 Peninsula Waves Administration

# FDNA SQUAD

## TEAMS

After not having the opportunity to play in 2020 we offered all players an opportunity to return in 2021 and held 11&U trials in December.

We had 2 x 11&U, 3x13&U and 3x15&U teams with a total of 87 players, we offered a 17&U but the uptake was low, we will again offer 17&U in 2022.

## TOURNAMENTS

We attended four tournaments.

## FUNDRAISING

Thank you to all the players and parents for their cooperation in following the COVID guidelines and in assisting in our TastePoint fundraiser.

## COACHES

We welcomed two new coaches to the team in Kelly Wooding and Layla Sorraghan.

Thank you to all our 2021 coaches for their commitment in a very challenging and interrupted season.

## VOLUNTEERS

Thank you to the parents that assisted in the uniform distribution and in storing and transporting the Squad trailer

Kelly Haynes  
One4All Performance  
Squad Coordinator

# MARKETING MANAGER REPORT

We trialed 2 kinder NetSetGO session at Paratea in Frankston South. It was massive hit with the kids and the educators were very thankful and said it is a great age for the kids to be learning these new skills. The idea behind a focus on kinders was that they are of an age where they will likely be picking a sport (if they want to play sport) as they go into Prep next year.

Lang Park Kinder in Langwarrin have requested our clinics before the current lockdown.

We are running a 6 week netball clinic in Derinya Primary school for Grades Prep through to 3 (ages 5-9). We got one week in before lockdown and remaining 5 weeks starts up again this week.

We had two sessions with Frankston High School, year 7 girls roughly 50 of them. The first session was at FHS, the second session was at FDNA.

These 3 local initiatives showed and increase in numbers in our school holiday clinics and NetSetGO programs. Each clinic during the holidays was at capacity.

## AMBASSADOR

HPP ambassador, Mwai Kumwenda, due to Covid, was unavailable this year. We maintained relationships with her and her management to lock in the commitment for 2022.

## LOCKDOWN INITIATIVE

During previous lockdown we offered an at home netball session via our Vimeo account. This was taken up by more than 50 players and watched for the entirety of the 45 minutes session. This current lockdown we trialed a Facebook Live Netball Clinic.

## HOLIDAY CLINICS

Throughout the year, all school holiday clinics were planned and most of them were executed, just restricted to limited numbers per session. The September school holidays face to face clinics could not go ahead so we trialed an online session via Facebook Live. Within the hour it had reached a larger audience than any post previously. We will look at doing more Facebook Live opportunities.

# COMMUNICATION CHANNELS



## Websites

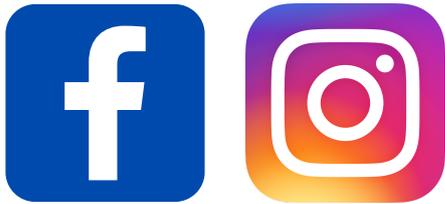
Maintenance and update of websites, FDNA & Peninsula Waves. High Performance Program has since dissolved therefore the migration of that website's information to Waves website has begun. Creating new content and update existing content for our websites including launching the new feature of an online shop to sell all current stock and some limited vintage stock.

## Newsletters

Quarterly newsletters continues communicating all information and updates for FDNA, Waves and Squad, including relevant stadium redevelopment information.



September newsletter cancelled due to extended lockdown. Using Mailchimp and combining audiences from each brand now growing an audience well over 2000 contacts for our database.



## Facebook & Instagram

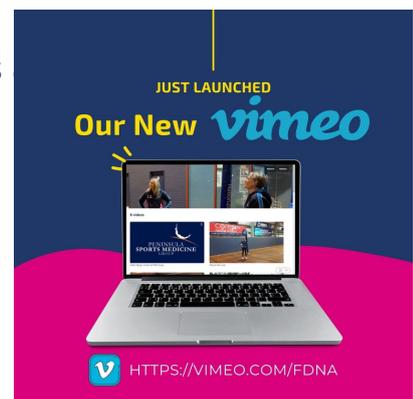
Posting multiple stories daily and on average one post a day for FDNA and creating templates for Peninsula Waves administrator to post when scheduled. Continuing to share and tag between brands, whilst also sharing of relevant accounts, like Netball Victoria and staying up to date with netball, elite sport and community information.

In addition to new initiatives introduced last year to our socials we have also added, "MEET THE FDNA STAFF", whilst still continuing the successful concepts like Staff Birthdays, Selfcare Sunday and regular and timely Covid Updates.

"Reels", which is a new feature introduced by Instagram this year, has a significantly greater reach and therefore better performing algorithms is concept we have embraced and starting to see the growth.

## Vimeo

In line with last year's future marketing plans, we created an FDNA Vimeo channel, which now hosts 11 of our most relevant and important videos, constantly being updated with new content when required.



# SILVERTOP SPORTS SCIENCE ACADEMY



Our partnership with Monterey Secondary College and St Kilda Football Club to launch the newly named Silvertop Sports Science Academy had its first intake of students in 2021. With all the interruptions to the school year, it gave limited opportunities available to these academy students to have access to netball. The school did not continue the academy sessions during remote learning. In late 2020 FDNA was able to broker a partnership with Netball Victoria, FDNA and the Academy. This was heavily promoted by Netball Victoria as it was their very first endorsement with a school netball academy.

During 2021, the students were able to have speakers from Netball Victoria, Angela Banbury and Federal Member of Dunkley, Peta Murphy. The students were also able to go to an excursion to the MCG and do a tour of the facilities. Students were scheduled to compete in a schools netball tournament, which unfortunately was cancelled due to Covid.



FDNA suggested to Monterey they could create an Instagram account, solely dedicated to showcasing the Academy. Monterey liked the initiative and created an account during term 3.

During term 3 lockdown, Monterey decided to review the program with no input from FDNA or St Kilda. They based the review and therefore changes on what works best for the school timetabling. Not taking into consideration the dramatic changes to the program or how the sports would work in. After several meetings an agreement was reached for 2022.



Academy students were presented with their academy jackets with FDNA logo included.

Rebecca Graham  
Project Manager

# FACEBOOK & INSTAGRAM

Total Page Likes: 2,457

Create Post



12%



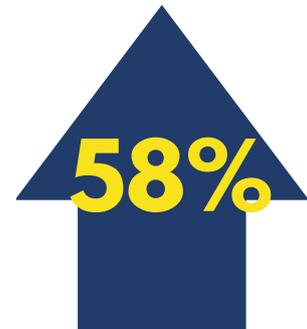
**FDNA 2020 up 10% & 2021 up 12%**

Total Page Likes: 2,905

Create Post



10%



FDNA Instagram following has gone from 592 to 936 in the last 12 months



This is the first year we have managed Waves within the same portfolio so there is no year on year comparison.

# FUTURE MARKETING

## Successful Posts

Below is an example of some of our more recent social media content that has been performing well.

Most successful posts were:

- Moving Day from stadium to pavilion (Instagram - Reel) - over 3700 reached
- Anyone missing netball? (Instagram - Reel) - over 3500 reached
- June Newsletter (Facebook) - over 2300 reached
- June/July School Holiday Clinics (Facebook) - over 2300 reached



## Google My Business

Maintenance of our Google My Business account, including responding to reviews in real time. This is imperative to maintain our #1 position on Google when searching for "frankston netball". This is all organic traffic, no budget allocated to SEO.

## Stadium Redevelopment

With the Stadium redevelopment project underway, we will continue to provide consistent updates and communication to our members and the wider community including photos and changes to accessing the facility during the build.



## Junior Committee

Working with the newly formed Junior Committee, we created a new logo, along with a THRIVE wall in the Pavilion. There is also a permanent story series on our socials outlining our THRIVE Awards behaviours.



# FDNA

FRANKSTON DISTRICT NETBALL ASSOCIATION



# FDNA

Frankston District Netball Association



Established 1966