



**VICTORIA  
UNIVERSITY**

# GOOD 2 GREAT CONFERENCE

TAKE YOUR CLUB TO THE NEXT LEVEL



## ROOM - MCG (G370)

### 10am - Effective & Sustainable Club Committees

This session will emphasise the importance of having club committee structure in place underpinned by a volunteer group supporting senior and junior teams. This session will also include insights into leading a junior football club.

*Presented by John Larkins (Barrister, Aberfeldie FC President) & Phil Murdoch (Fitzroy Junior FC President)*

### 11:15am - Club Viability – Planning for Success

This session is a grass roots approach to ensure the viability of your club in the short and long term with simple but effective planning ideas and processes that anyone can use.

*Presented by Anthony McDonald (Football Development Manager - AFL Victoria)*

### 12:15pm - Conflict & Match Day Management

Club culture and matchday management are two key focus areas in the retention of junior and senior players. Moonee Valley FC have had recent success in increasing player enjoyment and limiting parent incidences through the introduction of "No ball for Junior Football", a culture change program along with related policies and code of conduct.

*Presented by Brad Young (Moonee Valley FC, Junior Coordinator)*

## ROOM - WINDY HILL (G470)

### 10am - Managing Club Finances

In this session we cover some of the critical areas all Clubs should be actioning to ensure your clubs financial success and improvement, minimise risks and ensure the clubs future sustainability.

*Presented by Dominic Drennen (Treasurer - Western Region FL)*

### 11:15am - Attracting Sponsors & Grant Funding

In this session we'll focus on the key things your club needs to have in place to be successful in attracting and retaining sponsors along with accessing grants funding.

*Presented by Patrick Moriarty (Training Manager, Our Community Group)*

### 12:15pm - Volunteer Succession & Recruitment

In this session we will discuss ways to put in a place a volunteer system to ensure that when someone leaves the club is not left with a massive black hole in knowledge and expertise and that someone in the wings is ready to step up into that role.

*Presented by Patrick Moriarty (Training Manager, Our Community Group)*

## ROOM - WHITTEN OVAL (G476)

### 10am - Engaging Female Football & Netball

This session will focus on key topics within the Female Football sphere such as creating a good culture, defining and cultivating leadership, appropriate internal resourcing and most importantly, how to best promote your Club to aspiring female footballers

*Presented by Pauline Leslie (EDFL Female Football & Netball Manager)*

### 11:15am - Player & Supporter Wellbeing

The aim of this session is to ensure that clubs and volunteers are supported by outside government funded support services and equipped with being able to refer people to help when identified within the club environment.

*Presented by Gareth Hanlon (Westmeadows FC President)*

### 12:15pm - Media Issues Management

This session will outline some of the better strategies that can be implemented in upholding and managing high standards when dealing with media-related issues, both internally and externally.

*Presented by Adem Saricaoglu (EDFL Media Manager)*

**WHERE: VICTORIA UNIVERSITY, FOOTSCRAY PARK  
CAMPUS (BALLARAT RD, FOOTSCRAY VIC 3011)**

**WHEN: 9:30AM TO 1PM**

**SUNDAY -  
FEBRUARY 17**