

# DOLPHIN TALK 2018

## Presidents Message

March, 2018

Hi to all the sponsors, members, supporters, players, coaches and staff of the Frankston Football Club. After such a long wait, we are now poised to re-enter the VFL and begin the 2018 season. I can't wait! I know everyone is keen to find out "what's going on" so here is an update for you.

Our whole purpose for the last 12 months is to try and lay the foundations for our 2020 Strategic Plan. It is now the guiding document for everything we do at the club and we want to share it with everyone so you too can get behind us and 'BEPART OF IT'.

### Frankston Football Club 2020 Strategic Plan



Our Enduring Purpose clearly shows we will always be a 'Peninsula' team, our Inspiring Vision continues to attract passionate people to our club and our Valued Behaviours ensure that we care, share and achieve together.

Our agenda for work is provided by our Strategic Priorities and we have set goals for each of our 6 priorities.

2020 STRATEGIC PRIORITIES & GOALS		
<b>CLUB GOVERNANCE</b> GOALS ...	<b>COMMERCIAL PLATFORM</b> GOALS ...	<b>FOOTBALL TALENT</b> GOALS ...
<ul style="list-style-type: none"><li>Board Effectiveness, Club Strategy &amp; Culture</li><li>Staff Structure, Roles &amp; Performance</li><li>Financial Systems, Budgets, Profit &amp; Loss</li><li>Club Operations, Systems, Procedures, Practice</li></ul>	<ul style="list-style-type: none"><li>Business &amp; Sponsor Partnerships (Win-Win)</li><li>Match Day Gate, Bars, Canteen &amp; Fundraising</li><li>Fundraiser Events, Dolphins in Business &amp; Sport</li><li>'Functions By The Bay' Business Operation</li></ul>	<ul style="list-style-type: none"><li>High Quality Team of Coaches &amp; Football Staff</li><li>Competitive VFL Team &amp; Successful VFL Season</li><li>Partnership with Southern Saints VFLW Team</li><li>Developing Regional Talent (TAC Cup/AFLSE)</li></ul>
<b>ELITE FACILITIES</b> GOALS ...	<b>MEMBERSHIP DRIVE</b> GOALS ...	<b>COMMUNITY CONNECTIONS</b> GOALS ...
<ul style="list-style-type: none"><li>Exceptional Spectator &amp; Customer Experiences</li><li>Developing Grounds, Buildings &amp; Infrastructure</li><li>Improving Club, Ground, Public, Player Facilities</li><li>Optimising the Utilisation of Our Facilities</li></ul>	<ul style="list-style-type: none"><li>Building Club Membership &amp; Volunteer Culture</li><li>Providing Exceptional Member Experiences</li><li>Connecting our Past with our Future</li><li>Building the 'Dolphin' Brand &amp; Merchandising</li></ul>	<ul style="list-style-type: none"><li>Supporting Peninsula Football Participation</li><li>Working with AFLVic, Council, AFLSE &amp; AFL</li><li>Engaging Government &amp; Community Groups</li><li>Building our Media &amp; Communications Reach</li></ul>

Let's have a look at what has been happening....

### CLUB GOVERNANCE UPDATE

Good news is that all our 2017 Board Members, Board Advisors (Ian Dicker, Adrian Lloyd and Brian Collis) and Management Staff (Bucky, Tina, Yvette & Adam) have stuck with us and we now have a stable team in 2018.



What we are really excited about is that Nick Theodossi is joining us as a new Board Advisor. Nick is a long-term friend of 'Bucky'. Many of you will know the name as he runs one of Melbourne's iconic prestige car dealers and has a long-time association with 3AW radio. Please join me in welcoming Nick and bringing him into the 'Dolphin' fold.

People are probably aware from the AGM that all our hard work last year enabled us to finish 2017 in a positive financial position. This enabled us to meet our 2017 DOCA payment and we are now working extra hard to put aside funds for our 2018 DOCA payment. We scheduled DOCA payments to rise each year as we envisage club growth each year giving us more capacity to pay. Our challenge is to keep the momentum going and to lift this year's budget income to a level where we can operate a competitive VFL team. No-one should underestimate this challenge. The ground swell of support that we experienced last year will need to grow if we are to re-establish ourselves as a VFL force and have the financial stability rightfully required of us by AFL Victoria.

## COMMERCIAL PLATFORM

After a successful 2017 Dolphins in Sport series featuring John Longmire, Luke Beveridge, Kevin Muscat, Leigh Matthews & Peter Hudson we are delighted to announce we will be continuing to have some amazing guest speakers (including Dermott Brererton) in 2018.



This year we have split Dolphins in Sport (DIS) and Dolphins in Business (DIB) with the DIB stream aimed at having significant business speakers, creating a Dolphins Business Network and giving people a chance to share ideas and business opportunities. Our first business speaker is NAB Senior Economist David de Garis who will be speaking at the Dolphins in Business breakfast to be held at Functions By The Bay on May 22<sup>nd</sup>. It is a must for anyone interested in business, finance, networking and sharing opportunities (and maybe we can talk a little footy as well!)

And of course the best kept secret in town was unveiled this week with the announcement that SkyBus were successful in securing naming rights for our ground. We could not be happier and look forward to seeing the big red Bus (with a splash of black & white) taking the pride of place at our home grounds at SkyBus Stadium.

Along with SkyBus we now have a wonderful group of major sponsor partners with Graham Quarries, Mornington Isuzu Ute, Core Health, Highgrove Bathrooms, Grant Metal Fabrications & Dreamstreet Lending all backing the Dolphins in 2018.



**SkyBus**

MORNINGTON  
**ISUZU**  
UTE

**GRAHAM**  
QUARRIES

**core24**  
fitness any time you like

**Highgrove Bathrooms**

**GRANT METAL**  
FABRICATIONS

**Dreamstreet**  
LENDING

**BE PART OF IT**

My last word on the commercial scene is to give Yvette Barnes a 'pat on the back' for all her work in turning around the performance of Functions By The Bay.



## Weddings



## Events



## Conferences

Great work Yvette and although we have a long way to go we now have a growing business and can boast one the best venues on the peninsula. If you are looking for 'Wedding, Parties, Anything' then Functions By The Bay is the destination for you. Call Yvette on 0466 673 524 or email [enquiries@functionsbythebay.com.au](mailto:enquiries@functionsbythebay.com.au)

### FOOTBALL TALENT

We aren't into the home & away season yet but we have been kicking goals in the Football Department. Gary Buckenara and Coach Adam Skrobolak have put together a simply wonderful list of coaches and players and they will all be on display at this week's major event practice match when we take on Port Melbourne for the Autism Helper Pre-Season Cup. We are all truly excited to see how the team can perform in 2018. Previous practice match form has been promising with plenty of exciting talent showing their skills and coaches reporting they are happy with progress on set plays and strategies with the players also starting to form those all-important team bonds. Season starts on April 7 vs Essendon so not long to go now until we get to cheer for the Dolphins! Make sure you get there!

Our list of coaches and staff of over 30 people have committed themselves to do their utmost to coach, train, treat, equip & support our team. The support that Adam gets from Danny Ryan, Jake Batchelor, Chris Ross, Chris McKay and the rest of the team is outstanding. They provide us with depth and breadth of football knowledge our young team is hungry to learn. On behalf of the club can I formally welcome all our coaching & support staff and gratefully acknowledge the huge commitment of time & effort they make for our club. We are all truly grateful to them for helping us relaunch our team so we can once again enjoy the thrills and spills of playing in the VFL competition; the highest grade of football outside the AFL!



The list of players that Adam, Bucky & the Football Sub Committee has put together is a list that contains a great blend of established footballers and new talent. We are delighted to have 5 players return to the club from our 2016 list and we know that they are leading the way in bonding the new team together and ensuring that the 'hard work' traditions are continued and become part of the 'new dolphins' team ethics. One thing we are delighted with is that 70% of our list are 'Peninsula' players who started their football careers in our backyards and with 5 Stingrays amongst them there are opportunities for everyone to find 'better futures'.

And to give you an example of what the Dolphins can do to build better futures for footballers let's look at 2 current stories. Firstly Lewis Pearce. What a tremendous opportunity for him, the Dolphins and St Kilda to have him on our list where he can ply his ruck trade each week and start to really show what he can achieve. And on another note a young player in Matt Gahn (yes, John's boy, a son of a Gahn) initially not on a TAC Under 18 list do a full pre season with Frankston and perform so well that he has forced himself onto the Southern Stingrays list. What a great story of perseverance and effort. We look forward to seeing him when the Stingrays next play at SkyBus Stadium.

And of course, we also want to welcome Southern Saints VFL team to SkyBus Stadium you will find us warm and friendly so make yourselves at home.

## ELITE FACILITIES

If you have been down the ground lately you will see the fantastic surface that has been prepared by the skilled Frankston City Council staff. We have also been able to work with council to begin substantial upgrades across the club. We now have air conditioning in the office with blinds to come soon to take the heat off Bucky & Tina and Yvette. Works have begun to install the upstairs kitchen and there is a major upgrade coming soon to the canteen. Our facility is destined to be a 2<sup>nd</sup> Tier premier football stadium and so the planning keeps going on. Please contact the club to join our 'Dolphin Doers', your skills in trades or handy work will be most welcomed and there is always something to do around

A special thanks to John Davis for all his help with the painting and installation of equipment.



## MEMBERSHIP DRIVE



David Friend has been busy stirring up membership and everyone knows that when you spend 5 minutes with David the enthusiasm just rubs off and you have to buy a membership. Just ask Dipper! Dippers support is backed up by what is now a 700+ strong membership and we are committed to an even stronger membership campaign over the next 6 weeks so that we surpass our 2017 figure of 1250 members.

We would like to appeal to all our 600 lapsed members at this stage to please rejoin, your renewal is crucial to our financial strength. We would also like to encourage you to sign up all your family & friends. So make sure you look out for the membership and merchandise stands next time you get down to a game.

The membership catch cry this year is 'BE PART OF IT' so why not get down to the club and join in. And we are really keen for families and juniors to join up so look out for the special membership offers.

With our Dolphins Rewards Program members now receive hundreds of dollars' worth of members only offers from our participating sponsors and local business/retail partners. Anyone like a holiday to Fiji? To view our 2018 membership packages please go to <http://frankstonfc.com.au/membership2018/> where you can join online or download a membership brochure and application form.

Norm Clarke and the Past Players are getting behind membership drive along with our sponsors and players and parents who are all looking for that MGM (member get member) opportunity.

One of their novel initiatives is to see who can name the 1966 team – see how you go!

On a sad note we said goodbye to club legend John Stapleton late last month as he passed away after a long illness which he fought to the very end. Thanks to Bryan Mace, Alan Wickes, Adrian Lloyd, Ray Orchard and Brian Jones for representing the club and the PP&O. Our best wishes to Christine and the rest of 'Stapo's' family. He will be sorely missed.

## COMMUNITY CONNECTIONS

This week's Port Melbourne practice match is a real example of the connections that Frankston FC is building within our community. Ron O'Dwyer and Alan Wickes have brought the Autism Helper Cup to this event and turned a regular game into a celebration of football and community involvement. This process will be replicated throughout the season with foundations and charities and Not For Profit organisations being partners for all our home games.

In fact our first home game partner is our No.1 ticket holder Susan Alberti's charity St Vincent's Institute to raise funds in honour of Susan's daughter. In Round 2 we will be working with the Barbara Dicker foundation (Ian's late first wife) and what better day to do that when we play Ian's beloved Hawks. But I think he might be barracking for the Dolphins that day!



PS and if you are wondering when our new website will be up and running – it will be SOON! Thanks so much for your patience.

Peter Geddes - Club President