



2017
NORTH SYDNEY DISTRICT
RUGBY LEAGUE FOOTBALL CLUB LTD.
ANNUAL REPORT

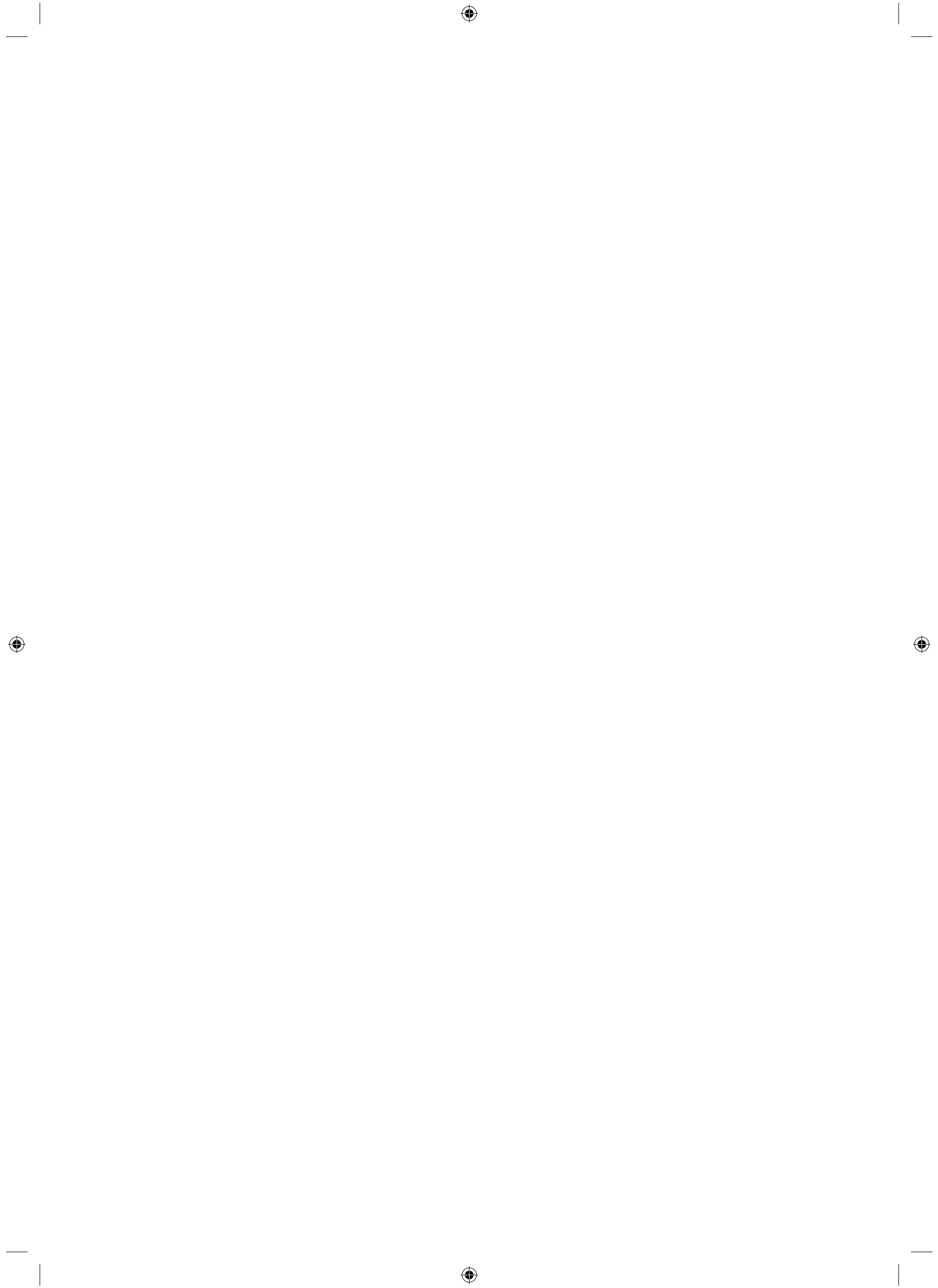


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2017 BOARD OF DIRECTORS



PERRY LOPEZ
Chairman



MARK DOWEL
Director



MARTY LAWSON
Director



PETER MCGRATH
Director



JUSTIN OWEN
Director



FRED THOMPSON
Director



SEAN WILES
Director

LIFE MEMBERS (current)

Mr	Harold	Blinkhorn	Mr	Kevin	Nicholls
Mr	Frank	Burge	Mr	Brian	Norton
Mr	Paul	Conlon	Mr	Bill	Robinson
Mr	Robert	Cooley	Mr	Tony	Salier
Ms	Rosalynd	Dare	Mr	Robert	Saunders
Mr	Peter	Diversi	Mr	James	Schroder
Mr	Greg	Florimo	Mr	Jeffery	Simmonds
Mr	Barry	Glasgow	Dr	Sam	Sorrenti
Mr	William	Hamilton	Mr	Bruce	Stedman
Mr	John	Hayes	Mr	Norman	Strong
Mr	Monty	Hodges	Mr	Fred	Thompson
Mr	Gary	Larson	Mr	Horace	Toole
Mr	James	Lawson	Mr	Adrian	Toole
Mr	Mick	Maher	Mr	Ross	Warner
Mr	Kevin	Marr	Mr	Malcolm	Woodcock
Mr	Donald	McKinnon			

CHAIRMAN'S REPORT

Welcome Bears Family

Firstly a very big thank you to all our volunteers, particularly to Ros Dare, Steve Little, Ken McLoughlin and Ian Reilly who lead the charge in terms of good people helping out the Bears. There are many jobs that get done to ensure that we can provide sport for our juniors, assistance for our rep sides and a game-day experience for our fans. Without you all we wouldn't function as a sporting club.

The organisation continues to build on great commercial partnerships, delivering continued growth in this area. We are forming relationships with a view to long-term sustainability. It's important to note that we have a list of sponsors and partners that would be the envy of any professional sporting club in Australia.

Thank you to the Norths Group for their continued support as our major financial supporter. We are very grateful to Luke Simmons and the Board for this partnership.

To our major sponsor "Thousand Hands" and their chairman and founder Harry Cheung, we look forward to delivering on your investment as major naming rights sponsor. Thousand Hands have renewed with us up until the conclusion of the 2019 season and I encourage all our members and fans to support Harry and his organisation by downloading the Thousand Hands app and trying it out.

A big thank you also goes to all our corporate partners and major sponsors who are highlighted in the Commercial and Marketing report. We acknowledge your support and look forward to the 2018 season being filled with many opportunities for your businesses as we continue to grow on our Business to Business networks. These forums of bringing our corporate partners together is proving to be of great benefit and we look forward to many more in 2018.

Our football operations continues to develop and provide opportunities for players at all levels to give their best whenever they put on a red and black jersey. It's worn with great respect and understanding of where we have come from. We are a foundation club with pride and passion that is testament to who we are.

Our Intrust Super Premiership NSW side achieved a final series birth in 2017, in a competition littered with amazing talent that could compete at the NRL level at any given time. Although we did not progress beyond week 1, we always gave our best.

Our departing coach Ben Gardiner prepared a squad of players who believed in our colours and always wore the jersey with the utmost of respect. Thanks Ben for embracing the club in the way you did, and always being available to assist with duties beyond just coaching.

We now go into 2018 with a new coach Shane Millard, who I know is looking forward to building on the great work that has been achieved over the last few years. A big welcome to you Shane and your team, we look forward to 2018 with great anticipation of going a couple of steps further.

In all a total of 202 players put on a Bears jersey in 2017, from our development squads starting at under 12's to our open age players. We provided great opportunities for our team members and as such there were two players that represented at the World Cup. Both Abbas Miski and Sitiveni Moceidreke represented their countries and did themselves proud.

Our relationship with Souths has been extended to 2019. It will be the job of our group to deliver on the relationship to show a clear pathway for our players at all levels. It's an exciting year ahead as we welcome back our Jersey Flegg under 20's team. We will now see 3-4 matches at every home game, depending on junior scheduling, that will give our fans a fantastic spectacle of rugby league. We also welcome Willy Leyshon back to the Bears family as our Jersey Flegg coach. Willy played with us in the 90's and he is looking forward to his newly appointed role.

Congratulations to our junior league which posted great growth in participation. We are up by 21%, with now a total of 954 players competing in our competitions on a weekend. To Mike Asensio and his team, along with the great work from Josh Hyland, we are in a great position to continue the trend in 2018.

Thank you to the team that keeps the operation running. Greg Florimo our General Manager of Operations, David Perry our General Manager of Commercial along with Josh Hyland, Operations Manager and Melissa Munro, Marketing and Communications Manager. We are all looking forward to seeing the results of your work in 2018 as we build from a strong 2017.

Thank you also to the board for their continued support. We are all honoured to be elected in our capacity as directors. We spend many hours ensuring that our organisation is delivering upon the expectations of our members. Strong revenue growth, great business partnerships, a strong relationship with the Norths Group and of course, the best we can offer in players wearing our jersey week in week out.

Looking forward to a successful 2018.

Chairman

Perry Lopez.

FOOTBALL CLUB REPORT

In 2017 the North Sydney District Rugby League Football Club achieved great results both on and off the field, ultimately exiting the Intrust Super Premiership NSW in round 1 of the semi-finals against Newcastle, after finishing sixth on the ladder. Coach Ben Gardiner, his staff and all of the players can be proud of their efforts over the season, and can be content that the Bears had the best defensive record in the League at the end of the regular season.

The season started with the ISP NSW team on the road with four wins from our first four games. History was repeated when we brought a home game to Chatswood Oval for round 5 v Wests Tigers, with a healthy turnout and a compelling game. Our away form was excellent, winning nine games on the road which kept us in the hunt for the semis. Players like Brad Deitz, Cheyne Whitelaw, Eli Levido and Ed Murphy all putting in 20 + games for the year.



Try celebration during ISP NSW Round 1 Wentworthville Magpies V North Sydney Bears

Unfortunately at home we had limited success on the field, but we ensured game day at North Sydney Oval was a memorable one for the fans. Barney the Bear is back, and was an instant hit with the kids. Thank you to the Board and Members of the Junior League for supporting our home games. Seeing the local club jerseys around the ground was excellent, and thank you to the wonderful staff in the Bears canteen on game day. To Ros Dare, Steve Little, Joe Avvenevole, Ian Reilly and the group of volunteers who assist at North Sydney Oval, you make game day so much better and thank you for the season. A special thank you to Ken McLoughlin who attends training and helps out with the BBQ for the players and coaches.



There were some excellent performers over the season and I congratulate those players who were awarded the following for season 2017:

Player of the Year – Cheyne Whitelaw
Players' Player – Cheyne Whitelaw
Best Forward – Brad Deitz/David Tyrell
Best Back – Luke Kelly
Coaches Award – Eli Levido
Most Consistent Player – Brad Deitz
Most Improved Player – Sitiveni Moceidreke
Utility Player of the Year – Tautalatasi Tasi
Supporters Player of the Year – Cheyne Whitelaw
50 games award – Ed Murphy
B.E.A.R.S award – Fred Junior Mauala

Congratulations also to those players who managed to gain representative honours:

Cheyne Whitelaw – NSW Residents
Tautalatasi Tasi – NSW Residents
Sitiveni Moceidreke – Fiji
Abbas Miski - Lebanon
Clay Williams – NSW Maori
Piki Rogers – NSW Maori

A big thank you to the clubs that are part of the Bears family and who hosted our contracted players on a week-to-week basis. The North Sydney players who did not make the ISP NSW team each week were sent back to play in the Ron Massey Cup, and we knew they were in good hands at either Concord/Burwood United or Hills Bulls. Thank you to coaches Aaron Zammit and Paul Griffin for your support.

The Junior Representative competition was again a tough one for the Bears this season. Thank you to both Peter Palmer, Harold Matthews coach, and and Shaune Wiffen, SG Ball coach, for your efforts with the young Bears. Although the results did not go our way this season, there is plenty of great talent coming through the ranks which should see an improvement on performances in the years to come. Congratulations to Callan Burgess (Player of the Year Harold Matthews) and Arisento Bou Sleiman (Player of the Year SG Ball), who are both very good players with a bright future ahead of them.

Another effort that must be recognised is that of the 2017 Development U13's, U14's and U15's teams. These teams are made up of predominately local players, and they experience a small taste of representative football against the likes of Sydney Roosters, Balmain Tigers and Manly Sea Eagles. We also tested a development match in the U12's against Tamworth at North Sydney Oval this season, which will become a mainstay in the program. Well done to the coaches of these respective teams, this program is not only about progressing good playing talent but also progressing good coaches. In particular thank you to Josh Hyland who brought the squads together, another talented man who is a huge asset to the Bears.

The Football club has enjoyed a great season off the field, with a new perspective on our digital and marketing efforts, as well as growing our corporate partners. Thank you to David Perry and Melissa Munro for your help during the season, I look forward to continuing to help evolve these areas of the club.

To our all of our sponsors, in particular Norths, Thousand Hands, BOQ and JJ Lawson. We could not provide these opportunities to young men and women without you so thank you for your support.

Finally, I would like to thank the Chairman Mr Perry Lopez and the Board of Directors for the support provided to me, as well as all staff across the Football club for a wonderful year.

Greg Florimo

General Manager

COMMERCIAL AND MARKETING REPORT

With the strong support of the Bears board there has recently been an enhanced and deliberate focus within the commercial area of the business, allowing for strategic resources and specific skills in the areas of marketing, digital, commercial and sponsorship. The benefits of this are now being seen, resulting in some positive trends and forecasted to keep delivering into the next financial year.

The club has seen an opportunity to drive the Bears brand and business further commercially whilst serving our members, fans and corporates a better quality product in the form of our digital and social media communication. This will allow us to provide strong membership, merchandise and sponsorship offerings as well as continue our focus on improving our game day experience where we can.

This progress throughout the whole commercial program will be delivered in stages but believe we are well on the right track in a reasonably short period of time.

In the sponsorship area, which also included bid related revenue in 2016 and 2017, we saw strong growth with regular sponsorships up 15% in 2016 and 13.7% in 2017.

Financial year	Regular Sponsorships	Bid associated revenue	Total Sponsorships
2017	211,520	158,324	369,844
2016	186,006	151,336	337,342
2015	161,666	-	161,666

Some of these future plans and 2017 highlights are summarised below.

Membership and Merchandise

The clubs vision for membership and merchandise is to boost sales through increased numbers as well as entice fans and the community to attend more games and raise brand awareness by supporting our merchandising program. 2018 will see more themed and entertaining events on game day to drive not only our avid fans who are the traditional Bears fans but also the wider community. This will provide us with the opportunity to expand our audience and allow our existing members to become our annual ambassadors.

Goals

- Maximise the number 1 ticket membership holder James Bracey's passion for the Bears and leverage this through the community.
- Improve and update our database management to ensure all stakeholders are engaged.

- Grow our membership to 1000 members by the end of season 2018.
- Create an emotional connection for members to the Bears, as a way of building the sustainability of the club.
- Deliver quality and creative merchandise for strong ongoing growth in sales and branding.

Our strategy is to find a balance of growth, new membership acquisition, valued packages whilst ensuring we meet our commercial goals and revenues.

Corporate Partners

We acknowledge our major partner Thousand Hands and Harry Cheung, founder and Managing Director of Thousand Hands for his ongoing support of the Bears. Harry and his team have supported the club since 2016 in a major capacity and have now extended their agreement until the end of 2019. This gives the club some funding certainty in this key area of sponsorship.

The ongoing support of J.J Lawson through Jim, Marty, Greg and the whole family has not been unnoticed. J.J Lawson have been supporting the Bears commercially for more than 30 years which is hugely appreciated and respected, and should be recognised by all the fans of the mighty Red and Black. Thank you once again to the Lawson's for their ongoing and loyal support.

We thank all our business partners and sponsors in 2017, of which there were over 50 partners that supported the club. This includes the ongoing and much valued support of the CEO Luke Simmons and the Norths Group, who once again are the backbone of the Bears playing year in year out.

Other major partners I would like to highlight and thank for their amazing support in season 2017 are the NSWRL, BOQ, Lion, Command 51, Mammoth Projects, Tom and Franks, Voice Print Data and Foodlink and Select Fresh Provedores.

Corporate Goals

- Deliver quality and increased premium packages that our partners expect for return on investment.
- Ensure the continuation of our B2B program and improvement that allows all our partners to leverage our networks.
- Deliver a quality events program that is memorable whilst delivering commercial outcomes.
- Manage our relationships in a professional manner to ensure best opportunity to further renew.
- Create innovative ways to build on tangible and valued assets.
- Ensure website packages are clearly communicated where appropriate.
- Continue to deliver minimum gross revenues of 400k per annum in sponsorship.

Marketing and Communications

In 2016 – 2017 we maintained a strong presence across our digital platforms, in particular our website, Facebook and Twitter, to update our audience on Bears related information.

Engagement with our members and fans is vital for a successful football club and was a key focus for us throughout the year. Whilst our communication to our stakeholders is improving, greater emphasis will be placed on this area in 2018 through a series of digital communication campaigns.

In 2017 we had 1,135 subscribers to our newsletter and we will continue to build on this number by proactively engaging with the Bears community and implementing brand-awareness raising activities.

Our aim for 2018 is to see rapid growth of social media and website visits, due to our efforts to improve engagement through effective marketing and communication.

Thanks for your support of the Mighty Bears and Merry Christmas.

Melissa Munro
Marketing and Communications Manager

David Perry
General Manager- Commercial

2017 NORTH SYDNEY BEARS INTRUST SUPER PREMIERSHIP NSW RESULTS

Round	Team played	Venue	Result	Score
Round 1	Wentworthville Magpies	Ringrose Park	WIN	32-24
Round 2	Blacktown	HE Laybutt Field	WIN	40-20
Round 3	Newcastle Knights	McDonald Jones Stadium	WIN	30-6
Round 4	Mounties	Aubrey Keech Reserve	WIN	12-4
Round 5	Wests Tigers	Chatswood Oval	LOSS	16-18
Round 6	Canterbury Bulldogs	Belmore Sports Ground	WIN	8-12
Round 7	Wyong Roos	North Sydney Oval	LOSS	6-34
Round 8	New Zealand Warriors	North Sydney Oval	LOSS	8-24
Round 9	St George Illawarra	Nowra Showground	WIN	23-10
Round 10	Newtown Jets	North Sydney Oval	LOSS	12-16
Round 11	Blacktown	North Sydney Oval	LOSS	6-22
Round 12	New Zealand Warriors	Mt Smart Stadium	LOSS	10-18
Round 13	BYE			
Round 14	Wentworthville Magpies	North Sydney Oval	WIN	16-8
Round 15	BYE			
Round 16	Canterbury Bulldogs	North Sydney Oval	LOSS	14-32
Round 17	Penrith Panthers	North Sydney Oval	LOSS	10-17
Round 18	Wyong Roos	Morrie Breen Oval	WIN	22-6
Round 19	Mounties	North Sydney Oval	DRAW	20-20
Round 20	Newcastle Knights	North Sydney Oval	WIN	18-16
Round 21	BYE			
Round 22	Wests Tigers	Leichhardt Oval	WIN	42-10
Round 23	Illawarra Cutters	UOW Jubilee Oval	LOSS	16-30
Round 24	Penrith Panthers	St Marys Leagues Stadium	LOSS	16-24
Round 25	Newtown Jets	North Sydney Oval	WIN	16-12
Semi Final 1	Newcastle Knights	UOW Jubilee Oval	LOSS	18-40

2017 NORTH SYDNEY BEARS INTRUST SUPER PREMIERSHIP NSW APPEARANCES

First Name	Surname	Games played	First Name	Surname	Games played
Dean	Britt	5	Abbas	Miski	14
George	Burgess	2	Sitiveni	Moceidreke	18
Tom	Burgess	2	Ed	Murphy	21
Braiden	Burns	5	Cameron	Murray	13
Anthony	Cherrington	15	Zane	Musgrove	1
Angus	Chrichton	1	Dane	Neilsen	11
Jason	Clarke	5	Chad	Odonnell	1
Brad	Deitz	23	Tom	Perrin	1
Adam	Doueihi	13	Latrell	Robinson	11
Tom	Freebairn	7	Robbie	Rochow	5
Tyrell	Fuimaono	8	Piki	Rogers	18
Jack	Gosweiski	9	Toby	Rudolf	22
Campbell	Graham	2	Latrell	Schaumkel	1
Brett	Greinke	11	Patrice	Siolo	10
Jamal	Hunt	7	Siosafa	Talakai	4
Robert	Jennings	3	Tautalatasi	Tasi	18
Luke	Kelly	21	Kyle	Turner	1
Eli	Levido	23	Dave	Tyrell	13
FJ	Mauala	13	Cheyne	Whitelaw	21
Jacob	McCudden	0	Clayton	Williams	15

Coach - Ben Gardiner

Manager - Darren Allard

Assistant Coach – Troy Finch

Strength and Performance coaches – Daniel Rafty, Michael Brennan, Michael Kulan

Trainers – Tom Brydson, Trent Bowden, Nick Iconomou

2017 NORTH SYDNEY BEARS SG BALL TEAM

First Name	Surname
Kiannu	Ashby
Zach	Borg
Arisento	Bou Sleiman
Reece	Christodoulou
Jordan	Ehsman
Matt	French
Leo	Frustaci
Jeremy	Gibson
Jayden	Griffin
Matthew	Hammond
Darcy	Hardman
Dean	Kammel
Taine	Leyshon
Kyle	McCudden
Michael	Mollica
Anthony	Moussa
Lachlan	O'Riley
Jonathan	Papantoniou
Ali	Saad
Sean	Sabutey
Anthony	Sakr
Tim	Simmons
Luke	Dolores
Samuel	McGregor
Sean	Sabutey
Dante Taliai	Talai
Lachlan	Wiffen
George	Yarak

Coach - Mark McGaw

Assistant coach - Shaune Wiffen

Trainers - Greg Sullivan, Danielle Caulfield, Daniel Hutton, Scott Hogarth

Medical Officer - Glen Jefferys

2017 NORTH SYDNEY BEARS HAROLD MATTHEWS CUP

First Name	Surname
Saupo	Aigamau
Noor	Ammoun
Aiden	Brophy
Callan	Burgess
Matthew	Canning
Ali	Chrara
Joji	Duwai
Ethan	Edwards
Kelvin	Euta
Tevita	Faupula
Steven	Galatoula
Flynn	Isaacs
Brad	Michael
Jamin	Miller
Kane	Mirabile-Kumar
Isaac	Papadatos
Billy	Pollard
Jake	Preston
Alomax	Siita
Spiro	Psiroukis
Nick	Russel
Terri	Taia
Jayden	Tamala
Tito	Tauapai
Lachlan	Trimboli
Tyrese	Walker

Coach – Peter Palmer
Assistant Coach – Daniel Hutton
Manager – Mark Dowel
Trainers – Neil Ford, Kyle Jeffreys
Medical Officer - Peter Kirby, Peter Brown

WE THANK AND ACKNOWLEDGE OUR MAJOR PARTNERS
FOR THE 2017 SEASON







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