

CIRCULAR



PERTH FOOTBALL
L E A G U E

Subject: WAAFL 2018-19 AUDITED FINANCIALS

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Audience: Club Committees, Board Members

Summary: The League remains in a strong financial position. For the 2018/19 financial year ending 31 st October 2019, the League's net asset position reduced by 0.2% to \$2,241,771. This was due to a \$4505 operating deficit for the financial year.	Action: For presentation at the AGM 6pm Monday, 17 th February 2020
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Please find attached to this email circular the 2018/19 audited financials for the WA Amateur Football League Inc. trading as the Perth Football League to be presented at the AGM, 6pm Monday, 17th February 2020.

The League remains in a strong financial position due to strategic and risk mitigation decisions made by the Board in 2014. Around this period, the WA Football Commission (W AFC) significantly reduced its investment in the League due its own financial position and uncertainty of the League's rent-free accommodation offered by the W AFC post-Subiaco Oval demolition.

The League's Investment Policy was amended which resulted in the League's net asset position increasing on average by 5% each year due to the introduction of playing jumper/short licencing income, additional sponsorship income and a reduction in administratives expenses. Yet club affiliation fees, based on a per team basis, remaining stable over the same period. Income gained from interest on cash reserves was \$46,328.

With certainty of W AFC's funding model with the State Government and office space for the League confirmed in 2018, the Board made strategic decisions to invest \$60,000 in club development initiatives in 2019 such as Perth Footy Live, Xero for club accounting, new Club President induction, and colts recruitment and retention strategy workshop.

For the 2018/19 financial year ending 31st October 2019, the League's net asset position reduced by 0.2% to \$2,241,771. This was due to a \$4505 operating deficit for the financial year. Key variances are:-

Income

1. Affiliation fees collected increased due to nine additional womens teams, however total fees collected were less than budgeted as 21 clubs utilised the 3.5% discount for payment in full prior to the season commencing.
2. Playing jumper/short sales continue to provide a consistent return with net returns doubling since the introduction of licencing in 2016. This financial year \$91,000 was retained within the League and applied to club affiliation fees.
3. Interest gained from cash reserves was \$46,328 and applied to club affiliation fees.
4. Fines collected was \$7000 less due to greater compliance from clubs. Fines were re-invested in club development initiatives.
5. Cash sponsorships increased 8.5% from 2017/18 to \$151,060.

Expenditure

1. Club development increased due to the implementation of Xero accounting for clubs.
2. Advertising/media increased \$30,000 due to the introduction of Perth Footy Live, a match day live streaming program designed to promote clubs.
3. Expenditure for footballs, insurance and ground hire have all increased due to additional womens teams.
4. Staffing costs increased from 2018 due to the employment of a part-time Partnerships Manager to raise additional sponsorships leading into our 100th year celebrations in 2021 and the Competition Integrity Officer moving from part-time to full-time.
5. Accommodation for the AFL Inclusions Carnival organised by the AFL in Sydney was more expensive than previously budgeted for the Integrated Football state team.

