



64th ANNUAL REPORT – 2024



COMMITTEE MEMBERS:

- President – Laurie Alonzo
- Vice President – Greg Purser
- Secretary – Michael Burgess
- Treasurer – Leanne Reeves
- Jemma Neal
- Naomi Pickford
- Alex Pozzobon
- Jarryd Purser
- Colin Riordan

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Cover Photo: Tim Cross (2024 Olympian, Ireland)

President Report:

Celebrating our 64th year, Greensborough Hockey Club ("Club") continues to add to its rich history.

I would like to say a massive thank you to our committee members. Each member has all been generous in volunteering their time & skills, to ensure we have continued success in meeting our financial & strategic obligations.

A huge thanks to all our volunteers, such as coaches, team managers, canteen attendants, tech officials; We truly appreciate all your time & effort spent supporting the activities of the Club.

And a sincere thanks to all sponsors & partners, who not only support us financially but promote us to their wider community. I encourage all our members to acknowledge & thank our committee, volunteers, sponsors & partners.

Congratulations to the Club Person of the Year (Kiwi Trophy) which was awarded to George Mirecki.

The club achievements for the year include:

- Host venue for Hockey Victoria U8 & U10 competitions
- Host venue for the HV U16 Junior Country Championships
- New major sponsor Rover Projects signed for 3-year commitment
- Uniforms & signage updated to include Rover Projects logo
- Celebrating our 10th year of Summer Hockey
- Hosting both the junior & senior presentation nights at the club
- Purchase of VEO Technologies (Camera Software)

On-field, the competitions were tough across all sections. Several junior teams stepped up & participated in Shield competitions, a new team was entered in the seniors' women's section, our Mid-Week O35A's were back-to-back champions for the 3rd year in a row & after many years, both our Premier League teams were unlucky to be relegated.

I take this opportunity to thank the outgoing coaches for their respective contributions & we welcome all new coaches & support staff for the 2025 season. I also congratulate all teams that played finals & the many individuals who were selected to represent zone, State & National teams.

We will face new challenges, but the Club is ready to adapt & remain focussed on creating opportunities to develop & grow our juniors to strengthen & push seniors, with a view to creating great hockey players & great people.

Congratulations to our Most Promising Juniors recognised for their fantastic seasons:

- Ric Purser Cup – Aidan Carmody
- Danielle Green Cup – Aimee Retief

Thank you again as we look forward to what the future brings.

Laurie Alonzo

Secretary Report:

As we continue to settle into our 'new' clubrooms, we see growth in the club's culture & members' involvement. Throughout the year, we have seen teams use the club for social functions & as a meeting place.

- Committee: Throughout the year, the committee met & robustly discussed topics important to the club & its members. Our record-keeping system, TidyHQ, was a valuable tool for tracking meetings, tasks, & minutes
- Correspondence: Traditional correspondence (snail mail) has all but ceased. Email is the primary form of correspondence received 80% is spam, 8% Hockey Victoria, 3% Membership inquiries, & the rest other i.e. Local Council, National Sporting Groups, etc.
- I believe the club will continue to grow in 2025, both on the pitch & in the clubroom.

This year the Committee met on 9 occasions with sub-Committee meeting undertaken as required between these meetings. The following is a summary of the committee Member attendance:

| Committee | Dec-23 | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Aug-24 | Nov-24 | Total | % Attended |
|------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------|------------|
| Laurie Alonzo | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 100% |
| Michael Burgess | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 100% |
| Leanne Reeves | 1 | - | 1 | - | - | 1 | 1 | 1 | 1 | 6 | 67% |
| Jemma Neal | 1 | 1 | 1 | - | 1 | 1 | - | 1 | 1 | 7 | 78% |
| Naomi Pickford | 1 | 1 | 1 | 1 | - | 1 | 1 | 1 | 1 | 8 | 89% |
| Alex Pozzobon | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | - | 8 | 89% |
| Greg Purser | 1 | - | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 89% |
| Jarryd Purser | 1 | - | 1 | 1 | 1 | 1 | - | 1 | - | 6 | 67% |
| Colin Riordan | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 100% |
| Attendees | 9 | 6 | 9 | 7 | 7 | 9 | 7 | 9 | 7 | | |

Michael Burgess

Treasurer Report:

The results of the association for the year ended 31 October 2024 amounted to a loss of \$30,597.36.

The committee certifies that the accompanying financial statements provide a true and fair view of the financial position & performance of Greensborough Hockey Club Inc. for the year ended 31 October 2024, in accordance with applicable accounting standards and the requirements of the Associations Incorporation Reform Act 2012 (Vic).

The following comments are provided in relation to this position, including concerns & opportunities.

1. Revenue Highlights:

- **Hockey Operations:** Winter fees are the most reliable revenue source with steady growth. Summer hockey & other incomes need consistent focus for growth.
- **Club Operations:** Clubroom hire is a promising revenue source, but bar & canteen revenue has declined & needs attention.
- **Sponsorship:** Revenue has doubled over three years, positioning it as a key growth area. Further potential lies in enhanced sponsorship packages & local partnerships.
- **Social Events:** Steady revenue growth highlights strong community engagement. Scaling successful event formats can enhance results further.

2. Critical Revenue Warning:

- Maintaining past revenue levels is insufficient to meet rising costs & future needs.
- Hockey operation costs, developmental coaching investments, & the \$600,000 replacement cost for Ground 2 require significant revenue increases.
- Without this, operational needs & Ground 2 replacement may be underfunded, jeopardizing high-grade hockey & hosting rights for the Junior Country Championships (JCC).
- Members must act now to support efforts that significantly boost revenue.

3. Expense Trends:

- **Hockey Operations:** Rising costs, especially fees, officials, & coaching, require strategic oversight. Investment in developmental coaching is critical for player growth & premier league retention.
- **Facilities:** Maintenance & utilities have improved, but the \$600,000 Ground 2 replacement cost looms as a major financial burden.
- **Social:** Rising costs are tied to growing events; ROI analysis is needed to sustain profitability.

4. Key Areas of Concern:

- **Sinking Fund & Ground 2 Replacement:**
 - Ground 2's end-of-life could jeopardize high-grade hockey & JCC hosting. Replacement costs are \$600,000, with loan viability uncertain.
 - Immediate boosts to the sinking fund are critical via fundraising & new revenue streams.
- **Grants & Donations:** Declining external funding needs renewed grant applications & structured donor campaigns.
- **Bar & Canteen:** Declining revenue demands operational review & engagement strategies.

5. Opportunities for Growth:

- **Sponsorship:** Build on success by offering premium sponsorship packages & expanding local business partnerships.
- **Clubroom Hire:** Promote as a venue for events with flexible rental options to attract wider audiences.
- **Social Events:** Scale successful events & explore new types such as festivals & themed nights.

6. Sustainability Priorities:

- **Winter Hockey Fees:** Leverage this cornerstone income while exploring ways to boost participation.
- **Developmental Coaching:** Invest strategically to secure player development & premier league retention.
- **Facility Revenue:** Explore new uses for club facilities to maximize income potential

Leanne Reeves

NDHL Summer Hockey Report:

The ninth season of #NDHL Summer Hockey was our 2nd full campaign post the Coronavirus Pandemic, starting on time circa mid-October 2023.

The playing group were again strong in their efforts to commit to our summer program, this 2023-2024 campaign was key to keeping players engaged. As with past seasons it worked a treat.

| Team | Shirt Colour | Team | Shirt Colour |
|----------------------|--------------|-----------------|--------------|
| St Helena Saints | Orange | Doreen Devils | Purple |
| Research Rebels | Yellow | Laurimar Power | Sky/Navy |
| Whittlesea Warriors | Green/Gold | Eltham Panthers | Black/Gold |
| Diamond Creek Demons | Navy/Red | Plenty Force | White/Black |

The spread of players across club members consists of ages from 14 to 50+ (Masters) both male and female.

The Competition for #NDHL9:

- 8 x teams of 18 players,
- 144 x playing on a regular basis,
- 13 x players who don't play with us during the winter season, &
- 16 x players from other clubs,

| Gender | 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | 2023/24 | Change |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Female | 16 | 31 | 35 | 37 | 52 | 46 | 42 | 39 | 37 | -2 |
| Male | 78 | 103 | 107 | 108 | 128 | 95 | 101 | 99 | 104 | 5 |
| Total | 94 | 134 | 142 | 145 | 181 | 141 | 143 | 139 | 141 | 3 |

A big thank you to the Team Managers for really making this work. We had some return managers for #NDHL9 – Simon Dowsett, Brendan Carmody, Michael Shade, Michael Coen, Siobhan Monk, Gil Doutre, Jarryd Purser & Nick O'Connell. We can't do this without these guys getting the teams on the park each week.

Continuing with our mantra of providing a safe, fun, & slightly competitive summer hockey environment for club members & players from other local clubs. The opportunity to have players of various skill levels, age & gender play in

a competition that is both welcoming, supportive & enjoyable. This has again provided a great cultural experience for those involved.

A special thank you to Nick O'Connell, Colin Riordan, Sarah Young & Rod Kay (can't play without the umpires) for helping with all the administration, drafting feedback & unwavering support to bring this competition to fruition.

Thanks to the "Tong Masters" on the BBQ Greg "Egga" Reeves & Greg "Picko" Pickford, for feeding us the best hamburgers every Monday night. Leanne Reeves & Cuz Pickford for managing the canteen & me.

There has been great excitement around the set-up of this competition & the level of support continues to surprise us. Plans are already in place for #NDHL10.

#NDHL9 Summer Hockey Premiers St Helena Saints!



Stuart Young

Hockey Operations Report:

2024 Performance Overview

1. Men's Premier League:

- **Position:** 12th
- **Win Rate:** 24%
- **Key Issues:** Defensive vulnerabilities & difficulties adapting to the heightened competition standards after the league reduction.

2. Women's Premier League:

- **Position:** 12th
- **Win Rate:** 17%
- **Key Issues:** A significant drop in performance compared to 2023, reflecting challenges in maintaining competitiveness after the reduction in the number of teams.

Comparison with Nearby Premier League Clubs

Nearby clubs like Doncaster, KBH, & Camberwell consistently field **12–15 junior teams**, compared to Greensborough’s **7–9 teams**. This disparity underscores the importance of expanding our junior program to remain competitive at the senior level.

Key Insights

- Declining Trends:** Over the past three years, both men’s & women’s teams have struggled to maintain competitive standings, with noticeable declines in performance across key leagues. Factors such as increasing competition, gaps in player development, & limited pathways for transitioning juniors have contributed to these challenges. Addressing these trends requires a focused effort on improving skill development, fostering stronger player retention, & ensuring that teams are well-prepared to compete at higher standards. Without targeted interventions, these trends risk undermining the club’s long-term competitiveness.
- Reserves & Pennant Teams:** Success in these teams has been inconsistent, particularly in the Pennant grades, where older skilled players are not always available to fill key roles. While these experienced players have occasionally bolstered team performance, their intermittent availability highlights the need for sustainable development pathways. Additionally, compared with most other Premier League clubs, training attendance from our Pennant teams is low, which impacts skill development & team cohesion. To address this, we need more dedicated coaches for our Pennant grades to ensure players receive the guidance & support required to improve their skills & commitment. Establishing a reliable pipeline of talent, supported by consistent coaching & increased training participation, is essential for maintaining the competitiveness of our Reserves & Pennant teams.

Senior Team - Summary:

| Team | Result | Coach | Manager | Best & Fairest | Most Improved | Goal Scoring |
|-----------|--------|-------------------------|------------------|---------------------------|-----------------|---------------------------|
| Men PL1 | 12th | Heath Simpson, Rob Zull | Bob Aldersea | Ash Bingle | N/A | Josh Pollard, Jordan Rees |
| Women PL1 | 12th | Greg Pickford | Leanne Reeves | Courtney Rudd | N/A | Steph Riordan |
| Men PLR | 4th | Jordan Cowley | Drew Anthony | Alex Pozzobon | N/A | Sam Northey |
| Women PLR | 8th | Courtney Jacklin | Georgia Logan | Ashlea Boxer, Ilsa Dunell | N/A | Jemma Neal |
| Men PA | 9th | Mat Trounce | Mat Trounce | Thomas Drury | Jashandeep Deol | Jarryd Purser |
| Men PC | 10th | N/A | N/A | Brendan Moncrief | Felix Dunell | Brendan Moncrief |
| Women PC | 10th | Kiera Pascoe | Sharona Wheeler | Marissa Parkinson | Rachael Adams | Georgia L'Estrange |
| Men PE | 10th | Mark Ford | Marcus Ludwick | James Dunell | Liam Patford | Tye Quix |
| Women PE | 10th | N/A | Colin Riordan | Stella Jones | Cloe Hannson | Liezel Hannson |
| Men Open | 3rd | N/A | Will Creed | Will Creed | N/A | Tim Doutre |
| Women 35 | 1st | N/A | Sheree Johanssen | Steph Riordan | N/A | Steph Riordan |
| Men 45 | 3rd | N/A | Simon Dowsett | Andrew L'Estrange | N/A | Tarwinder Kullar |
| Women 45 | 4th | N/A | Wendy Ludwick | Marissa Parkinson | N/A | Marissa Parkinson |
| Men 60 | 4th | Greg Purser | Barry Collins | Greg Purser | N/A | Tony Bartholomeuzs |

| | |
|--|------------------|
| MPL - Players Player | Ash Bingle |
| WPL - Players Player | Courtney Rudd |
| Kiwi Award (Best Club Person) | George Mirecki |
| Rick Purser Trophy (Most Promising Junior Boy) | Aidan Carmody |
| Daniel Green Trophy (Most Promising Junior Girl) | Aimee Retief |
| Most Improved Senior (Male) | Clayton Thompson |
| Most Improved Senior (Female) | Sheree Johanson |

Junior Team - Summary:

| Team | Result | Coach | Manager | Best & Fairest | Coaches Award | Fair Play Medal |
|--------------------|--------|-----------------------------------|------------------|------------------------------------|------------------|-----------------------------------|
| U18 M District | 4th | Talen Rees | Stuart Maxfield | Logan Maxfield | Ethan Maxfield | Nate Porthouse |
| U16 B Pennant | 6th | Billy Robbins | Karen Kimpton | William Richardson | Cooper Thom | Connor Patford, James Stevens |
| U16 G Shield | 8th | Erin O'Connell | Lisa Butler | Ilse Dunell | Isabella Horton | Harseerat Kaur |
| U14 B Shield | 2nd | Michael Trounce | Manpreet Singh | Felix Dunell | William Sorensen | Toby McPhan |
| U14 G Pennant | 3rd | Sam Mahoney | Mikayya Spare | Jasmin Hartung, Stella Jones | Jolie Lonie | Erin Petersen |
| U14 M District | 6th | Michael Burgess | Michael Burgess | Mason Cracknell, Alec Porthouse | William Horwood | Erik Bosco |
| U12 G Shield | 6th | Damon Hartung, Chris Gray | Louisa Knell | Piper Wynne | Daisy Hartung | Poppy Knell |
| U12 B Pennant | 5th | Mark Ford, Justin Cheesewright | Eleanor Williams | Aidan Johansen | Jensen Meyer | William Green |
| Team | Result | Coach | Manager | Best & Fairest | Coaches Award | Fair Play Medal |
| U12 District (1/2) | 4th | Peter Mutton | N/R | William McGuire | Joseph Hale | Leon Haydock & Harrison Millar |
| U10/U8 | | Tegan de Man | N/R | N/A | N/A | N/A |
| U10/U9 | | Michael Coen | N/R | N/A | N/A | N/A |
| U10/U10 | | Morgan de Man | N/R | N/A | N/A | N/A |
| Devt Program | | John Hooper | N/R | N/A | N/A | N/A |
| Hook in2 Hockey | | Carol Brewster, Colin Riordan | N/R | N/A | N/A | N/A |
| Goal Keeping | | Bec Bartell, Rob Kimpton | N/R | Felix Dunell | N/A | N/A |

Culture, Volunteerism, Junior Development, & the Challenge of Complacency:

A Call to Action: Building a Future Together

2024 was a year of reflection & reckoning for Greensborough Hockey Club. We celebrated our rich history, maintained programs that have defined our community, & adapted to new challenges in an evolving competitive landscape. But as we look forward, it's clear that staying the same isn't enough. The opportunity to grow, improve, & innovate is upon us—and it's up to every member to help turn potential into progress.

With the achievement of a significant VicHealth grant, a transformative opportunity lies ahead. Now is the time for us to come together & strengthen our club's capacity to deliver exceptional programs that go beyond good to truly great. Realizing this vision will demand bold leadership, a unified commitment, & the active involvement of every member. Together, we can elevate Greensborough to new heights, excelling both on & off the field & setting a standard of excellence for years to come.

Club Culture: Strengths, Challenges, & Opportunities

2024 Overview

Our culture is one of Greensborough's greatest assets. Events like Burra Reunion Day & the Indigenous playing uniform remind us of who we are & what we stand for—community, inclusivity, & pride. But these traditions alone won't sustain us. As new members join & younger generations take up leadership roles, we need a culture that grows with them.

Key Challenges

1. **Engaging a Diverse Membership:** Long-serving members feel strongly connected to our traditions, but younger players & families often seek modern, innovative ways to engage with the club.
2. **Cultural Adaptation:** A reluctance to innovate risks stagnation, leaving us vulnerable to losing relevance in a rapidly changing environment.

Opportunities for Growth

In 2025, our focus will be on:

- **Bridging Generations:** Developing events & programs that foster connections between new & long-standing members. These could include youth-led cultural days that celebrate the diversity of our club, community-driven initiatives that encourage collaboration across age groups, & digital archives to preserve & share the rich history of Greensborough Hockey Club. By embracing both tradition & innovation, we can create meaningful experiences that resonate with all members.
 - **Deepening Inclusivity:** Moving beyond symbolic gestures to actively engage & involve diverse voices in shaping the future of our club. This includes creating opportunities for underrepresented groups to participate in decision-making processes, developing programs that reflect the varied perspectives within our membership, & fostering an environment where everyone feels valued & empowered to contribute to Greensborough's growth & success.
-

Volunteerism: The Heart of Greensborough

2024 Overview

Volunteers are Greensborough's lifeblood. From coaching & managing events to running administrative operations, they make everything possible. Yet, the challenges of retaining & supporting volunteers have never been clearer. With many long-serving contributors nearing burnout, the need for a broader, more sustainable volunteer base is urgent.

Key Challenges

1. **Volunteer Recruitment:** The club's heavy reliance on a small, dedicated core group of volunteers has created significant gaps in leadership & placed undue strain on those currently contributing. To address this, we must go beyond simply signing up new volunteers. This means actively identifying & reaching out to potential contributors, offering meaningful roles that align with their skills & interests, & providing robust onboarding & support systems to ensure they feel confident & valued in their roles. Building a more diverse & sustainable volunteer base will not only ease the burden on long-serving members but also infuse fresh energy & ideas into the club's operations.
2. **Lack of Diversity:** Younger members & families are noticeably underrepresented within our volunteer base, which has led to a lack of fresh perspectives, innovative ideas, & the dynamic energy needed to drive the club forward. This underrepresentation also means we miss opportunities to engage a broader range of skills, talents, & viewpoints that could enrich our programs & enhance our operations. Actively involving these groups in volunteering not only diversifies our efforts but also fosters a deeper sense of belonging & investment in the club's future.

Volunteerism in 2025

In the coming year, we will:

- **Launch Volunteer Pathways:** Introduce flexible roles, short-term projects, & clear onboarding processes to make volunteering more accessible.
- **Celebrate Contributions:** Establish a formal recognition program, including awards, events, & public acknowledgments, to show our appreciation.
- **Empower New Leaders:** Mentor & train new volunteers to build confidence & ensure continuity in critical roles.

A Challenge to Members

Every member has skills & time to offer. Whether it's an hour a week or a seasonal role, your contribution matters. Imagine what we could achieve if every member stepped forward to volunteer.

Junior Development: Building Our Future

2024 Overview

Junior development remains the backbone of our club's long-term success. Programs like Hookin2Hockey continue to bring new players into the sport but retaining them as they transition to senior levels remains a challenge. Compared to nearby clubs like Doncaster, KBH, & Camberwell, Greensborough fields fewer junior teams, leaving us with a smaller talent pool to draw from.

Key Challenges

1. **Retention Rates:** A considerable percentage of juniors leave the club during the critical transition from junior to senior hockey, a trend that poses a long-term challenge to sustaining competitive senior teams. Many of these players are drawn to other clubs that offer more robust resources, advanced training opportunities, & clearer pathways to elite-level competition. This highlights the importance of not only identifying & addressing the specific barriers juniors face during this transition but also enhancing our offerings to ensure players see a compelling future with Greensborough Hockey Club. By creating stronger support systems & investing in the development of pathways tailored to junior retention, we can secure the long-term growth & success of our senior teams.
2. **Limited Pathways:** Limited Pathways: While our foundational programs provide a strong start, we lack advanced initiatives to develop elite players & establish clear pathways to senior competition. For older juniors, competing programs such as the Hockey Victoria Academy & state teams are often seen to offer better development opportunities, making it difficult to retain their time & focus. However, progress is being made, with greater opportunities within the senior program opening up, providing juniors with a clearer path to continue their hockey journey at Greensborough. By investing in specialized coaching, mentorship, & further developing these pathways, we can complement external programs while showcasing the benefits & long-term potential of staying with our club.

Junior Development in 2025

To address these gaps, we will:

- **Expand Our Reach:** Partner with schools, community organizations, & underserved groups to grow participation. Interest from primary schools is rising, presenting a valuable opportunity to engage younger players early. However, the availability of skilled coaches during the day remains limited, posing a challenge to meeting this demand. To capitalize on this growing interest, we must explore creative solutions, such as recruiting & training part-time coaches, utilizing flexible coaching schedules, & collaborating with existing school programs to deliver engaging & impactful hockey sessions.
- **Modernize Training:** Emphasize the importance of teaching advanced skills in the correct progression & performing them with proper technique to prepare players for Premier League hockey & state or national programs. Training harder is only beneficial when players are practicing the right skills in the right ways. Incorrect execution of skills can hinder development & lead to harmful habits that are difficult to unlearn. Our focus will be on structured skill development plans, supported by specialized coaching & tools like video analysis, to ensure players not only master the basics but also refine the advanced techniques required for higher levels of competition. This approach will build a solid foundation for success while minimizing the risk of setbacks caused by improper training.
- **Focus on Transition Support:** Pair juniors with senior mentors who can provide skilled advice & guidance, helping them navigate the challenges of moving to senior teams. Personalized support plans will be developed to address individual needs, ensuring players build the confidence, skills, & resilience required to succeed at the senior level. Additionally, establish clear communication channels to offer reliable & accurate information for both players & parents, reducing their reliance on unofficial networks or grapevine communication that can often be misleading. By fostering a supportive, informed environment, we can ease the critical transition & ensure juniors feel prepared & confident as they progress into senior competition.

A Challenge to Members:

Junior players thrive when they feel supported by their club. How can you help create an environment where they see a future at Greensborough?

This year we fielded 19 teams across the various Hockey Victoria competitions as well as running our own junior development program headed up by John Hooper.

We also worked hard to attract new players & were not only successful in regaining the services of Josh Pollard, Casey Hammond, Byron Walton, Nathan McGuire & Courtney Rudd, but also gained the services of four overseas players, Jordi Gifra (ESP), Ignasi Vilumara (ESP), Chiara Ballarina (ARG), Vallantina Rovetto (ARG) & Dylan Edge from South Australia. It is important that we continue to attract the right players who can help us regain our position as a high performing Premier League club while we continue to rebuild our junior program to ensure we develop our own players.

However, this can only be done with the ongoing support of members who made these new members welcome & assisted with issues such as employment & accommodation. This year, the O'Connell, Cross & Riordan families opened their homes for the overseas players & we will be looking for others to help us in the same way in 2024.

Financial Sustainability: A Foundation for Growth

2024 Overview

The club's financial health is the foundation of all our operations. In 2024, our budget for hockey operations, though larger than in previous years, fell short of what was needed to lift standards & effectively address the challenges we face. Growing costs, coupled with the pressing need for infrastructure upgrades, have added to these financial pressures. To ensure our continued growth & success, it is imperative that we build new revenue streams. This includes exploring innovative fundraising initiatives, strengthening sponsorship partnerships, expanding community-driven campaigns, & enhancing income from programs such as merchandise & events. A robust financial strategy will enable us to not only meet current demands but also invest in the future of Greensborough Hockey Club.

Focus for 2025

- **Maximizing Grant Opportunities:** Strategically allocate 2025 grant funds to programs that offer long-term returns.
- **Fundraising Innovation:** Introduce community-driven campaigns, sponsorship opportunities, & merchandise initiatives to boost revenue.

Community Engagement & Partnerships

2024 Overview

Our connection to the hockey community is vital for the club's growth & identity. Events like Burra Reunion Day & outreach programs have strengthened ties with current & former players, but there is untapped potential to expand these connections further. The upcoming installation of livestreaming cameras, in collaboration with Hockey Victoria, will allow us to broadcast games, enabling supporters near & far to stay engaged with the club. Additionally, we will launch new alumni initiatives, such as networking events & mentorship programs, to celebrate the contributions of former players & foster stronger relationships within the broader hockey community. These efforts will ensure that Greensborough remains a hub of connection, pride, & opportunity.

Future Direction

- **Strengthen Partnerships:** Collaborate with schools, local businesses, & community groups to create mutually beneficial relationships.
- **Increase Visibility:** Leverage social media & public relations campaigns to raise awareness of Greensborough's achievements & opportunities while adhering to best practices. Social media should be viewed as a strategic tool for growth, using targeted, high-quality content to reach potential new members & educate existing members. This includes a focus on consistency, engaging visuals, clear messaging, & interactive posts that foster meaningful connections. By aligning our approach with social media best practices, we can effectively promote programs, celebrate successes, & build a stronger, more informed club community.

Strategic Recommendations

- **Cultural Modernization:**
 - Bridge generational divides with innovative, multigenerational events.
 - Deepen inclusivity by engaging diverse voices in decision-making.
- **Volunteerism Reform:**
 - Create a sustainable volunteer pipeline with training, mentorship, & recognition programs.
 - Recruit broadly to diversify the volunteer base.
- **Junior Development:**
 - Expand outreach to grow participation & improve retention rates.
 - Invest in modern training techniques to prepare players for elite competition.
- **Performance Enhancements:**
 - Address defensive weaknesses & develop young talent to ensure long-term competitiveness.
- **Financial Sustainability:**
 - Develop innovative fundraising initiatives & pursue additional grant opportunities to strategically ensure the club's long-term sustainability & growth.

- **Community Engagement:**
 - Strengthen local partnerships & increase visibility through targeted campaigns.

A Vision for 2025

2025 is not just a year of opportunity—it's a turning point. Together, we can build a club that embodies excellence in every way. But it will take all of us, united in purpose, to make this vision a reality. This is your club. Let's make it extraordinary.

Colin Riordan (Hockey Operations)

CLUB STATISTICS & ACHIEVEMENTS:

| Membership Type | Female | Male | 2024 | 2023 | 2022 | 2021 | 2020 |
|----------------------|------------|------------|------------|------------|------------|------------|------------|
| Life Member | 6 | 13 | 19 | 19 | 19 | 19 | 19 |
| Non-Playing (1) | 32 | 102 | 144 | 124 | 58 | 60 | 100 |
| Mid-Week Competition | 34 | 54 | 88 | 90 | 72 | 59 | 0 |
| Weekend Seniors | 59 | 86 | 145 | 150 | 130 | 118 | 0 |
| NDHL – Summer (2) | 9 | 15 | 24 | 25 | 29 | 36 | 0 |
| Juniors (U12-U16) | 49 | 53 | 102 | 102 | 116 | 120 | 0 |
| Local Juniors (H2H) | 41 | 49 | 90 | 88 | 80 | 70 | 0 |
| Total | 232 | 365 | 612 | 598 | 504 | 481 | 119 |

Notes: 1. Non-Playing includes those registered to attend the annual "Burra Reunion".

2. NDHL - Seniors only counts "dual" club players

AUSTRALIAN REPRESENTATION:

Masters – (45+) Matthew Trounce (Coach), Naomi Pickford, **(55+)** Greg Purser (Coach), **(60+)** Phil Frost, **(70+)** Carol Brewster, Mark Ford (Coach), Geoff Lewis, Colin Riordan (Contingent Manager).

VICTORIAN REPRESENTATION:

Australian Hockey League:

HC Melbourne - Jordan Rees, Heath Simpson (Assistant Coach)

Australian Championships:

(U14) Cruz Trounce, Felix Dunell, William Sorensen, Kade Coulthard, Aimee Retief **(U16)** Piper Pickford, Ilse Dunell, Aidan Carmody, Daniel Retief **(U18)** Piper Pickford

Australian Masters:

(40+) Ben Hopkins, Harinder Jit Singh, Gurpreet Singh Dadwell, Sarbjit Sandhu, Tarwinder Kullar, Naomi Pickford, Matthew Trounce, Joe Raso, Frank Raso, David Flinn, Breten Coulthard (Manager) **(50+)** Michael Shade **(60+)** Greg Purser, Kevin McLaughlin, Phil Frost, Andrew Crowley **(70+)** Mark Ford (Coach), David Spiden (Manager), Gil Doutre, Geoff Lewis, Carol Brewster, Barry Collins, Carol Brewster,

Hockey Melbourne Futures:

Piper Pickford, Ilse Dunell

Junior State Championships:

(U12) William Green, Aidan Johansen, Manroop Singh, Sacha Duchovny, Ariana Gray, Daisy Hartung, Stella Jones, Piper Wynn, Makennah-Lea Pascoe **(U14)** Kade Coulthard, Aayman Deol, Felix Dunell, Naunihill Singh, Paramdeep Singh, William Sorensen, Cruz Trounce, Immy Bartell, Jasmine Hartung, Harnoor Khangura, Aimee Retief, Ruby Shine-Mahoney **(U16)** Jashandeep Deol, Adam Kimpton, Connor Patford, Daniel Retief, Claire Coulthard, Ilse Dunell, Elsa Holly, Harseerat Kaur, Piper Pickford, Georgia L'Estrange, Aidan Carmody, Vivian Giri.

School Sports Victoria:

(U12) Piper Wynne **(U16)** William Sorensen, Kade Coulthard, Aimee Retief

LIFE MEMBERS:

| No | Name | Year | No | Name | Year |
|----|-----------------------|------|----|-----------------------------|------|
| 1 | Rick Purser* | 1965 | 14 | Paul de Man | 2006 |
| 2 | Arthur Stadius* | 1967 | 15 | Carol Brewster | 2008 |
| 3 | Jim Irvine | 1969 | 16 | Colin Riordan | 2008 |
| 4 | John Glover* | 1976 | 17 | Bob Aldersea | 2009 |
| 5 | Jim Wilson | 1978 | 18 | Henry de Man | 2010 |
| 6 | Doug Stewart* | 1980 | 19 | Lex de Man | 2010 |
| 7 | Bruce Smith | 1989 | 20 | Jean Bates (Purser) | 2014 |
| 8 | Don Ayres | 1992 | 21 | Robert Kennedy | 2015 |
| 9 | Carlie Day | tbc | 22 | Yvette Consolino (Sherlock) | 2019 |
| 10 | Murray Guy | tbc | 23 | Helen Mirecki | 2019 |
| 11 | Greg Purser | 1998 | 24 | Deb Purser | 2019 |
| 12 | Ian Ludwick | tbc | | | |
| 13 | Michael McLean* (Snr) | 2004 | | | |

*Deceased

SENIOR NATIONAL CHAMPIONSHIP REPRESENTATIVES:

OUTDOOR:

| No | Name | Playing Years | No | Name | Playing Years |
|----|-------------------------|---------------|----|------------------|----------------|
| 1 | Rick Purser | 1953-60 | 17 | Andrew Monte | 2002-09 |
| 2 | John Purser | 1963 | 18 | Daniel Mirecki * | 2004-08, 10-14 |
| 3 | John Glover | 1967 | 19 | Ian Smythe * | 2004-10 |
| 4 | Jim Irvine *# | 1967-84 | 20 | Glenn Simpson * | 2005-16 |
| 5 | Adrian Lumb | 1972-75 | 21 | John Doyle | 2006-07 |
| 6 | Lance Scholes | 1973-76 | 22 | Malcolm Kemp * | 2006-12 |
| 7 | Don Ayres | 1974-78, 80 | 23 | Josh Pollard * | 2006-18 |
| 8 | John Creamer | 1975-76 | 24 | Heath Simpson | 2009-14, 17 |
| 9 | Paul de Man | 1978-85, 87 | 25 | Tyler Cowley | 2011 |
| 10 | Greg Purser | 1979 | 26 | Sam Fraser | 2011-12 |
| 11 | Trevor Johnston | 1980 | 27 | Byron Walton | 2012, 15-16 |
| 12 | Lachlan Vivian-Taylor * | 1998-01, 03 | 28 | Gordon Zull | 2013-14 |
| 13 | James Elmer | 1999 | 29 | Casey Hammond * | 2013-17 |
| 14 | Michael Trounce | 1999-01 | 30 | Tim Cross *IE# | 2014-18 |
| 15 | Jason Manos | 1999-03 | 31 | Ashley Bingle | 2017 |
| 16 | Alex Snegov | 2000, 02 | 32 | Jordan Rees | 2023-24 |

| No | Name | Playing Years | No | Name | Playing Years |
|----|-------------------|--------------------|----|----------------|-----------------|
| 1 | Lauren Austin | 2002, 06 | 7 | Lucy Ockenden | 2010, 12, 14-15 |
| 2 | Emily Riordan | 2003, 05, 12 | 8 | Kylie Myth | 2011 |
| 3 | Rachael Lynch*# | 2004-05, 07, 09-20 | 9 | Alana Butler | 2013 |
| 4 | Tegan Riordan | 2006-07 | 10 | Alana McQueen | 2014 |
| 5 | Stephanie Riordan | 2009-13 | 11 | Nicola Hammond | 2016-19 |
| 6 | Hana Peake | 2010-13, 15 | | | |

*Australian Senior Team, # Olympic Games, IE Ireland National Team

| AUSTRALIAN Representative | | | | | |
|---------------------------|-----------------------------|------------------|----|----------------------|---------------------|
| | Name | Years | | Name | Years |
| 1 | 211 - Jim Irvine # | 1969-84 | 7 | 385 - Malcolm Kemp | 2010 |
| 2 | Ump - Jack Marjanovic # | 1980-84 | 8 | 397 - Daniel Mirecki | 2013 |
| 3 | 324 - Lachlan Vivien Taylor | 1998-01 | 9 | 409 - Tim Cross # | 2015-16, 19-24 (IE) |
| 4 | 363 - Ian Smyth | 2007 | 10 | 415 - Casey Hammond | 2016-17 |
| 5 | 419 - Rachael Lynch # | 2006-21 | 11 | 417 - Josh Pollard | 2016-17 |
| 6 | 374 - Glenn Simpson | 2009-15 | | | |
| OLYMPIANS | | | | | |
| | Name | Years | | Name | Years |
| 1 | Jim Irvine (AC) | 1976, 80, 84, 00 | 3 | Rachael Lynch | 2016, 20 |
| 2 | Jack Marjanovic | 1984 | 4 | Tim Cross (IE) | 2024 |

Olympic Games, IE Ireland National Team, AC Assistant Coach

INDOOR:

| No | Name | Years | No | Name | Years |
|----|---------------------|--------------------|----|--------------------|----------------|
| 1 | Rowan Cumpston | 1994 | 1 | Emma Aldersea | 1995-96 |
| 2 | Matthew Trounce* | 1995-01, 04, 06-07 | 2 | Lauren Austin* | 2005-06 |
| 3 | Chris Grant | 1997 | 3 | Emily Riordan* | 2001-13 |
| 4 | Tony Lander | 1997-98 | 4 | Rachael Lynch | 2007 |
| 5 | David Tilker | 1998-03 | 5 | Tegan Riordan | 2006 |
| 6 | Peter Vivian Taylor | 2004 | 6 | Lauren Brook | 2008-09 |
| 7 | John Doyle | 2004-06 | 7 | Stephanie Riordan* | 2008-10, 12-13 |
| 8 | Matthew Pain | 2005 | 8 | Sarah Kutroli | 2010 |
| 9 | Matthew Pollard | 2006 | 9 | Hana Peake | 2014 |
| 10 | Ian Smythe | 2008 | 10 | Mel Houghton-Sims | 2018-19 |
| 11 | Jonathan Cross | 2015 | | | |
| 12 | Ashley Bingle | 2023 | | | |

*Australian Senior Team

PREMIERSHIPS (WINTER COMPETITION):

| Year | Seniors | Masters | Juniors | Total |
|------|------------------------------|------------|------------------------------|-------|
| 1961 | - | | - | - |
| 1962 | MA2 | | 13N | 2 |
| 1963 | - | | 15A, 15N | 2 |
| 1964 | - | | 16N, 12A, 12N | 3 |
| 1965 | - | | 14N, 12N | 2 |
| 1966 | ME, MC | | 14A, 14N | 4 |
| 1967 | - | | 14A | 1 |
| 1968 | WE | | - | 1 |
| 1969 | - | | 16A | 1 |
| 1970 | MD | | 16A, 12N | 3 |
| 1971 | - | | 16A | 1 |
| 1972 | MB, ME | | 12N | 3 |
| 1973 | MF | | - | 1 |
| 1974 | MA1, WE, WD | | G16N, M12A | 5 |
| 1975 | - | | - | - |
| 1976 | MB1, MD4 | | M16P | 3 |
| 1977 | MG1 | | G16E, M12N | 3 |
| 1978 | MNWB, MNWD | | - | 2 |
| 1979 | MSL1, MNWB, MNWC, WD, WE | | M14N | 6 |
| 1980 | WEE, WDE, WDC | | - | 3 |
| 1981 | MEA, MED, WCE, WEE | | M16P, M10P | 6 |
| 1982 | WBE | | M10N | 2 |
| 1983 | MNWB | | M17A, G15S, | 3 |
| 1984 | WNE | | M11E | 2 |
| 1985 | - | | - | - |
| 1986 | MPA, WBN | | - | 2 |
| 1987 | MPA, WBE | | - | 2 |
| 1988 | WSL4, MPA | | - | 2 |
| 1989 | WSL3 | | M17P | 2 |
| 1990 | - | - | M13P | 1 |
| 1991 | - | - | - | - |
| 1992 | MSL2 | - | - | 1 |
| 1993 | - | - | M13A | 1 |
| 1994 | MSL2 | V40A | - | 2 |
| 1995 | - | - | M15N, M13N, M11P | 3 |
| 1996 | - | - | - | - |
| 1997 | MSL2, W3N | - | - | 2 |
| 1998 | W4N | - | - | 1 |
| 1999 | MSL1, MPD, M2W, W5N | - | G15P, M11A, M11N | 7 |
| 2000 | MM3N, W4N | V40C, V40D | G17A, M15N, M11A | 7 |
| 2001 | W3S | - | G17A, G17N, M13A, M13N | 5 |
| 2002 | WSL2, MPB, MM2, MM3 | V40A | G17A, G17N, M15A | 8 |
| 2003 | MPC, MM1, MM2, MM3, MM4, W3N | V40C | M17A, M17P, G17A, M15A | 11 |
| 2004 | MPA, MPD, MM2 | - | M17A, M11A, M11P, M11N | 7 |
| 2005 | MM3, W4N | - | M17A, M17P, G15A, M13A, M13N | 7 |
| 2006 | MSL1, WSL1, MM2 | - | M13A | 4 |
| 2007 | MSL1, MPB, MM1, MM2 | - | M13A, M11A | 6 |
| 2008 | MPA, MPC, MM1, WM3, MM4 | - | M15A, | 6 |
| Year | Seniors | Masters | Juniors | Total |
| 2009 | WSL1, MM3 | - | M17N, M15P, G13A | 5 |
| 2010 | MM1 | V50A, V40C | G17N, M17N | 5 |
| 2011 | WSL1 | V40B | M17N | 3 |
| 2012 | MSL1, WSL1 | - | | 2 |
| 2013 | WPL1, MPC | V45C | M16P, G16P | 5 |

| | | | | |
|-------|--------------------------|------------|------------|-----|
| 2014 | MPL1, WM3 | M35B, W35B | G16P | 5 |
| 2015 | MPL1 | - | M16P | 2 |
| 2016 | MPR | M50B, W35B | | 3 |
| 2017 | - | M50B, W35B | G16P, M12 | 4 |
| 2018 | - | - | M16P, G14P | 2 |
| 2019 | - | - | - | - |
| 2020 | Season cancelled - COVID | - | - | - |
| 2021 | Season cancelled - COVID | - | - | - |
| 2022 | - | W35A | - | 1 |
| 2023 | - | W35A | G16B, B14B | 3 |
| 2024 | - | W35A | - | 1 |
| Total | | | | 187 |

HOCKEY VICTORIA AWARDS:

Premier League 1 - Best & Fairest

| Men - Fin McNab Medal | |
|------------------------------|-----------------------|
| 2002 | Lachlan Vivian-Taylor |
| 2003 | Andrew Monte |
| 2004 | Lachlan Vivian-Taylor |
| 2011 | Daniel Mirecki |
| | |

| Women - Don Vincent Medal | |
|----------------------------------|---------------|
| 2011 | Emily Riordan |
| | |

Premier League 1 – Goal Scoring

| Men - Colin Batch Medal | | Goals |
|--------------------------------|--------------|--------------|
| 2005-09 | Andrew Monte | TBC |
| 2010 | Gordon Zull | 40 * |
| 2011 | Gordon Zull | 27 |
| 2012 | Gordon Zull | 44 * |
| 2015 | Gordon Zull | 26 |

| Women - Louise Dobson Medal | | Goals |
|------------------------------------|-------------------|--------------|
| 2009 | Stephanie Riordan | TBC |
| 2012 | Stephanie Riordan | 26 |

* HV Record