

OFFICER



THE POUCH

The kangaroo pouch, closely associated to the nourishment, development and protection of the young kangaroo.

NEWSLETTER OF THE OFFICER KANGAROOS JUNIOR FOOTBALL CLUB

FROM THE PRESIDENT

Welcome to season 2019!

To our new families, welcome, I hope you feel the family vibe of the club as a quick as my family did when we made our way to OKJFC only 5 years ago. It's great to see everyone else back

As a club, we have had a terrific off season, registrations are up on last year, we've signed some amazing sponsors, the Parklea Officer JFC Academy sessions have been successful and we will be fielding teams in every age group, including our first under 10 Girls team. With 320 kids and 19 teams, we are the 4th biggest club in the league.

Coming into the start of a new season is part of the busiest for the committee, and I'd to take this early opportunity to thank our committee for the hours put in over summer to ensure we our kids can play footy. It's been particularly hectic for Kate, our Registrar making sure everyone is registered and keeping track of

team numbers and player points. Jayson our Footy Operations Manager is one of the highest regarded in the league, has gone over and above ensuring our players have somewhere to train during February and March, all while dealing with the senior football club, cricket club and our coaches and trying to keep everyone happy. Our sponsorship guru Gareth has been belting down the doors of local businesses, to keep our fees low and has pulled off a couple of coups other clubs are jealous of. Check out our monthly sponsor profiles.

I've had a chance during the Parklea academy sessions to have a quick welcome to parents, where I've reiterated OKJFC is about fun and development. We don't go chasing players for premierships, we develop from within. From the development we offer and the fun the kids have, winning will come

and the kids who go onto the next representative level will have an increased confidence of the drills they'd be doing. Get involved in new our weekly academy sessions!

I've also spoken about the toughest job in the club, that of Team Manager. Put simply, if parents don't support their Team Manager in filling the week to week roles of goal umpire, trainer, timekeeper, umpire escort etc, your team won't play. So please offer your support to them, they are already helping you, you just may not know it or have appreciated how much.

I hope you find this newsletter informative. If you'd like to see something specific added, let me know and as always, come and say hello when you see me around.

Cheers

Shayne

president@okjfc.com.au

0400 242 802

SOCIAL NIGHTS

In our end of year surveys, there was a common theme of having social nights, or bringing back the family feel of the club. And we've listened. From Friday 26 April, we'll be opening up the rooms at Starling Road, so families can get together and discuss the week (or whatever else). We'll open the social rooms and bar from 5-8pm. We'll be having social nights on Friday and Sunday nights so be sure to check the events section or Facebook regularly.

TRIVIA NIGHT – After last year's success, who couldn't have heard about the famous OKJFC Trivia Night? And yes, it's on again. **Saturday 18 May**, get your tickets from your Team Manager before they run out.

OKJFC PARKLEA FOOTBALL ACADEMY

We have told you we are a development club, providing pathways to where our kids want to take their football. We're excited to announce an extension to the OKJFC Parklea Football Academy. From Friday 26 April, we will be offering a program replicating the Melbourne Football Club Next Generation Academy Program. The Head Coaches of our program, our Melbourne FC Development Coaches Tim, Sean and Shayne, will take any child from under 11-17 wanting to be developed, through the same program designed to make stand out. We recommend you take this opportunity to become a better footballer, and also help become interleague ready

When: Friday nights 6:30 - 8.00pm at Heatherbrae

Who: All U11-U17 registered OKJFC players can participate free. Also, open to any parent interested in coaching or current coach wanting further development

More Info: Call Shayne 0400 242 802

We are aware that some kids won't be able to make the Friday night timeslot due to other commitments. If your child wants to do the program but isn't available Fridays, please contact Shayne to see what we can do.

REMINDER – FEES DUE

A reminder that the final installment of fees is now payable. Any player that has not had fees paid or an installment plan by 30 April will receive a Stop Play notice on Wednesday 8 May.

If fees are not paid or an installment plan not in place, players WILL NOT be able to play in Round 4. Please contact Rob via treasurer@okjfc.com.au if you need to organise a payment plan.

HELP NEEDED

- A call out for volunteers to help out at the Anzac Day Dawn Service. If you can help out from 5am, please send an email with your details to admin@okjfc.com.au.
- Gareth is after some help with sponsorship. If you can talk to people and computer savvy, we need you. Without sponsorship, fees go up. If you can help email Gareth at admin@okjfc.com.au
- Jayson needs some help with Footy Operations. If you can help him out as a Property Steward, please contact footballops@okjfc.com.au.

EVENTS

Sunday 7 April

* **Little Demons Day**

U8-U10

* **Round 1 U11-U15**

Friday 12 April

DFS Holiday

Program (U8-12) @

Heatherbrae \$59.50

Thursday 25 April

* **ANZAC Dawn**

service 5:30am

@ Starling Road

Friday 26 April

* **OKJFC Academy**

6:30pm-8:00pm

@ Heatherbrae

* **Social Night**

@Starling Rd rooms

5-8pm

Sunday 28 April

* **Round 2**

Anzac Round

Friday 3 May

* **OKJFC Academy**

6:30pm-8:00pm

Sunday 5 May

* **Round 3**

Friday 10 May

* **OKJFC Academy**

6:30pm-8:00pm

* **Social Night**

@Starling Rd rooms

5-8pm

MILESTONES & ACHIEVEMENT

Let's acknowledge the fantastic achievements that finished off season 2018

PREMIERS

- Under 11 White
- Under 13 White

Preliminary Finalists

- Under 17

Semi Finalists

- Under 14

Top 5 League Best & Fairest

- Jackson Honey U11
- Taj DeLaRue U12
- Truman Byrne U12
- James Adams U13
- Cooper Wright U17

Selected in AFL Next Generation Academy Squads

- Jay West
- Daniel Toner*
- Xavier Shinnners*
- Kody Seing
- Chelsea Barkwith
- Shelby Crothers
- McKenna O'Reilly
- Kayla Dalgleish
- Brooke Purcell
- Ella Trimboli
- Tyla Wilson

*New to Officer in 2019

Selected in Power or Stingrays V/Line Cup Squad

- Blake Henderson

SPONSOR PROFILE

Bendigo Community Bank Beaconsfield has been our major sponsor for a number of years. Bendigo Community Banks are not like the other banks, they actually support their local communities. Beaconsfield Branch Manager Andrew Gardner (pictured) and his team are great to deal with and they can help you with:

* A Home Loan Health Check - do you have the right home loan and the most competitive rate for your situation?

*A great rate on a Term Deposit *Low fee transaction accounts *And much more

Switch now!!!

Call in to the Bendigo Beaconsfield at Shop 6 52-82 Old Princes Highway Beaconsfield and speak to Andrew or Nat who will work hard to assist you with all your banking queries.

<https://www.bendigobank.com.au/co.../our-branches/beaconsfield>

Sponsorship Packages

We have a number of packages that can suit a small business right up to big business! Simply head to okjfc.com.au/sponsorship-packages/ for all the details. We would love to have you on board.



MARKETING

Membership Cards

Our Club membership card is now available. Launched last year, there is one available per family. There will be times when some of our sponsors or partners might offer up certain deals to Members - when they do make sure you have your card handy! Also this card entitles the adult bearer (and accompanying kids) to entry into all Officer Senior Football Club home (Starling Rd) matches in 2019. Show the ticket at the gate. The 2019 fixture is on the back.

Car Bumper Stickers

We have new car bumper stickers this year. These are designed to help promote The Club and at times during the season we will do a "Lucky Bumper Sticker Promotion". Last season we were giving away \$50 Total Tool Pakenham Vouchers to cars spotted with the Officer Kangaroos sticker on.

Your Team Manager has an allocation of member's cards and bumper stickers - just ask them when you see them next.

SURVEY RESULTS / in other editions this page will be an overview of team results

The Club

- Most respondents were from (in order) U11, U9, U12, U8 and U13 age groups.
- 39% of respondents have been at the club for 2-3 years, 31% for 4-5 years. Other periods at the club represented less than 15% each (first year or 6+)
- We have a strong Officer Auskick connection, **with 45% coming through the Officer Auskick** program. Also, great to see was our reputation with 36% joining after a recommendation. 17% live locally and 8% have a family connection to the senior club, a great base to grow on in the future.
- Overwhelmingly, 75% of kids play at Officer because they love footy, followed by improving skills, the social aspect and exercise rounding out the top 4 responses.
- When asked what you like most about the club? **Coaches are the biggest influence** with 62% of responses, with families in your team, the social interaction and friendly atmosphere also major reasons with each being recorded in over 50% of responses each. Only 14% responded because Officer doesn't grade like other clubs.
- As for fees, it looks like we are hitting the right spot with **68% choosing "Fees are about right"** and 18% choosing excellent value. Only 1% advised they were becoming unaffordable, if this is the case, for you, please reach out to us, we want your child to keep being able to play footy.
- Only 6 respondents were unsure or said no they wouldn't be at Officer in season 2019.
- **84% recommend Officer to other parents.**

Some comments from you in response to what you would alter or change around the club

The club going in the right direction with the DFS program and has good people in place for which way the club is going

Maybe some sort of training for parent helper roles such as scoring, runners etc.

Very impressed with the club

More transparency from the club regarding decisions being made in relation to teams, grading, age grouping. Etc

Grade teams

More interaction between the kids and the families after football.

(Fantastic club.

I would like to see more cross training with teams. As you are very much limited to just meeting the kids and parents in your side. It's very divided in themat respect.

Fantastic club to be a part of you all do a great job

Great club. You guys doing an excellent job!

We need to create a family club not a club of teams with nothing in common other than the jumper

My concerns are only small, I love being involved in this club and I can clearly see that changes are being implemented. I look forward to seeing what comes next.

I think they need to open the club rooms for Sunday night dinners to encourage positive socialization

More social activities that allow families to know more across all teams

Would like some sort of grading

Unlocked toilets during training sessions for parents, siblings and players.

Get the kids playing in the right developing levels

Your feedback has been heard, we are in a great position as a club and can be even better with a couple of minor adjustments.

Online ordering from the Roo Shop is one, Social nights every fortnight at Starling Rd are a result of your feedback. And of course, this newsletter, which is still be developed and will slightly change with each edition as we go through the season.

We'll keep listening if you keep talking to us.

SURVEY RESULTS

Academy

- 86% chose that their child had attend to improve his/her skills. 51% also chose because their child loves footy
- And what did you like most? 81% chose skills were improved, 66 % improved game sense, 59% improved fitness.
- A different coaching perspective/voice being a good thing was liked by 79%
- Overwhelmingly 86% felt the academy was a valuable concept.
- When rating aspects of the academy program, 82% selected the DFS coaching and methods as excellent. Sunday sessions in February was considered excellent by 67%

Communication

- Facebook is a major platform for information to our families, based on your responses. Individual team Facebook pages is where 64% normally find out what is happening at the club. 59% via the club Facebook page. The Team Manager role is as important as ever with 52% getting information through text. Only 23% obtained details via email.
- How you get your information correlated with how you like to receive information as well (preferred method of communication).
- When asked "If you could, is there anything that you would like changed about how The Club currently communicates with you"? 100% answered NO
- 83% of answers requested online ordering of apparel (with photos) to be available via our website okjfc.com.au. 54% would like to pay for club events via the website. 54% would like to see coach profiles.
- The quality and frequency of our club Facebook posts hit the mark with 74% of responses.

Events and Sponsorship

- How did your child rate their Presentation Day? 66% really enjoyed it and 20% weren't fussed.
- 69% prefer 1 or 2 fundraising /social nights through the year.
- For an adults only event, Trivia night was preferred by 78%. In the space for other suggestions, Bogan Bingo was popular.
- 61% answered they enjoyed the pie night with senior training, 53% would like Sunday night awards.
- 63% of responses have used our sponsors - a great result! 88% know our sponsors and think we promote them enough.

Some comments from you regarding the above topics

Academy

Happy with how it was run kids looked like they enjoyed it | I think it was a brilliant idea. | Open it to all ages
maybe a little more information for parents on what the kids are being taught | More game knowledge for advanced kids

Communication

I would prefer emails as I often miss Facebook messages. | The club is run very well and good communication all round
Communication only comes through to the email that we register with. I would like it to come via another email address as well.
Club must make more effort to improve social media for insights in to club and and to create a buzz around events social / important games / milestones etc | Just more of it

Events

It was a little cramped in the room and rushed not the right location for presentation night. As usual the couches did a fantastic job and made all the kids feel special.
Well organised great night | The boys had a really good night | The rooms where too small
We enjoyed the night & was good for something different | Too rushed & not social