

TREASURER'S REPORT



The Caulfield Cricket Club reported a profit of \$14,763 for the 2014/15 season. This is a particularly robust financial result which was driven by an expanding player database and an outperformance of sponsorship revenue.

Aggregate revenue outperformed the prior comparative period by \$4,000. Sponsorship revenue increased significantly in 2014/15 for both club sponsors and player sponsors due to a renewed focus from Pat Lennon and Andrew Amarant. We welcomed Webjet and Caffè Caffè as new major sponsors, and benefited from an upgraded sponsorship package from Woodards Real Estate. We continue to receive tremendous support from our major partners the VSDCA, Cricket Victoria, Lennon Mazzeo, Bendigo Bank East Malvern, Asahi, Kooga and the City of Glen Eira. In addition to our "Club Sponsors", we were supported by twenty-nine individuals or companies who provided player sponsorships. We are very appreciative to all of our sponsors who provide invaluable support to our club.

Membership subscription income increased relative to the previous season due to an influx of senior players. Whilst junior numbers were relatively constant, we benefited from an increase in junior "subs", although much of this was eroded by the distribution of merchandise to junior players, coaches and team managers to ensure that the junior Caulfield constituents

embody the same professional appearance as our senior players and supporters.

Social revenue trailed the 2013/14 season, although was broadly in line with last year when excluding the one off benefit from hosting the 125th Anniversary celebrations. The main fundraising event was once again the annual Sportsmans Luncheon. The remaining social functions were generally in line with historical performance, with the reduced social revenue not having an adverse impact on the bottom line as the majority of functions are cost neutral.

All expenditure categories were managed in line with our expectations. We purchased a new marquee branded with the Caulfield logo and invested in a new trophy cabinet which will be displayed in the clubrooms next season. Junior development remains a major focus of our club and we are starting to gain the benefits of our "junior strategy" both on and off the field.

The balance sheet strengthened significantly throughout the season culminating in a higher bank balance. It is important that we continue to improve our financial position in the current environment where Cricket Victoria is proposing to restructure cricket, the imminent removal of Cricket Victoria dividends and capital improvements on the existing practice pitches are scheduled to be completed in 2015/16 which will require significant cash outlay.

I conclude this report by thanking Carol Seccombe who has provided superb support to me over the last ten years. Carol's retirement from all official responsibilities will leave a huge void and we will need all members to become actively involved in volunteering at our club.

I look forward to another successful year in 2015/16.

Wayne Bartlem
TREASURER

