



NORTH SYDNEY DISTRICT RUGBY
LEAGUE FOOTBALL CLUB LTD.

ANNUAL REPORT 2018

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2018 BOARD OF DIRECTORS



LIFE MEMBERS (Current)

Mr Harold Blinkhorn

Mr Frank Burge

Mr Paul Conlon

Mr Robert Cooley

Ms Rosalynd Dare

Mr Peter Diversi

Mr Greg Florimo

Mr Barry Glasgow

Mr William Hamilton

Mr John Hayes

Mr Monty Hodges

Mr Gary Larson

Mr James Lawson

Mr Mick Maher

Mr Kevin Marr

Mr Donald McKinnon

Mr Kevin Nicholls

Mr Brian Norton

Mr Bill Robinson

Mr Tony Salier

Mr Robert Saunders

Mr James Schroder

Mr Jeffery Simmonds

Dr Sam Sorrenti

Mr Bruce Stedman

Mr Norman Strong

Mr Fred Thompson

Mr Horace Toole

Mr Adrian Toole

Mr Ross Warner

Mr Malcolm Woodcock

CHAIRMAN'S REPORT

2018 signals the end of our South Sydney partnership which has extended for 11 years. I would like to thank all involved in the partnership.

A disappointing year on the field has led us to review our football strategy for the future and with that of course, comes some self-examination. We have learnt many lessons that have and will provide us with a great base for the years ahead.

Now we move into a new era for the Bears. As a club, we will head into 2019 with 5 sides representing us in Harold Matthews, S.G Ball, Jersey Flegg, ISP Cup and women's open age Harvey Norman Cup for the second year, an exciting opportunity to compete at the elite Rugby League level in NSW.

We have been preparing for the change in feeder club, with a very exciting 5 year deal ahead. We are proud to have another Foundation Club in the Roosters partner with us.

To Roosters Chairman Nick Politis and CEO Scott Bennetts, we welcome you to our family and look forward to joint successes in 2019 and beyond. We also thank the Asquith Magpies and President Brian Fulmer for our much valued pathway relationship which is no doubt critical to our ongoing success with the Roosters.

Congratulations to our newly appointed CEO, David Perry. We looking forward to the execution of the plans for the year ahead and how your team is preparing for our future.

To all our volunteers again we thank you for your support. We are all indebted to you for the ongoing time and efforts you put into delivering for the Bears with your specific duties.

A proud moment for all this year was the launch of our women's side. It was fantastic to see the Bear's be represented with women in sport through our own team. Head Coach Ben Gardiner did a great job in bringing this side together and of course to all the girls that put on our jersey a big congratulations to you. In addition thanks to the Forestville Ferrets for partnering with us for this program.

On behalf of the board, I'd like to acknowledge and highlight the significant support of the Norths Group for their ongoing contribution to the Bears, and note again their commitment to our Women's 2018 inaugural season and beyond. To all our valued sponsors and business partners, thank you again for your loyalty, we hope to see you again in 2019 for much- wanted on field club success and into the future, we simply can't survive without all our key stakeholders and as a club, we do appreciate everyone's ongoing support of the North Sydney Bears. A special thanks must always go to our Major Partner in Thousand Hands and Harry Cheung for his ongoing and loyal support of the Bears, we look forward to Harry and Thousand Hands support again in 2019.

Finally, we will head into 2019 better prepared than ever before. It will be a building year with our new Head Coach Jason Taylor back in the Bears colours. Exciting times ahead and I thank you all again for joining us on this journey.

Perry Lopez
Chairman



Try celebration during ISP NSW Round 11 v Blacktown Sea Eagles

FOOTBALL CLUB REPORT

In 2018 the North Sydney District Rugby League Football Club fielded 5 teams in NSWRL competitions, including an inaugural Women's team and an U/20s side for the first time after 10 seasons.

Our relationship with the South Sydney Rabbitohs saw the senior squad (ISP and Jersey Flegg) base their training operations out of Redfern oval in close proximity of South Sydney 1st grade squad. Unfortunately this change in location did not deliver the expected improvement in performance, with both teams failing to reach the semi-finals.

ISP

Ultimately the large number of younger players in the ISP team meant we were unable to match it with some of the more experienced sides, however it was very pleasing to see the development of some of those players including Sean Sabutey, Dean Hawkins and Connor Tracey. Coach Shane Millard was able to bring the best out of the younger players, but in the end the load carried by the senior players in Billy Brittain, Rhys Kennedy and Viliami Kaveinga proved too much.

Best & Fairest	Billy Brittain
Best & Fairest	Viliami Kaveinga
Players Player	Billy Brittain
Best Back	Connor Tracey
Best Forward	Rhys Kennedy
Most Improved	Mawene Hiroti

JERSEY FLEGG

The Jersey Flegg team were valiant and were not disgraced, taking a couple of big scalps throughout the season but again the vacancy left by key players being selected in ISP affected coach Will Leyshon's team on a week to week basis. A young star was born in Lennox Whittaker, who progressed through SG Ball to be a regular starter in the Flegg side, and also to Kurtis Preece who managed to play 2 games in the ISP team.

Best & Fairest	Josh Cook
Players Player	Kurtis Preece
Best Back	Kieran Hayman
Best Forward	Kell O'Brien
Coaches Award	Nicholas Mougios

SG BALL

SG Ball were competitive with 2 wins and a draw over the 9 games, and showed a number of players have a promising career ahead of them. Lennox Whittaker, Darcy Harman and Marcus Moore remain with the club for 2019 and will make their mark on the Jersey Flegg team. Coach Peter Palmer will also remain with the Bears as coach of the 2019 Jersey Flegg team.

Best & Fairest	Lennox Whittaker
Players Player	Leonard Vai
Best Back	Zac Stracey
Best Forward	D'Arcy Hardman
Coaches Award	Callan Burgess

THE BEARS HAROLD MATTHEWS

The Bears Harold Matthews team again were valiant but never really had the manpower. Coach Luke Deller and his staff were able to bring together the group and generated plenty of effort and enthusiasm and led the boys well. Young Brock Parker was Best and Fairest and keep an eye out for Nick Russell is a local junior with plenty of talent.

Best & Fairest	Brock Parker
Players Player	Nick Russell
Best Back	Brock Wells
Best Forward	Luke Friscan
Coaches Award	Cruise Tweedie



THE 2018 NSWRL HARVEY NORMAN WOMEN'S COMPETITION

The 2018 NSWRL Harvey Norman Women's competition was where the proud North Sydney women's team put their hand up to be counted. This new team led by Ben Gardiner brought energy and excitement to North Sydney oval and were outstanding ambassadors as our first ever girls team. Don't underestimate the determination of these young women who work just as hard as the men and want to learn.

Best & Fairest	Shenai Lendill
Players Player	Shanice Parker
Best Back	Ashleigh Werner
Best Forward	Lacey Shields
Coaches Award	Emily Andrews-Holt
Coaches Award	Nicole Backhouse

I would like to say thank you to all of the staff who were a part of the Bears family this year, particularly the head coaches Shane Millard, Ben Gardiner, Will Leyshon, Peter Palmer and Luke Deller. These men led the club with honour. Thankyou also to all of the staff across the coaching, performance and medical area for looking after the players.

On behalf of the players and staff, thank you to the fans who supported the teams on the road and at home. North Sydney oval continues to grow again as the home of the Bears, the support of the members, the Junior League and all of our supporters on game day is so important. The volunteers around the ground and on the canteen make it that much more special.

Many thanks to the Asquith club for their support throughout the year, we relied on several of their players throughout the year and appreciate the impact it had on their own Ron Massey, Sydney Shield and U/20's team.

Well done to the 2018 Development u/13's, u/14's and u/15's teams. These teams are made up of predominately local players, and they experience a small taste of representative footy against the likes of Sydney Roosters, Balmain Tigers and Manly Sea Eagles. The regular Bears v Tamworth u/12's match against at North Sydney oval was a hit, thanks to those coaches and officials involved in the program.

To our all of our sponsors, in particular Norths Group and Thousand hands, we could not provide these opportunities to young men and women without you, thank you for your support.

In conclusion, 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 - Football

COMMERCIAL & MARKETING REPORT

The commercial area is clearly critical to the financial sustainability to the ongoing future of the club and requires constant focus and support from all key stakeholders of the Bears business. Season 2018 has been no different and with that and hard work we are happy to report that the club delivered another strong uplift of support in all areas which include sponsorship, events, membership, merchandise and the support in the digital and social media area.

The club has also invested deliberately into resource to support this area and growth to support of our commercial model. The club has completed a whole of business review so we have a clear plan and path for the whole business to understand our areas for focus and any potential challenges we may need to overcome. This plan will also allow the club to invest further into the football department that requires the additional

financial support to ensure we can compete and deliver on-field success. With that, we have set some very clear and internal goals for the next four seasons in all areas of the business and look forward to the results from this which we believe will allow more stability and consistency throughout the whole business.

We have also highlighted that new and additional community engagement is critical to this success and have started to put a more active program to re-engage and engage fans and members of the North Sydney Bears community.

In the sponsorship area, which also included bid related revenue in 2016 and 2017 but not in 2018, we saw further healthy increases with regular sponsorships trending up 15% in 2016, 13.7% in 2017 and now an even stronger increase of approximately 50% in 2018.

FINANCIAL YEAR	REGULAR SPONSORSHIPS	BID ASSOCIATED REVENUE	TOTAL SPONSORSHIPS
2018	556,198	Nil	556,198
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 2018 highlights are summarised below:

MEMBERSHIP & MERCHANDISE

The club grew its revenue to over 24k in membership with further engagement and now sit with over 400 financial members with a total over 1000 members with our junior league complimentary offer.

The clubs vision for membership is to increase our fan base and more importantly increase loyalty and a sense of belonging through connecting with the club and the community. This will be achieved through a Members first mentality from within the Club.

The focus for this year is to clean our data in order to create more tailored communications to our previous and prospective Members.

The clubs vision for merchandise is to increase sales by providing a variety of merchandise and accessories. Our focus too will be on game day by providing a more professional look and approach to increase sales, engage fans and to use this area to drive membership.

2019 will see more themed and entertaining events on game day and a wider presence in the community 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 feel they are more engaged with the Bears.

2019 OBJECTIVES

- Maximise the number 1 ticket membership holder James Bracey's passion for the Bears and leverage this through the community.
- Ensure with use the profiles of Jason Taylor, Greg Florimo and key Bears profile people to build our brand further.
- Improve and update our database management to ensure all stakeholders are engaged.
- Have a friendly online platform for clearer communication of packages and promotional offers both in merchandise and membership.
- Engage in more community activity to increase brand presence, drive membership and merchandise sales and to encourage more fans to our games.
- Create an emotional connection for Members to the Bears, as a way of building the sustainability of the club.
- Increase membership revenues to over 30k and a base of a minimum of 1000 members by the end of season 2019.
- Increase our merchandise sales to \$50K by the end of season 2019.



CORPORATE PARTNERS

We again acknowledge all our business partners and highlight our major partner Thousand Hands for another supportive year and founder Harry Cheung for his ongoing support of the North Sydney Bears.

We have focused on our business to allow business to drive additional value through our event and networking program which grew in interest and quality of size. Our B2B networking events were once again well supported from all business partners and sponsors in season 2018.

This year with over 50 partners that supported the club we need to give a special mention to the historic support from the Norths Group and the support of Chairman Mark Holman and CEO Luke Simmons. 2018 was our first year of our open Harvey Norman Women's team which would not have happened without the commitment from the Board that saw this fantastic community opportunity. So on behalf of the club, we thank Norths again you for this and their ongoing valued support.

Other major partners, we would like to thank for their fantastic support were NSWRL, J.J Lawson, Magpies Waitara, Mammoth Projects, Command 51, LION, Quantum, Sinalli, Phatsourcing, Tom and Franks, Voice Print Data, Bid food, Zoom Video Conferencing, AON, Genuine Air, Buyrite Steel QLD, BOQ, Butler Freight Services and Allied Sea Freight. We look forward to partnering and engaging with you and all our new partners in season 2019.

2019 CORPORATE OBJECTIVES

- Deliver increased revenues year on year, however, maintaining a core base of 550k
- Deliver refreshed programs so our partners can receive and exceed an expected return on investment.
- Review and upgrade the continuation of our B2B program and improvement that allows all our partners to leverage our networks including leveraging the Roosters networks.
- Keep delivering and improving a quality events program that is memorable whilst delivering commercial outcomes.
- Create innovative ways to build on tangible and valued assets.
- Ensure website packages are clearly communicated where appropriate.
- Work harder in the community to ensure we have increased presence and engagement to drive our digital and social channels further

MARKETING & COMMUNICATIONS

In 2018 we continued our growth across our social media channels thanks to a strong presence in the digital space. We are looking to further our digital presence in 2019 which will be possible thanks to our new website that was launched in late October.

Maintaining and improving our presence in all social channels and utilising our new website will keep our stakeholders up to date and engaged throughout the year.

We will have a new 'Members First' outlook on communications in 2019, ensuring that all Members are kept up to date on Club information and receiving important Club announcements before the general public.

In 2018 we had 1,190 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.

2019 MARKETING & COMMUNICATIONS OBJECTIVES:

- Over 3,000 on the newsletter database by the end of the 2019 season
- A combined social media following of over 40,000
- Building more engaging content for our social channels
- Regular and creative segments with members receiving priority viewing
- Increase game day engagement and have crowds with averages from 1500

David Perry

CEO

2018 NORTH SYDNEY BEARS INTRUST SUPER PREMIERSHIP NSW RESULTS

ROUND	TEAM PLAYED	VENUE	RESULT	SCORE
Round 1	New Zealand Warriors	Mt. Smart Stadium	LOSS	22-30
Round 2	Penrith Panthers	Panthers Stadium	LOSS	24-30
Round 3	St. George Illawarra	Ron Costello Oval	LOSS	4-22
Round 4	BYE			
Round 5	Newcastle Knights	McDonald Jones Stadium	WIN	28-10
Round 6	Western Suburbs	North Sydney Oval	WIN	25-24
Round 7	Mounties	Central Coast Stadium	LOSS	18-22
Round 8	Newcastle Knights	North Sydney Oval	WIN	30-10
Round 9	Newtown Jets	Henson Park	TIE	22-22
Round 10	Penrith Panthers	North Sydney Oval	LOSS	14-38
Round 11	Blacktown Workers	North Sydney Oval	LOSS	24-42
Round 12	Wentworthville	Ringrose Park	WIN	16-10
Round 13	St. George Illawarra	North Sydney Oval	LOSS	10-28
Round 14	Canterbury Bulldogs	North Sydney Oval	LOSS	10-20
Round 15	Western Suburbs	Campbelltown Stadium	LOSS	10-12
Round 16	Wyong Roos	Morry Breen Oval	WIN	42-22
Round 17	Blacktown Workers	HE Laybutt Field	LOSS	0-32
Round 18	Newtown Jets	North Sydney Oval	TIE	28-28
Round 19	BYE			
Round 20	Mounties	Aubrey Keech Reserve	WIN	34-6
Round 21	Wyong Roos	North Sydney Oval	WIN	36-22
Round 22	Wentworthville	North Sydney Oval	LOSS	30-36
Round 23	Canterbury Bulldogs	ANZ Stadium	LOSS	28-42
Round 24	New Zealand Warriors	North Sydney Oval	LOSS	22-24

2018 NORTH SYDNEY BEARS INTRUST SUPER PREMIERSHIP NSW APPEARANCES

FIRST NAME	SURNAME	GAMES PLAYED	FIRST NAME	SURNAME	GAMES PLAYED
Tarquinn	Alatipi-Butler	16	Rhys	Kennedy	15
Jesse	Arthars	6	Keaon	Koloamatangi	17
Max	Bailey	10	Vincent	Leuluai	21
Dean	Britt	11	Jesse	Martin	1
William	Brittain	20	Matthew	Mcllwick	6
Braidon	Burns	12	Nicholas	Mougios	1
Jason	Clarke	2	Zane	Musgrove	2
Joshua	Cook	2	Mark	Nicholls	4
Adam	Doueihi	2	Kurtis	Preece	2
Robbie	Farah	6	Jalen	Reweti	5
Tom	Freebairn	8	Ky	Rodwell	15
Tyrell	Fuimaono	8	Sean	Sabutey	5
Jacob	Gagan	11	Blake	Taaffe	1
Campbell	Graham	4	Lucky	Taavale	4
Dean	Hawkins	19	Jake	Tago	6
Mawene	Hiroti	19	Siosifa	Talakai	3
Hymel	Hunt	4	Tevita	Tatola	1
Brock	Ilett	4	Connor	Tracey	22
Curtis	Johnston	13	Kyle	Turner	15
Samuel	Jonstone	17	Amanaki	Veamatahau	7
Viliami	Kaveinga	17	Jackson	Williams	9
Richard	Kennar	2			

Coach – Shane Millard

Assistant Coach – Phil Bailey

Manager – Darren Allard

Strength & Performance coaches – Scott Geddes

2018 NORTH SYDNEY BEARS JERSEY FLEGG

FIRST NAME	SURNAME	FIRST NAME	SURNAME
Ethan	Abou-Ghaida	Samuel	Johnstone
Tarquinn	Alatipi-Butler	John	Kaufusi Sikei
Kane	Allan	Keaon	Koloamatangi
Ryley	Angles-Corke	Corey	Kurnoth
Jesse	Arthars	Samuel	Lilomaiaava
Arisento	Bou Sleiman	Aidan	Manowski
Treymaine	Brown	Jonathan	Mitsias
Corey	Brown-Higginbotham	Nicholas	Mougios
Bryn	Callaghan	Kell	O'Brien
Caleb	Campbell	Jake	O'Meley
Luke	Casson	Kurtis	Preece
Maila	Chan-Foon	Ky	Rodwell
Joshua	Cook	Sean	Sabutey
Justin	Frain	Brandon	Shoveller
Matthew	French	Jubilee	Saloa
Campbell	Graham	Blake	Taaffe
Jayden	Griffin	Lucky	Taavale
Darcy	Hardman	Jake	Tago
Dean	Hawkins	Dante	Taliai
Kieran	Haymen	Tyrone	Taukamo
Mawene	Hiroti	Kyle	Tukapua
Luke	Hodge	Rhys	Ward
		Lennox	Whittaker
		Cameron	Yeates

Coach – Will Leyshon

Assistant Coach – Tony Cunningham & Leon Latulipe

Manager – Josh Turner

Strength & Performance coach – Donna Miller

Medical Officer – Jess Miller

2018 NORTH SYDNEY BEARS HARVEY NORMAN WOMEN'S TEAM

FIRST NAME	SURNAME	FIRST NAME	SURNAME
Hariata	Ahipene	Caitlin	Keefe
Breeana	Alder	Malelega	Lavemai
Emily	Andrews	Shenai	Lendill
Nicole	Backhouse	Josephine	Maejiirs
Gemma	Backhouse	Brittany	Merlo
Claudia	Bell	Nicole	Morely
Jamie	Blazejewski	Shanice	Parker
Madeleine	Bonato	Isabella	Parkman
Ellen	Conroy	Jordan	Parsonage
Raevyn	Dixon	Pier	Pritchard
Laura	Eisenhauer	Tasmin	Sheppard
Lisa	Fiaola	Lacey	Shields
Taela	Fiaola	Elizabeth	Tavita
Sabrina	Green	Barbara	Waddell
Hannah	Griffiths	Ashleigh	Werner
Sally	Hawkins	Hayley	Willis
Clare	Illsley	Matalena	Wilson

Coach – Ben Gardiner
Assistant Coach – Lisa Fiola
Manager – Tamara Brown
Trainers – Rob Capizzi & Glenn Jefferys

2018 NORTH SYDNEY BEARS SG BALL TEAM

FIRST NAME	SURNAME	FIRST NAME	SURNAME
Michael	Brown	William	O'Toole
Callan	Burgess	John	Pangan
Liam	Castell-Brown	Francesco	Paradiso
Benjamin	Collins	Kore-Lee	Perenara
Ezra	Gibson	Tevita	Piukana
Darcy	Hardman	Jacob	Preston
Tu'ihalangingie	Hokafonu	Zac	Tracey
Keelin	Kronast	Samuel	Stratis
Trent	Kurnoth	Floyd	Tighe
Malaki	Malaki	Leonard	Vai
Kane	Mirabile-Kumar	Tyrese	Walker
Marcus	Moore	Lennox	Whittaker
Myden	Ong	Kohen	Wright

Coach – Peter Palmer
Assistant Coach – Daniel Hutton & Scott Hogarth
Manager – Mark Dowel
Strength & Performance Coaches – Troy Mytton & Luke Preston
Trainers – Kyle Jeffery, Glenn Jefferys, Neal Ford
Physios – Tom Brysdon, Trent Bowden, Jess Miller, Adam Van Der Weilen

2018 NORTH SYDNEY BEARS HAROLD MATTHEWS CUP

FIRST NAME	SURNAME	FIRST NAME	SURNAME
Brian	Abdenour	Brock	Parker
Daniel	Abraham	Sage	Pone
Kyle	Bowen	Jack	Previtera
Aiden	Brophy	Jordan	Puleitu
Andrew	Collins	Louis	Reyes
Harrison	Davey	Matthew	Rose
Luke	Friscan	Nicholas	Russell
Blake	Hancock	Dan	Stovold
Thomas	Jarrett	Finau	Tava
Corey	Meyer	Cruise	Tweedie
Shannon	Moses	Joseph	Vitanza
Raymond	Mu	John Wesley	Vunga
Alexander	Noble	Brock	Wells

Coach – Luke Deller
Assistant Coach – Ross Hoye & Peter Moujalli
Manager – Rob Billic
Strength & Performance Coach – Reynaldo Penalosa
Trainers – Bob Casserly & Mitch Gaffey

WE THANK AND ACKNOWLEDGE OUR MAJOR PARTNERS FOR THE 2018 SEASON

PRINCIPAL PARTNERS



MAJOR PARTNERS





TRADITION · PRIDE · THRIVE



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