

CIRCULAR



Subject: CLUB FINANCIAL BENCHMARKING

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From: David Armstrong, General Manager
Ph: 9287 5522 (WAAFL Office Hours Mon to Fri, 8.30am to 5pm)
Email: darmstrong@wafc.com.au

Audience: Club Committees, WAAFL Board Members

Summary: Several clubs were invited to complete a Club Financial Benchmarking exercise. The aim of benchmarking is to assist clubs improve their operations based on other club experiences. The following is a summary of feedback.	Action: None
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KEY:

4 senior/1 colts teams	4S/1C
3 senior/1 colts teams	3S/1C
2 senior/1 colts teams	2S/1C
3 senior teams	3S
1 senior team	1S

MEMBERSHIP FEES

Club	Seniors Member Fees	Senior Match Fees	Colts Member Fees	Colts Match Fees	Benefits included in Member Fees
4S/1C	\$250	\$15	\$110	\$10	All first-year colts players provided a club polo
3S/1C	\$260	\$15	\$100	\$0	Players receive a club polo when fees paid in full
2S/1C	\$300	\$0	\$240	\$0	None
3S	\$430	\$0			None
1S	\$200	\$0			None

Sample Fee Structure:

- Option A - \$430 fees paid upfront and no match fees
- Option B - \$200 fees paid upfront + \$15 per match fees
- Option C - No fees paid upfront + \$30 per match fees

Method of collecting fees

Club	Member Fees			Match Fees		
	Cash	Cheque	Electronic	Cash	Cheque	Electronic
4S/1C	Sometimes	Never	Mostly	Always	Never	Never
3S/1C	Sometimes	Never	Always	Mostly	Never	Mostly
2S/1C	Sometimes	Sometimes	Mostly			
3S	Mostly	Never	Mostly			
1S	Sometimes	Never	Sometimes			

Match Day Awards

Cash, bar card and gift vouchers were used.

SPONSORSHIPS

Club	Cash	Contra	Largest single sponsor
4S/1C	~\$40k	\$0	\$20k
3S/1C	~\$15k	\$0	\$4k
2S/1C	~\$8k	\$0	\$5k
3S	~\$25k	~\$5k	\$10k
1S	~\$7k	~\$2k	\$1k

Fundraising activities

Quiz nights, 100 Club and Raffles were main fundraising activities.

BAR AND CANTEEN

- Bar - 57% gross profit margin.
- Most canteens are outsourced to a third party to operate.
- Clubs have a mix of staff/volunteers running the bar.
- Very few clubs did any stock taking of bar products. It is recommended a monthly stocktake be undertaken and complimentary drinks/bar cards for match day awards be recorded.
- All clubs had an exclusive arrangement with an alcoholic beverage supplier such as a bottleshop to supply.

Club	Corona	Carlton Dry	Carlton Draught	VB	Carlton Mid
4S/1C	\$5	\$5	\$5	DNS	\$5
3S/1C	\$4	\$4	\$4	\$4	\$4
2S/1C	\$5	\$5	\$5	\$5	\$4
3S	\$7	\$6	\$5.50	\$5.50	\$5
1S	\$5	\$5	\$5	\$5	\$4.50

MATCH DAY SERVICE RATES

Club Umpires

Field

League	\$110 - \$140 per match
Reserves	\$110 - \$130 per match
3rds/4ths	\$100 - \$120 per match
Colts	\$110 per match

Boundary/Goal Umpires

<\$50 per match

Trainers

Club	Rate per hour
4S/1C	\$15
3S/1C	40
2S/1C	\$25.00
3S	\$30
1S	\$40

Medical tape: \$1500 per team

Line marking

Club	Rate per hour
4S/1C	Local council
3S/1C	\$350
2S/1C	\$3,850
3S	\$1,200
1S	\$1,200

BANKING

- All clubs use internal Treasurers to do club accounts.
- Only two clubs use an accounting software package to manage accounts. Manual spreadsheet is the other preferred method.
- Few clubs have an annual budget, and review on a month to month basis.

Method of paying club bills

Club	Cash	Cheque	Electronic
4S/1C	Sometimes	Never	Mostly
3S/1C	Sometimes	Never	Mostly
2S/1C	Never	Sometimes	Mostly
3S	Sometimes	Sometimes	Always
1S	Never	Never	Always