



Avoca Football Netball Club

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Open Letter to the Avoca Football Netball Club Community.

Another season has come and gone and can I begin by thanking everyone who has contributed in any way to the success the club has enjoyed in 2017. Your valuable contribution is extremely appreciated and has not gone unnoticed. Congratulations to our Bulldog medal winners and for those that received individual awards at our presentation evenings.

Whilst we were not successful in bringing home any silverware, we have certainly set the foundations for success across both netball and football for the years ahead and I encourage everyone to continue with us on this exciting journey.

Our mantra at the season launch was for the Avoca FNC to become a “fun place to be” and the “club of choice”. We certainly are heading in the right direction and made massive inroads in this regard. Thank you to everyone in the way you conducted yourselves both on and off the field / court.

In saying that though, a great deal more needs to be done to ensure the clubs sustainability and ultimately on field success. Some things have worked well in 2017 and we have learnt a lot, however we need to improve in many areas and I can assure everyone that the club is leaving no stone unturned in this regard.

Over the past few months the club executive and netball / football executive have been completing their respective reviews, analysing the blue print of successful clubs and meeting with key industry leaders to better understand what we need to do to enable the on field success we all desire.

From this it has been ascertained that we need to become much more professional on and off the field / court. On and off field leadership, fitness and rehabilitation (yes that does mean ice baths) has been recognised as areas of improvement which is paramount to the ongoing success.

In the off-season and throughout 2018 you will see a large focus on junior development and retention of these players, locals returning to the club, player welfare, development of our coaching staff, implementation of football and netball leadership groups and the development of these groups, consistent communication, introduction across the club of performance indicators and regular reviews of these indicators.

On top of this we will be going through a targeted recruitment program. With the introduction of the salary cap and points system it is imperative we get this right, understanding that these limits make it extremely difficult to offer contracts that are competitive with what some players may be able to attract on the open market. That decision ultimately rests with those players and if they wish to be a part of our exciting journey ahead.

The clubs AGM is set down for 14th of November 2017 where we have a number of committee positions vacant. I encourage everyone to give this some thought and discuss with me the potential value you may be able to contribute to improve our club.

For those players that are moving on, thank you for the valuable contribution you have made to our club. For those that are re-committing or joining the club in 2018, we are working towards announcing the 2018 coaches following the October Committee meeting which will include commencement of pre-season training.

A reminder if anyone is interested in coaching you need to make contact with the respective football and netball contacts in this regard urgently if you haven't done so already.

Again, thank you to everyone for a great season, look after yourselves in the offseason and I look forward to some exciting announcements over the coming weeks.

Yours sincerely,

Bill Drummond

President

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