



# UniSA Ultimate Club

## 2019/20 Annual Report



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OCTOBER 2019 – SEPTEMBER 2020

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## Club Executive Members

President – Emma Jager

Secretary – Sean Davis

Treasurer – Daniella Kartawibowo

Social Media – Jason Rees

Womens Development Officer – Alana Colbert

Social Events – Racheal Ki

General Board Members – Alex Snow & Jack Hall

## Presidents Report

*Prepared by Emma Jager*

The 2019/2020 year was marked by new talent coming through into the committee and changes in key leadership positions, with Sean Davis stepping down from President and myself stepping into the role. The first year in any leadership position is difficult as you attempt to create a smooth transition for The Club, and live up to your predecessor's standards. This was made even more difficult with a worldwide pandemic in COVID-19. This pandemic has drastically shaped the operations of The Club and has forced the entire committee to alter their plans to abide by the ever-changing regulations and restrictions. Exciting new ideas and focusses have blossomed in the face of adversity, guiding The Club towards a successful future.

### **Social media**

With isolation and more people staying at home, social media presence became a huge focus in The Club's engagement with the community. Initial research being conducted into habits in social isolation suggested that people would be looking to join social team sports post restrictions. Jason Rees, The Club's social media Officer and myself created a social media plan with posts that attracted some of the largest engagements we have seen from The Clubs' Facebook. UniSA Sport also provided some opportunities for The Club on their social media platforms, with an Instagram takeover and a club profile attracting emails from prospective members. Success was found in 'story telling' posts, with weekly wrap ups, player profiles and other regular posts captivating the Ultimate community. Social media has enabled The Club to continue growing without O-Week and other traditional recruiting avenues.

### **NUSL**

NUSL has potentially been The Club's biggest success in 2020. Post isolation, the market for social leagues became a gold mine for sporting clubs. To capitalise on this, recruitment efforts pushed all newcomers towards the league as their first introduction to the sport. League rules were slightly altered following a survey at the conclusion of the 2019 Spring league to include longer games, a focus on developing rules, knowledge and use, as well as a small 'Sean's Speedy Skills' session at the start of the games. A strategic approach was taken to marketing the league with Hayley Sayers and Cameron Mulroney using their social media marketing qualifications to cater to a target audience. This led to the largest attendance for a NUSL league yet with a total of 50 registrations, also boasting the most women registering for the league yet at 19 registrations, or 38% of total registrations. Total attendance was increased by 35% compared to the Spring 2019 season.

### **G-Suite restructure**

With the regular Ultimate season not happening as planned this year, the committee has been able to find the time to do a massive restructure of our online documents. IT extraordinaire Jack Hall has been reorganising our Google Drive into G Suite, a multi-platform online database. As well as being more secure, G Suite boasts personalised drives, emails and passwords stemming from our new website domain! Each committee member now has their own login and email linked back to our domain, allowing for more accountability and also security when role changeovers occur. G-Suite has

some exciting features that we hope to incorporate over the next year which includes a marketing budget and assistance from Google that we look forward to exploring.

### **Goals for future**

The future is certainly looking bright for The Club as new faces fill leadership roles in The Club. We have overcome unprecedented adversity and have continued to thrive in challenging conditions.

I plan to move The Club towards an inclusive future with pathways for all levels of athletes to continue developing their skills both within the sport and outside it. Some key points I plan on developing for The Club are:

- Creating a culture of volunteering.
- Continuing to strive to develop and enact The Club's vision, values and mission.
- Pushing women's development in gameplay and leadership.
- Using social media to create community engagement and recruitment opportunities.
- Creating pathways to develop beginner players into intermediate athletes and beyond.

## Treasurers Report

2020 has been a sluggish year, financially, for the club.

### Income

Due to COVID-19 pandemic, NUSL Autumn 2020 was unable to launch and earned negative revenue. Marketing charges for the NUSL Autumn 2020 campaign amount to a total of \$295.87. This includes 'Come n Try' BBQ expenditures and Facebook marketing fees to increase registrations. However, high demands for NUSL Spring 2020 was noticed with participants registrations amounting to a total of \$2,270, a \$520 gain from NUSL Spring 2019. Profits of NUSL Spring 2020 is on track to achieve a larger profit of approximately \$500. This will help offset the loss from the Autumn season. In addition, memberships for State league players are much more reinforced this year which brings the amount gained to be \$210, excluding pending memberships from 5 more Spring State League (Mixed Division). The club was unable generate more income from hosting events such as Pub crawls due to COVID-19 restrictions. Additionally, disc and merchandise sales were also sluggish. However, leftover pub crawl buffs from March 2019 are being purchased in bulks as of late 2020.

### Expenses

For FY 2019/20, the club's sizeable expenditures leaned towards marketing (Club's Facebook page) and pre-paid uniforms. Marketing expenses amount to \$530.16 and uniform payments totalled at \$1,082.29.

### Assets

Accounts receivables amounts to nearly \$ 3,314.43 from University Mixed Ultimate Championships 2018 and UniSA Sport, pre-paid uniforms and Pub Crawl merchandise (Flinders Ultimate). Accounts receivable is an asset account on the balance sheet that represents money due to the club in the short-term. These are to be paid off by end of November 2020. The club's assets also include the kitbag and contents, uniforms and banners.

### Liabilities

The club currently owes Boon Technical clothing an amount of \$432.92 (40% of the total payment) for club uniforms. We have paid 60% of the total amount as down payment. Additionally, NUSL Spring EBF's & Court Hire have yet to be paid to UniSA Sport. These amounts will be estimated at \$1,600.

### Summary

The club is in a strong position forward with approximately \$2,953.63 available for use and a total profit of \$1,265.64 this FY.

**PROFIT & LOSS STATEMENT**  
**1<sup>st</sup> October 2019 – 9<sup>th</sup> October 2020**

Income		Expenses	
NUSL Spring 2019	\$ 138.21	Uni Nationals 2019	\$ 797.06
Grants	\$ 137.50	Volunteer Recognition	\$ (169.88)
Bank Interest	\$ 0.02	Awards Night 2019	\$ (189.00)
Memberships	\$ 345.00	Other Expenses	\$ (84.00)
Disc sales	\$ 95.00	UMUC 2018	\$ 46.47
SAFDA	\$ (256.55)	Marketing	\$ (543.16)
NUSL Autumn 2020	\$ 276.13	Uniforms	\$ (14.37)
NUSL Spring 2020	\$ 25.00		
Merchandise	\$ 73.70		

Owed to the Club this FY (Manual)		Owing by the club this FY (Manual)	
UMUC 2018	\$ 105.47	Boon Uniform Payment Pt. 2	\$ (432.92)
PubCrawl (Flinders Ultimate)	\$ 123.46	NUSL Spring EBF's & Court Hire Approx.	\$ (1,600.00)
UniSA Sport (Memberships)	\$ 75.00	NUSL Extra stuff (Approx)	\$ (300.00)
SAFDA Marketing Grant	\$ 400.00		
UniSA Sport (NUSL Spring 2020)	\$ 2,217.50		
	\$ 2,921.43		\$ (2,332.92)
<b>TOTAL INCOME</b>	<b>\$ 3,755.44</b>	<b>TOTAL EXPENSES</b>	<b>\$ (2,489.80)</b>
<b>TOTAL PROFIT / LOSS</b>		<b>\$1,265.64</b>	

## Membership

	2020 Paying Members To Date
<b>Males</b>	9
<b>Females</b>	15
<b>Total</b>	24

Membership is defined as any person who has purchased a club membership or is a life member of The Club (4). Due to the nature of the SA Ultimate landscape, accurate membership tracking has been difficult in the past using this as a sole tracking method. It's also important to note that membership is not compulsory for our NUSL players.

To try to combat this challenge the Executive Committee released a detailed membership page on our website in 2019 that clearly communicates to the community who must be a paying member of The Club and who doesn't. This has helped make it clearer to our participants.

The Club keeps a record of active participants. These are players who have been registered on any UniSA team, NUSL or on the SAFDA website. In the past 12 months we've had 78 active participants with a 63% male and 37% female ratio.

As expected, membership numbers have reduced this year as a result of COVID-19 and the reduced number of playing events and recruitment opportunities.



## Club Events

Over the past 12 months The Club has organised the following events.

**NUSL Spring 2019 Break-Up Night**

**2019 Christmas Party & Annual Awards**

**Summer Indoor Pickup**

**Club Training**

- Head Coach – Conor Fletcher

**Semester 1 Come 'n' Try's**

**Winter Indoor Pickup**

**Semester 2 Come 'n' Try's**

**NUSL (Northern Ultimate Social League) Spring 2020**

- League Director – Sean Davis
- League Manager – Emma Jager
- Social Managers – Cameron Mulroney, Hayley Sayers

**Bowling & Laser Tag Social Night**

**2020 AGM Pub Night**

## Club Teams

	2019 Teams		
	Big Keys Beach Tourney '19	Big Keys Beach Tourney '19	Summer Fling '19
<b>Team</b>	USA Stars	USA Stripes	Team UniSA
<b>Players</b>	Amy Johnson Emma Jager (C) Talissa Craig Zanle Wood	Alicia Burford Caitlyn Ryan Hayley Sayers (C)  Alexander Snow Obed Rosenzweig Sean Davis (C)	Alana Colbert Chloe Neville Hayley Sayers Kiara Sparks  Alexander Johnson (C) Alexander Snow James Tallon Mark Papinczak Quaid Booth
<b>Placing</b>	?	?	8th
<b>Spirit</b>	N/A	N/A	11th
<b>Individual Honours</b>			

	2020 Teams		
	SAFDA Spring League Div 1	SAFDA Spring League Div 2	SA Challenge
<b>Team</b>	Team UniSA	Team UniSA	Team UniSA
<b>Players</b>	Alana Colbert Chloe Neville Daniella Kartawibowo Emma Jager (C) Jackie Chong Jade Tremaine	Caitlyn Ryan Daniella Kartawibowo Hayley Sayers (C) Janika Welin Racheal Ki Talissa Craig	Amy Johnson Daniella Kartawibowo Emma Hunting Janika Welin Marylyn Biluno  Alexander Snow Blair Whittaker Curtis Kleinig Carl Gacus Diwas Bhandari Dylan Tidswell Jayden Rodda Jose Aguirre
<b>Placing</b>	Ongoing	Ongoing	3rd
<b>Spirit</b>	Ongoing	Ongoing	N/A
<b>Individual Honours</b>			N/A

## Honour Roll

### Club Life Members

2018 Inductees	Alex Stretton
2019 Inductees	Annalee Alexander, Alana Colbert
2020 Inductees	Sean Davis

### UniSA Ultimate Awards

Club Colours	Alana Colbert, Alex Snow, Hayley Sayers, Jason Rees, Joseph Petrie, Racheal Ki, Scott White
Club Patriot	Annalee Alexander, Emma Jager

### UniSA Sport Awards

Half Blues	Daniella Kartawibowo, Harley Smith, Jack Hall
Club Colours	Jack Hall

### South Australian Flying Disc Association Awards

Mike Palmer Award Inductee	Sean Dvais
Ultimate Legend	Michaela Dunmall, Lachie Eichner, Sean Davis
Female Player of the Year	Michaela Dunmall
Male Most Spirited Player	Sean Davis
Male Most Improved Player	Joseph Petrie