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Taverners Victoria - 2020/21 Annual Report

I want to start with a mention of the achievement of Tony Dodemeide (Branch President) for his recent appointment as a National Men's Cricket Teams Selector. Tony follows in the footsteps of Jim Higgs OAM and Mervyn Hughes who are also Taverners members to become National selectors.

Due to the pandemic, the 2020/21 year has been difficult on many levels for Taverners Victoria. Pandemic restrictions have affected our ability to host fundraising events.

The committee agreed at the start of the year to take the opportunity of the quiet time to proactively implement initiatives to build administrative and operational structure around the organization. These initiatives will improve efficiencies to enhance Taverners Victoria's branding through increased communication to the wider community.

Special thank you and mentions should be made to the following committee members for their initiative to drive and collaborate tirelessly for us to achieve the results listed below; David Hayden, Sakkti Mane Breen, Nick Power, Lindsay Cato, Mark de Stefanis, Phillip Maclsaac, Rebecca Kirby, and Nicko Hancock.

Credit also to be given Stuart Stockdale for coming up with the idea for The Richie Benaud Tribute Luncheon on 22/2/22. This has been adopted by Taverners National to be celebrated nationally by all our branches.

Taverners Constitution

One of the administrative tasks we undertook was to update the Constitution in order to align it with the revised requirements in accordance with the *Associations Incorporation Reform Act 2012*.

Although the updated Constitution leverages the Model Rules issued by Consumer Affairs Victoria, we have particularised it so as to reflect the specific requirements of the Taverners, including in relation to its purpose, its membership arrangement and official roles. Members have the right to obtain access to inspect the rules on request.

Once approved at the AGM and registered with Consumer Affairs Victoria, the updated Constitution will apply.

Relationship Management Platform

In our efforts to increase memberships and improve engagement with our constituents, we recognised the need to streamline a number of processes and invest in some modern technology.

We identified a few platforms that could assist us. The committee agreed on Salesforce - a market leader in Customer Relationship Management. Salesforce has a pro bono offering designed for not for profits - this includes implementation assistance. The platform foundation is designed with Constituent Relationship Management capabilities to connect volunteers, donors, and clients/partners in one place. It allows for management of membership and fundraising programs and is supported by engagement plans and communication templates. It includes reporting capabilities to help analyse and understand Taverners performance.

It is the committee's plan for Salesforce to be Taverners Victoria's one-stop platform for all member and constituent communication including digital/mobile access for membership, renewals, donations, events, and other purchases.

Implementation of Salesforce is now well underway. The first task was to clean up the existing database to ensure all information was relevant and up to date.

The Lord's Taverners Australia (Victorian Branch) Inc.

President: Tony Dodemeide **Chairman:** Stuart Stockdale **Treasurer:** Philip Maclsaac

Post: PO Box 8068, Kooyong VIC. 3144

www.vic.tavernersvic.org.au



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Administrative Communication Platform

To compliment and enable effective use of the new platform, Taverners Victoria has implemented Microsoft MS365. This was done at no cost through a "Not for Profit" offer. The main committee members now have "@vic.taverners.org.au" email addresses accessed via Outlook. MS365 also provides us with MS Teams which is an excellent communication system for virtual meetings and offers a central shared filing system for records and communication. Salesforce provides Outlook integration capabilities.

Website Refresh

We are very excited to be nearing the launch our new, comprehensive Taverners Victoria website around late November or early December 2021. It will present Taverners on a modern, responsive platform with detailed coverage of our activities, causes and fundraising processes. Our News Blog will carry insightful stories and videos to inform our followers on the events, programs and people we help to give a sporting chance. Our new website has been a long time in the making and we are really looking forward to sharing it with you.

Social Media Strategy

Taverners Victoria recruited a volunteer from Monash University (Jhanvi Punjabi Punjabi) to work with a Sub-Committee to help develop our social media strategy. The result of weeks of work is a social media plan which has been implemented using LinkedIn, Instagram, Twitter, Facebook, and other outlets to reach out to a bigger audience and spread the word on the community value that Taverners Victoria sponsor.

Partnerships

Taverners Victoria started the year with the aim is to identify partners to boost our presence through initiatives which support our beneficiaries. We have deepened our relationship with Cricket Victoria by sponsoring projects supporting participation for blind, deaf, all-abilities, and indigenous cricket.

We are also working with Pullman-by-the-Park to hold two of our signature events at the venue namely the Boxing Day Test Breakfast and Annual Taverners National Fundraising Event.

Events

With Covid lockdowns, it has been difficult to organise events during the year.

Through our partnership with the Australian Cricket Society (ACS), we have collaborated on four luncheons. This included the annual cricket friendly in February, which culminated in a tie and the ACS Annual Dinner in July. Taverners was also invited to participate in a series of five Cricket Celebrity Zoom events hosted by Jim Maxwell and The Primary Club.

We are, now, in a position to plan some F2F future events. Planning is in advanced stages and communication regarding the events below will be released very soon.

- Boxing Day Test Breakfast on 26th Dec 2021.
- Richie Benaud Tribute National Fundraising Event on 22nd Feb 2022.
- Legends Night (Date TBA).

Wine Sales

The Taverners Australia 2014 McLaren Vale Shiraz fundraiser sold out in mid-2021 with our Branch selling 197 of the 500 cases produced by Geoff Merrill Wines. A top result, beating all other branches and raising \$8,897 to support MAACA and other causes. (Ref: Treasurer's report August 2021). We thank everyone who supported this wine promotion, and all were very pleased with the quality of the product.



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Taverners National Raffle Tickets

2020/21 – Gross sales from Taverners Victoria produced a record \$31,905 in revenue, again being the top performing Branch nationally for Taverners (source TA Raffle History Branches Sept. 2021), generating \$5,021 in proceeds for our Branch. (Treasurer's report 22 June 2021). This was achieved mainly through clever networking through our committee contacts.

2021/22 – To increase sales, Taverners Victoria will collaborate with local cricket clubs and other charitable organizations to promote the sale of the National Raffle. This year's raffle is launching 20th November and entries close 31 January 2022. We are hoping to build further on last year's performance.

Treasurer's Report 2020 –2021

Detailed in the financial accounts for the 2020/2021 year are the Net profit result of \$10,632 with a closing bank balance of \$62,155

Due to COVID impact both revenue and expenses are down on prior year results. I note a significant investment in our IT and processes which will provide future benefits in the administration of the LTV.

Thank you

I would like to offer my sincere thanks to all Taverner Victoria members for their contribution. It has been my privilege and honour to work with you.

Yours sincerely,

Stuart Stockdale
Chairman
Taverners Victoria



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